

Purchase Behaviour of Consumers Durable Goods (A Case Study of Selected Union Territories-Daman & DNH)

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ABSTRACT

The consumer durable goods industry is operating in a highly competitive, complex and rapidly changing business environment. The research paper deals with the study on pre purchase and post purchase behaviour of consumer durable goods in selected territories. The objective of this research paper was to analyse the factors influencing consumers' perception towards pre purchase behaviour and post purchase behaviour of consumer durable goods. The scope of the study was limited to selected territories with a sample size of 250 respondents. The study contains three hypotheses related to the study. The study focused three major factors viz. aggressiveness, level of expectations and level of satisfaction.

1. Introduction

India is the second largest consumer market in the world. The Indian consumer profile has been developed and changed in terms of education, income, occupation, and reference group and media habits. There is a shift in consumer brand preference for durables products for the past decade with the influx of modern technology. The consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money. The consumer is brand-conscious, but not necessarily brand-loyal, and might even pick up a reliable private label if it offers good price and quality values.

Consumer durable penetration is one of the lowest in India and the untapped potential is evidently enormous. Both manufacturers and traders would be compelled to explore every conceivable method to improve operational efficiencies, in order to achieve substantial and profitable business growth. The Indian consumer durables market has undergone a major transformation since the liberalization process, initiated in 1991. The market size, product penetration, the variety and technology of products sold, have all experienced a quantum leap. Improved product choice and decline in real prices, matched by increased consumer incomes have driven the market growth rate to dizzy heights. Now brands are becoming the most valuable assets that businesses can possess. The marketers are facing lot of challenges: regarding differentiation which is valued by the customers. Brands in this context are

new business warriors. Brands are wealth generators of the twenty first century. Products are not differentiated in the factories, but brands are differentiated in the customers' mind. Brands are capable of transforming mundane products into objects of desire. Accordingly, the market value of a business is determined by the number and types of brands it holds. Today in a competitive market, the question is about the survival of the company in the market. The answer is survival of companies by branding. The proper strategy of branding planning is needed to achieve revenue, sales, quality and market share. A good strategy differentiates one company's brand from the other competitor's brands.

The concept of marketing and its powerful role in the transformation of market, consumer and Indian economy are increasingly felt. It is enveloping element in modern life of every one. To marketing provides an opportunity to contribute to society as well as to an individual company. In the context present competitive environment marketing has become the key in deciding the success and the health of a corporate. Corporate in India have recognized this fact and thus are laying a greater emphasis on marketing and consumer behaviour. The aim of marketing is to meet and satisfy the wants of consumers' needs and wants. This field deals with the behaviour of how individuals, groups, and organizations select buy use or dispose of goods, service ideas or experience to satisfy their needs and desires. Marketing a decision is therefore a rational and conscious process in which the customer evaluates each of the available alternatives to select the best among them. It involves an elaborate thought process; a degree of active reasoning, thought it may not seems to be so for the surface. This may be because over a period of time the consumer has taken certain decisions, so many times that they now seem to be made automatically. Even the daily decision to buy cigarettes involves active reasoning as buying a new refrigerator. In the former case, however, the extent and intensity of active reasoning may be much lesser than in the latter case. American marketing

association states marketing research is the function, which links the consumer, customers, and public to the marketer through information-information used to identify and define marketing opportunities and problems, generate, define and evaluate performance, and improve understanding of marketing as a process.

1.1 Concept of Marketing

The term "Marketing" suggest different meanings to different people; to some it is shopping, to others it is selling and still others understanding it is the activity undertaken by the companies to make an exchange transaction, a accomplish and adding one bring out greater output at a minimum cost. Marketing in its most general definition, "it is the directing of the flow of goods and services from the producer to consumer or users.

1.2 Marketing Research

Marketing research may also be defined as intelligent tool of management or as an investigative arm of marketing manager helpful in planning and controlling marketing operations. Thus, marketing research has a broad area of application which describes its scope. The main purposes of marketing research to a marketer are planning and control, but one point that must be stressed here that marketer or a marketing manager has always limitations in terms of resources and time. There may be a number of problems or decisions to face and due to the above limitation only critical problems areas should be identified and given priorities for the research.

