



A Study on Factors Affecting Consumer Buying Behaviour Towards Consumer Durable

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ABSTRACT

In the recent technological world, people love to do the shopping of the consumer durable goods. Advance in the technology and awareness there is numerous Hike in purchasing of consumer durable goods. India covers largest market of consumer durable goods due to increase in disposable income and according to the change in preference of people. This research was aimed to study the various factors affecting consumer buying behaviour towards consumer durables. Survey method was used to collect the data and 106 respondents were selected for the same. Cross-tab Chi-square method is used to study the factors affecting towards consumer durable goods.

Keywords: Consumer Durable Goods, Buying Behaviour Towards consumer durables, Factors Affecting Consumer Buying Behaviour

1. INTRODUCTION:

The Indian consumer market has experienced a significant shift in the past decade with changes in consumer profiles, education, income and the prevalence of nuclear families, there has been an increasing demand for high-end technology products such as television, washing machine, refrigerators, and air conditioners. The availability of the credit facility has made easier and affordable for consumer to purchase the durable goods. Brand preference is important to Indian consumer, but they are not necessary brand loyal and are willing to consider private labels if they offer good quality and value. The consumer durables market in India is still largely untapped, and there is enormous potential for manufacturer and traders to improve operational efficiencies and achieve substantial business growth. Brands and various factors affecting behaviour of consumer are becoming increasingly important in this context, as they valued by consumer and can differentiate products in the marketplace. Understanding the psychology and preference of the consumer is essential in developing branding strategies for durable goods in India.

2. LITERATURE REVIEW:

1. **Dr. Lingana (2020)** made a Study entitled, "Consumer Behaviour Towards Durable Goods". To study the socio-economic profile of the consumers, to know the awareness of the consumers among the durable goods, to study the consumer brand preference towards durable goods, to know the satisfaction level of consumers towards durable goods. He uses convenient sampling method (300 samples) were selected and divided into 3 division 100 each sample and prepared Questionnaire and collect secondary data. While analyzing the data simple average and percentage are computed. For the purpose of research have been used count, mean, and cross tables He Concluded that 60% of respondent are preferred financial schemes to purchase consumer durable, 80% for discounts during festivals and promotional schemes, 44% 290approx. not brand specific, Samsung is powerful brand in Home Appliances.
2. **P. Sathya, Dr.R. Indirajith (2018)** studied on purchase behaviour of consumer durable goods to analyse the factors influencing consumers 'perception towards purchase behaviour of consumer durable goods, to identify the purchase behaviour of selected rural and urban consumer durable goods, to analyse the purchase behaviour and satisfaction of the rural and urban consumer durable goods. They gather primary and secondary data and empirical study as well use Hypothesis, percentage analysis, one sample t-test, ANOVA, Pilot survey to Conclude his study has a special feature that the level of expectation for the various aspects which characterize the quality and standard of the product are individually taken up. This study also indicates the level of importance attached to the various quality characteristics of the product by the different segments of consumers, who differ in economic, educational, emotional and other characteristics.
3. **Radhika Singla (2018)** The study on rural consumer behaviour will help marketers to get a better insight of rural market place and help them to formulate effective strategies. The key objective of this paper is to prepare the profile of the rural consumers and to study various factors influencing their behaviour, in relation to selected demographic variables using questionnaire method. The data has been collected

from 50 respondents in Sangrur district using random sampling technique. Various tools such as Factor Analysis, Cluster Analysis, Average and Percentage have been used to analyse the data collected.

4. **Amit Nigam (2018)** studied on “Consumer Purchase of Consumer Durables” to study important factors in purchase of consumer durables, main objective of this study is that to analyse the important sources of information in purchase of consumer durables. Taken response from the 50 respondent and conclude that according to the responses decision maker’s role is played by male (87.22%) and by female (75.21%). It also found that Female’s role is more powerful in purchasing in consumer durable goods.
5. **Rajendranh and Revathi (2019)** had studied of consumer perception on select durable goods in Rasipuram Taluk. Five brands are considered for the research. The analysis includes the consumer durable goods most preferred by the consumers and the reason for choosing a specific consumer durable goods. A sampling technique is adopted, 150 respondents are chosen among the consumer durable goods users in Rasipuram Taluk. The responses are analysed through simple average and Chi Square Test. It was found that technological modernism, quality and large group of brands against prices for price conscious consumers are the three influencing factors for choosing a specific consumer durable brand.

3. OBJECTIVES OF THE STUDY:

The aim of the paper is to know the factors affecting buying consumer durable goods.

4. RESEARCH METHODOLOGY:

- **Sampling Frame:** Surat city.
- **Sampling Size:** 106 people using durable goods.
- **Sampling Method:** Non probability (Convenience Sampling Method)
- **Sources of information:** Primary Data
- **Data collection method:** Questionnaire & Interview

5. ANALYSIS AND INTERPRETATION:

Demographic Detail:

As per the analysis, it was found that almost 33.02% of the age 20 - 30 years group of age, followed by 26.42% of respondents falling in 31-45 years age group. A large number of people were graduates and Under Graduates i.e., 29.25% and 21.70% respectively. It was found that total out of 106 respondent 32 were in income group of 2,50,000 - 5,00,000 Rs of followed by 30 having less than Rs.2,50,000 and 22 each from income groups of Rs. 5,00,000 – 7,50,000 and above Rs.7,50,000. It appeared that majority of people are from nuclear family that is 69.81%. The respondents were mostly Business Persons, Private Sector Employees and Students. Find that about most of respondents purchased home appliances durable goods of 61.32%.

