

A Study on Buying Decision of Consumers towards White Goods in Trichy City

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Abstract

A large number of purchase decisions are influenced by a person's interaction with his family, friends, relatives and acquaintances. There are distinct roles in the family decision process, and to effectively market the products, marketers must identify who makes and has input into the buying decision. This study is an attempt at understanding the roles played by family members and the social influences in purchase of consumer durables viz., Refrigerator, Washing machine and Air conditioner. It studies if there are variations in product in the family buying roles and also identifies dealers' understanding of these roles and social influences. It was found that for refrigerator and washing machine the demand was initiated and influenced mostly by women. The study also revealed that although the demand was initiated and influenced mostly by children and female members of the family, the final decision and payment was done mostly by male members. This indicates that even today our society is a practical one. Further this study explores dealers' understanding of these influences and ascertains the extent to which it is congruent with the actual consumer behaviour.

Keywords: Family; Consumer Buying Decision; Influence of Family in Decision Making; Process of Consumer Buying Decision.

I. INTRODUCTION

The family plays an important role in purchase decisions because it is a natural buying unit in the society. Therefore, it is necessary to understand what we mean by family. What role and function family plays in consumer behaviour and buying decision for goods and services. Since the behaviour of family depends upon its life style, life cycle of family and role of various members of the family viz., husband, wife, children, grand parents, (especially in Indian context) and other family members, it is necessary to understand all these aspects.

II. REVIEW OF LITERATURE

A review of previous studies has supported the researcher to conduct the present study. The previous study was examined and certain area which requires more attention has been considered in the present study. Rajarajan & Priyanga (2013) have studied the consumer behavior towards selected household appliances such as refrigerator, induction cooker, mixer grinder, wed grinder, kitchen stove and microwave oven. The relationship between consumer behavior and home appliance products can thus be seen as an individual's purchases and use of products and services where these choices constitute part of consumer's life style expression and its reflection.

Consumer buying behavior regarding home appliances was analyzed in a study Sharm (2013). The main objectives of the study were to know the factors influencing the purchase decision making and the buyers' decision in the case of non-availability of their favorite brand in purchase consideration.

In the consumer durables and other high value purchases, decisions are made in families by sharing responsibilities with different family members playing distinct roles Lakshminarasimha (2011). The information gatherers seek out variety of information, influencers influence the decisions and the decision makers make the decisions like to buy or not to buy, the brand to be bought, where the purchase can be made and when to buy the product.

Hitesh (2010) in his study found that according to the responses, decision maker's role is played by men constituting 76.46 percentages and by women constituting 80.51 percentages.

The importance of brand awareness in consumers' buying decision and perceived risk assessment was observed in a study Moizescu (2009). The major findings of the study are that brand awareness influences consumers' perceived risk

assessment and their confidence in the purchase decision, both in the case of durables and non-durables.

Bao et al (2007) adopted an integrative approach to examine the effect of parental style on adolescent children’s influence in family consumption decisions. Power relational theory appears to complement consumer socialization theory in explaining children’s gains of consumer knowledge and skills from their parents.

III. OBJECTIVES OF THE STUDY

1. To assess the influence of product distribution channels on the Buying Decision of consumers towards white goods in Trichy city.
2. To study the buying decision of consumers towards white goods in Trichy city.

IV. SCOPE OF THE STUDY

The main scope of the study is to cover channels of distribution and buying decision of consumer towards white goods – Refrigerator, Washing machine, Air conditioner.

V. RESEARCH METHODOLOGY

For this research, mainly questionnaire method is used to collect data from the respondents. The sample of 75 respondents from different Arts and science

colleges in Trichy city was selected. This study is based on both primary and secondary data. Primary Data were collected through questionnaire and secondary data were collected from various books, Journals, Magazines and websites.

VI. SAMPLE SIZE AND TECHNIQUE

The sample of 75 respondents was selected by using stratified proportionate random sampling technique.

VII. TOOLS FOR ANALYSIS

The collected data were analyzed with the help of statistical tools like tabulation of simple Percentage analysis method. On the basis of percentage the total sample respondents are analyzed, and it is used to T-test and chi-square test to be used to got information regarding the male and female respondents channels of distribution results and Consumers Buying decision results.

VIII. LIMITATIONS OF THE STUDY

The consumers buying decision keeps on changing regarding the state of mind that leads to consumers making imperfect purchasing decision or lacking confidence in the correctness of their purchasing decisions. The consumer is familiar of the product or service offering; but he is unaware of the various brands.

Table – 1 : There is a significant association between sex of the respondents and their opinion on the factors influencing their channels of distribution.