1.3 Consumer Buying Behaviour

The consumer buying behaviour can be defined as the way in which consumers or buyers of goods and services tend to react or behave when purchasing products that they like. Buyers tend to exhibit different types of buying behaviour when they are in the process of purchasing goods and services and the behaviours witnessed are influenced by the type of product he/she wants to buy. Consumer buying behaviour involves a long process where the buyer has to identify the product, study well its features, the pros and the cons and lastly deciding on whether to purchase it or not. Consumer buying behaviour would make a certain buyer to purchase product A as opposed to product B or whether to purchase a certain product or leave it alone and all that is as a result of the buying decisions made by the buyer as to whether the product suits his/her needs and requirements. The Consumers of goods and services may possess different types of consumer buying behaviour that are unique to themselves. The buying behaviour of consumer A may be different from those of consumer B and the difference may vary buying decision made by a consumer. To understand more on this let us give a definition to each of the different types of consumer buying behaviour that are associated with different buyers and consumers of products. Indian consumer durable market is well known by the foreign firms who cover's foreign products and technology as per preference of Indian consumer.

1.4 Consumer Durable Goods

Consumer durable goods refer to various devices used in a household kitchen to reduce manual human labour content and to remove the drudgery in working place and to make household activities speedy, tidy and enjoyable. There is, at present, a large number and a variety of such household appliances like Air conditioners, Refrigerator, Television, Washing machine and, Wet Grinder. To make life more enjoyable and entertaining, people also own audio and video players, home theatres and music systems. The researcher selected durable goods like Air conditioners, Refrigerators, Television, Washing machine and Wet grinder for the present study.

1.5 Shopping Pattern of Consumer Durables

The present world is changing fast. India is no exception. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is mind boggling. India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social and economical framework.

Need Recognition: Need recognition means awareness of a want or a desire. A buying process starts with the need arousal. A need can be activated through internal or external stimuli. The basic needs of a man arise to a particular level and become a drive and he knows from his previous experience. This is a case of internal stimulus. A need can also be aroused by an external stimulus such as the sight of a new product in a shop while purchasing the usual product.

Product Awareness and Information Search: In this stage, the consumer enters a stage of active information search to get product awareness. He/she tries to collect more information about the product, its key attributes, and qualities of various brands and about the outlets where they are available.

Evaluation and Intention: Once interest in a product is aroused, a customer enters the subsequent stage of evaluation and intention. The evaluation stage represents the stage of mental trial of the product. During this stage, the consumer assigns real-time value-weights to different products/ brands on the basis of accumulated stock of product information and draws conclusions about their relative satisfaction giving potential value. After this evaluation, the consumer develops the intention either to purchase or reject the product. The final purchase will however depend on the strength of the positive intention, that is, the intention to buy.

Purchase: It is the terminal stage in the buying decision process that completes a transaction. It occurs either as a trial or adoption. If a consumer is buying something for the first time, from the behavioural view point, it may be regarded as trial. This trial enables him to accumulate experience about the product purchased. (Beatty et al : 1987). If this experience is positive in terms of satisfaction derivation then repeat purchases may occur. However repeat purchases will occur only when he is satisfied with the performance. But the possibility of trial purchase is available. In the case of durables like refrigerator, air- conditioner and microwave oven, trial purchase is not

possible because, once a product is purchased it has to be adopted and repeatedly used.

Post Purchase Behaviour: Post Purchase behaviour refers to the behaviour of a consumer after his commitment to a product has been made. It originates out of consumer experience regarding the use of the product and is indicated in terms of satisfaction. This behaviour is reflected in repeat purchases or abstinence from further purchase.

Post Purchase behaviour refers to that behaviour exhibited after the purchase decision. The goal of consumers' decision system lies in consumption and consumption occurs during the post-purchase phase. Thus purchases are only "means to an end" the end being the attainment of benefits from consuming the product or service. From marketers' perspective, long term success flows from having consumers experience satisfaction during the post-purchase phase. The post-purchase processes account for two major activities, consumption and disposition. Trashing, saving and selling the product are the three major options of product disposition.