Other Details:

According to the data, the majority of purchases made for durable products were for home appliances i.e., 61.32%. Samsung was found to be the most preferred brand for durable goods with 56.6%, followed by Sony being at 44.34%, while Xiaomi and Godrej being least preferred brands. Also, Company Owned outlets are the most trusted platforms for the purchase of durable goods with 42.45% and only 5.66% people buy them online; with the go to payment options being cash & installments with 42 & 24 respondents respectively. Additionally, Suggestions from Family and friends tend to be the most influential factors leading to purchase of durable goods.

KMO AND BARTLETT'S TEST:

1. If you purchase home appliances and electronic goods which factors affect you give rank?

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	1.732E3
	df	231
	Sig.	.000

Interpretation: The KMO AND Bartlett’s test table display and the result for interpreting the adequacy of data for factor analysis. In this study the value of KMO test is 0.855 (higher than 0.6) and the p- value of Bartlett’s test is .000 (less than 0.05), Factor analysis can be undertaken using this dataset.

Communalities		
Factors	Initial	Extraction
Home appliances-Social class/ Recognition	1.000	.576
Home appliances- Brand image in market and society	1.000	.515
Home appliances- Quality	1.000	.639
Home appliances-Durability	1.000	.689
Home appliances-Brand addiction	1.000	.438
Home appliances-After sales services	1.000	.732
Home appliances-Life style pattern	1.000	.586
Home appliances-Look and style	1.000	.709
Home appliances-Festival seasons	1.000	.507
Home appliances-Guarantee and Warrantee	1.000	.532
Home appliances-Others	1.000	.808
Electronic durable goods-Varieties	1.000	.758
Electronic durable goods-Price consciousness	1.000	.913
Electronic durable goods-Easy accessibility	1.000	.830
Electronic durable goods-Better performances	1.000	.828
Electronic durable goods-Brand addiction	1.000	.740
Electronic durable goods-Product features	1.000	.841
Electronic durable goods-Offers	1.000	.814
Electronic durable goods-Demonstratives	1.000	.601
Electronic durable goods-Celebrity endorsement	1.000	.449
Electronic durable goods-Awareness	1.000	.804
Electronic durable goods-Others	1.000	.726
Extraction Method: Principal Component Analysis.		

Rotated Component Matrix:

		Factor Loading
	Home appliances- social class / recognitions	.576
	Home appliances- Brand image in market and society	.515
	Home appliances-Qualities	.639
	Home appliances-Durability's	.689
	Home appliances- brand addiction	.438
	Home appliances- after sales services	.732
	Home appliances - life Style pattern	.586
	Home appliances- look and style	.709
	Home appliances- Festival Season	.507
	Home appliances- Guarantee and Warrantee	.532
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	Electronics durable goods- Varieties	.758
	Electronics durable goods- Price conscious	.913
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	Electronics durable goods- Brand Addiction	.740
	Electronics durable goods- Product features	.841
	Electronics durable goods- Offers	.814
	Electronics durable goods- Demonstratives	.601
	Electronics durable goods- Celebrity endorsement	.726
	Electronics durable goods- Awareness	.804
	Electronics durable goods- Celebrity endorsement	.449

Compressed factor Table:

1.	Electronic factors
2.	Home appliances factors
3.	Other factors
4.	Celebrity endorsement factors

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.185	37.204	37.204	8.185	37.204	37.204	7.150	32.502	32.502
2	4.207	19.124	56.327	4.207	19.124	56.327	5.099	23.177	55.679
3	1.519	6.904	63.231	1.519	6.904	63.231	1.444	6.563	62.242
4	1.121	5.097	68.329	1.121	5.097	68.329	1.339	6.087	68.329
5	.980	4.455	72.784						
6	.886	4.029	76.812						
7	.720	3.273	80.085						
8	.590	2.681	82.766						
9	.585	2.659	85.425						
10	.508	2.309	87.734						
11	.444	2.016	89.750						
12	.400	1.820	91.570						
13	.371	1.687	93.257						
14	.285	1.295	94.551						
15	.273	1.243	95.794						
16	.200	.910	96.704						
17	.187	.851	97.555						
18	.152	.691	98.246						
19	.133	.603	98.849						
20	.106	.481	99.330						
21	.081	.370	99.700						
22	.066	.300	100.000						

Interpretation: The rotation method of 'Varimax with Kaiser Normalization' and the extraction method of Principal component Analysis' was followed to extract the factors. The items and their components into which they were extracted were shown in the above table. Thus, the factor 1 comprised of eight items with factor loadings ranging from .758 to .726. Factor 2 comprised of 10 items with factor loadings ranging from .576 to .532. Factor 3 comprised of 1 item with factor loadings ranging from .803. Factor 4 comprised of 1 item with factor loadings ranging of .808.

6. CONCLUSION:

The main purpose of the study is to study the factors affecting consumer buying behaviour towards the consumer durable goods. In the present study due importance has been attached to the factors like price, place, family size, income, varieties of products, features, social class, life style. It may be observed that consumers durable goods are all important products but available for all. This study also indicates the level of importance attached to the various quality characteristics of the product by the different segments of consumers, who differ in economic, educational, family income and other characteristics. The brand of the products they used and their taste and preference towards a particular brand and loyalty towards a specific brand. The research help in identifying the time spend by the people in the advertisement and which sources of medium use for the communicating. It helps to know about the consumer used which method of payment is used more.

The study was focused on two categories i.e., home appliances and other electronic durable goods. Different factors like social recognition, brand image, quality, durability, brand addiction, after sales services, look and style, festivals, etc. affecting purchase of home appliances were analysed using factor analysis. Similarly, factors affecting purchase of electronic durable goods like varieties, price, easy accessibility, performances, features, offers, celebrity endorsements and awareness

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