Chi-square test

Products	Male		Female		Total		Statistical inference
	(n=40)	(100%)	(n=40)	(100%)	(n=80)	(100%)	
Refrigerator							
Specialty shops	10	25%	16	40.0%	26	32.5	X ² =9.648 Df=4 .047<0.05 Significant
Malls	8	20.0%	1	2.5%	9	11.25	
Departmental stores	11	32.5%	7	17.5%	18	22.5	
Easy availability	9	22.5%	8	20.0%	17	21.5	
Continuous availability	2	5%	8	20.0%	10	12.5	
Washing machine							
Specialty shops	8	20%	7	17.5%	15	18.75	X ² =6.264 Df=4 .180>0.05 Not Significant
Malls	6	15%	4	10.0%	10	12.5	
Departmental stores	9	22.5%	9	22.5%	18	22.5	
Easy availability	10	25%	10	25%	20	25	
Continuous availability	7	17.5%	10	25%	17	21.25	
Air Conditioner							
Specialty shops	6	15%	8	20.0%	14	17.5	X ² =5.834 Df=4 .212>0.05 Not Significant
Malls	7	17.5%	8	20.0%	15	18.75	
Departmental stores	8	20.0%	4	10%	12	15	
Easy availability	16	40.0%	14	35%	30	37.5	
Continuous availability	3	7.5%	7	17.5%	9	11.25	

Source: Statistical data

A. Null hypothesis

There is no association between the sex of the respondents and their opinion on the factors influencing their channels of distribution, null hypothesis is accepted.

B. Alternate hypothesis

There is significant association between sex of the respondents and their opinion on the factors influencing their channels of distribution, alternate hypothesis is rejected.

C. Statistical tool

Chi-square test was used and the results have been highlighted in Table- 6.

D. Findings

The table- 6 shows that there is no association between sex of the respondents and their opinion on the factors influencing their channels of distribution. The calculated value is greater than the table value ($p > 0.05$). So the alternate hypothesis is rejected and null hypothesis is accepted.

Table -2 : There is a significant association between sex of the respondents and their opinion on the factors influencing their buying decision.
Chi-square test

Products	Male		Female		Total		Statistical inference
	(n=40)	(100%)	(n=40)	(100%)	(n=80)	(100%)	
Refrigerator							
Self	3	7.5	9	22.5%	12	15%	X ² =13.337 Df=3 .064>0.05 Not Significant
Spouse	2	5%	7	17.5%	9	11.25%	
Children	10	25%	6	15%	16	20%	
Elders	8	20%	1	2.5%	9	11.25%	
Relatives	4	10%	3	7.5%	7	8.75%	
Friends	3	7.5%	4	10%	7	8.75%	
Colleagues	6	15%	2	5%	8	10%	
Sales representatives	4	10%	8	20%	12	15%	
Washing machine					0		
Self	4	10%	0	0%	4	5%	X ² =17.820 Df=3 .013<0.05 Significant
Spouse	9	22.5%	8	20%	17	21.25%	
Children	1	2.5%	12	30%	13	16.25%	
Elders	4	10%	3	7.5%	7	8.75%	
Relatives	10	25%	4	10%	14	17.5%	
Friends	6	15%	2	5%	8	10%	
Colleagues	4	10%	4	10%	8	10%	
Sales representatives	2	5%	7	17.5%	9	11.25%	
Air Conditioner	0		0		0	0	
Self	5	12.5%	7	17.5%	12	15%	

Spouse	4	10%	4	10%	8	10%	$\chi^2=5.288$ Df=3 $.625>0.05$ Not Significant
Children	3	7.5%	3	7.5%	6	7.5%	
Elders	7	17.5%	12	30%	19	23.75%	
Relatives	8	20%	4	10%	12	15%	
Friends	3	7.5%	0	0	3	3.75%	
Colleagues	6	15%	3	7.5%	9	11.25%	
Sales representatives	4	10%	7	17.5%	11	13.25%	

Source: statistical data

E. Null hypothesis

There is no association between the sex of the respondents and their opinion on the factors influencing their buying decision, null hypothesis is accepted.

F. Alternate hypothesis

There is significant association between sex of the respondents and their opinion on the factors influencing their buying decision, alternate hypothesis is rejected.

G. Statistical tool

Chi-square test was used and the results have been highlighted in Table- 7.

H. Findings

The table- 7 shows that there is no association between sex of the respondents and their opinion on the factors influencing their buying decision in the product of Refrigerator and Air conditioner. The calculated value is greater than the table value ($p>0.05$). So the alternate hypothesis is rejected and null hypothesis is accepted.

I. Suggestions

The study on the buying behaviour of consumer indicates that the relatives influence more their purchase decision. Therefore, product availability can affect the decision of brand choice, volumes and market share. So that widespread availability in rural market through salesmen network is highly essential. The important tool to reach the audience is through effective communication. Television has been a major influence communication system along with F. M. Radios for the rural mass and as a result, the marketers should identify themselves with their advertisements. Advertisements touching the emotions of the rural folks could drive a quantum jump in sales.

In the case of white goods, a cheap and simple sales strategy carrier over to bigger sales for the marketers. The customers are generally in the middle income class. The marketers are advised to be both cost

and quality conscious. If they deliver their products in smaller units and lesser-priced packs it will be successful one.

Since the middle and lower income groups are sizable in rural market, the challenge among the marketers is in reducing the unit price to make products affordable. Marketers may reduce the number of extra features or just market the basic offering at lower price.

IX. CONCLUSION

Members of the family influence the decision making process in the purchase of different products, especially high value items, such as Refrigerator, Washing machine, and Air conditioner. Research on the relative influence of husband, wife and child has shown that, while both the partners play a major role in the purchase of decision process, the particular forms of influence depend on a number of factors including Demographic, Psychological, Personal, Social factors and decision making. The involvement of children has also been seen to grow in the present system of nuclear family setup. This research stream indicates that in general, the level of joint decision-making is quite high.

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