2. Literature Review

Ummul Wara Adrita and Tanzina Shahjahan (2016): Preference of Shopping on Online Vs Offline in Bangladesh, International Refereed Research Journal, Vol.-VII, Issue-3, July 2016 in their study they had found that because of confusion in pricing, lack of trust, dissatisfaction regarding delivery process, uncomfortable payment method, offline shopping is more preferable than online method. This paper had identified the most influential factors that create barriers for customers to migrate to online shopping rather than offline in the context of Bangladesh. The study revealed that although they were living in a digital world but still in Bangladesh the people are more comfortable to shop from stores rather than online stores. It is observed that factors like fair price, trust, delivery methods are causing hindrance to the shoppers to buy from online. The survey for this study was conducted on 77 respondents.

Seema Rani and Anju Sigroha (2017): A comparative study of Online and Offline Commerce Market: A Case Study of Sonipat: The Expression: An international Multi Disciplinary e-journal Volume 03 Issue 04 in their study revealed that the female is more into web-based shopping since they appreciate doing shopping whether it is customary shopping or e-shopping. It also states that the male is less doing the web based shopping than female. There has been an increase in interest of web based shopping in light of the fact that the assortment of alternatives for the purchasers to pick and that too at a sensible cost and at some point even less cost than the market. The finding and investigation demonstrates that the shoppers who are between the ages assembling 18-25 are more agreeable for web based shopping than rest of the gathering. The gathering which is going under the age 40 or more are very little mindful of the such a large number of shopping destinations and in addition they are not actually progressed to do web based shopping they fear whether the item they are requesting will come veritable or not all that they less do internet shopping rather they incline toward customary market. So it is clear from the finding that the young are more into e-shopping.

Vishwanath Kumbar, Shashank Hiremath and D. Gopinath (2017): In Store Shopping: Motivations behind Consumer-Inveigle Shoppers to Store, Aarmss International Journal of Management and Social Sciences Research Volume III, Issue 01. In store shopping environment is very important because these days customers not only look for availability of product but also factors which influence or attract consumers to shop at their outlets such as clean and organized environment, availability of wide range of products, employee helping nature, merchandise management, employee attitude etc. In fact, 85% of consumers say they prefer to shop in physical stores, according to Time Trade research. It was found that there is a significant difference between availability of wide range and quantity of products in-store and in Online Shopping. People prefer to buy from Local Nearby physical Retail stores as they get required quantity of products at right time and right place compared to online shopping. Customers have an opinion that sales in both the formats like physical stores and online stores do vary as per the price reductions, discounts and offers. Customers are of the opinion that online stores offer more price reductions, discounts and offers compared to physical store. It is found that customers with high and medium income level prefer to buy the products from the private costly brands. Customers admit that they prefer day and evening time convenient to purchase the products. Hence there is a direct relationship between the time of purchasing and volume of sales.

Bhumika Pahwa (2015): A Review of Consumer Online Buying Behaviour, International Conference on Technologies for Sustainability, Engineering, Information Technology, Management and the Environment, ISBN 978-81-931039-7-5 in their study has given immense input to consumer behaviour. Consumer Behaviour is important for the market as it helps the retailers and sellers to decide the marketing strategies for the products to be launched. They found during their study that consumer buying behaviour exists during e-shopping but not specifically for fashion and personal care industry and also that the study towards m-commerce is missing. Advantages like ease, affordability and availability are the factors that affect the m-commerce growth.

T. Jukariya and R. Singhvi (2018): A study of Factors Affecting Online Buying Behaviour of Students, International Journal of Current Microbiology and Applied Sciences, Vol.07 Number 01 carried a survey on total of 100 populations of post graduates from four colleges of MPUAt, Udaipur and Rajasthan. Students were asked their level of agreement on 23 aspects related to online shopping. In their study they found that out of total 61% were male and 39% were female buyers. 63% students were doing their masters where else 37% were pursuing Ph.D. 82% students have fallen in the age group of 20-25 and 03% were belonging to the age group of 30-35. 41% have income in the range of 25000-30000 and 30% had in the range of 20000-25000. (1% was unmarried and 55% were living in joint family. The data is making clear that there are various issues which make people go for online shopping. But the factor having greatest impact on their online buying is the personal privacy and security followed by transaction security and multiple payment options. The result can be used to restructure the strategies for online shopping.

Christopher P. Blocker, Daniel J. Flint, (2007) has analyzed that “The Relationship between Satisfaction, Loyalty and Buying Intention Perceived by Spanish Consumers”. Scale development was based on the review of the most relevant literature regarding food marketing and agribusiness. Data were collected through a structured questionnaire. A structural equations model was applied to analyze the relationships among consumer satisfaction, loyalty and buying intention. The results show that a higher satisfaction leads to greater levels of loyalty and buying intention of the consumers.

3. Research Methodology

3.1 Objectives of the Research Study

- To analyse the factors influencing consumers’ perception towards pre purchase behaviour and post purchase behaviour of consumer durable goods in selected union territories-Daman & DNH.
- To identify the pre-purchase behaviour of selected consumers of durable goods in selected union territories-Daman & DNH.
- To analyse the post-purchase behaviour and satisfaction selected consumers of durable goods in selected union territories-Daman & DNH.

3.2 Data Sources

The data was collected by Primary sources as well as Secondary sources. The primary data were collected from the customers. The secondary data were collected from publishing

by search engine, newspapers, books, magazines, journals and websites.

3.3 Sample Size & Research Design

The data is obtained from the customer survey. The survey is carried out in selected union territories-Daman & DNH. Sample size of this study was 250 respondents from the population selected by convenience sampling method.

3.4 Hypotheses

H₀₁ There is no significant difference between demographic profile and factors influence the consumers’ perception towards consumer durable goods.

H₀₂ There is no significant difference between demographic profile of respondents and pre- purchasing behaviour of consumer durable goods

H₀₃ There is no significant difference between demographic profile of respondents and post - purchasing behaviour of consumer durable goods.

4. Data Analysis

The study was conducted in selected union territories-Daman & DNH. This following table focusing on the demographic characteristics of the study area:

		Frequency	Percentage
Gender	Male	143	57%
	Female	107	43%
Age	Up to 18 years	25	10%
	18 – 25 years	138	55%
	25 – 40 years	70	28%
	Above 40 years	17	7%
Education	Primary	13	5%
	Intermediate	32	13%
	Graduate	138	55%
	Others	83	27%
Income of Respondents	Less than 15,000	15	6%
	15,000 - 30,000	22	9%
	30,000 - 40,000	35	14%
	Above 40,000	28	11%
	Student	80	32%
	Housewife	70	28%

Reason for doing online shopping according to the age group

Age of the respondent	Time saving	Door to door service	No issue of going to shop	Availability of product	Total
Up to 18 years	5	7	6	7	25
18 – 25 years	26	40	36	36	138
25 – 40 years	18	20	22	10	70
Above 40 years	2	3	7	5	17

The survey conducted on 250 customers of different age group about the factors that attracts them to prefer online shopping. Out of 25 clients up to age 18 years old, 5 said its efficient, 7 gave the reason as way to entryway benefit, 6 said they don't have to go outside to the shop for the buy of

merchandise and 7 think items are effortlessly accessible on the web. The 138 client maturing in the vicinity of 18 and 25, 26 said its efficient, 40 gave the reason as way to entryway benefit, 36 said they don't have to go outside to the shop for the buy of merchandise and 36 think items are effortlessly accessible on

the web. The 70 client maturing in the vicinity of 25 and 40, 18 said its efficient, 20 gave the reason as way to entryway benefit, 22 said they don't have to go outside to the shop for the buy of merchandise and 10 think items are effectively accessible on the web. The 17 client maturing above 40 over, 2 said its efficient, 3 gave the reason as way to entryway benefit, 7 said they don't have to go outside to the shop for the buy of merchandise and 5 feel that the items which they are getting is effectively accessible at on the web.

5. Findings & conclusion

It may be observed that consumers durable goods is all important products but available for all. In the present study due importance has been attached to the factors like aggressiveness, level of expectation and level of satisfaction and so on. This 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. The demographic variables of the consumers are not deeply associated to their attribute awareness of the product. Brand loyalty is not sufficiently found among the consumers durable goods. They expect good satisfaction from the brand they purchase. They have inclination to change brand to acquire more benefits from the product. It is now realized that one of the steps for providing effective and responsive government is to ensure greater achievement in administration and information to the public. Such an approach would make the study more technical and sophisticated. This kind of an approach will guide the adoption of new types of marketing strategies as well as product refinement, so that the market share can be improved and that was the very purpose of the study.

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