

# Marketing Impetus In Purchase Of White Durable Goods From Consumer Perspectives In Chengalpattu District Of Tamil Nadu

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## Abstract

The purchase decision of consumer is influenced by both internal and external factors. Purchase decision process is purely a mental process affected by internal and external stimulus. It is important for every business firm to understand these for triggering favourable buying decision for effective selling which is one of the objectives of marketing. The main purpose of this research is to examine the intention of various marketing impetus and their influence on purchase decision relation to white durable goods. The researcher to come to a conclusion used both primary and secondary data. The primary data were collected through Structured questionnaire by using random sampling method. The collected data were analysed through statistical tools such as percentage analysis, Anova techniques, Henry Garrett Ranking technique etc., The study revealed that most of the female respondents has stimulated by marketing impetus in purchase of white durable goods.

**Key Words:** Marketing Impetus. Consumer perspective, White durable goods, Purchase decision.

## 1. INTRODUCTION

In a consumer -oriented marketing planning and management, it is highly important to know about consumer behaviour or buyer behaviour. In India consumer durables industry have emerged as one of the fast- moving industry. Consumer durables are those goods which yield utility for a longer period of time and that does not quickly wear out. Many of the Consumer durables which are perceives as luxury item earlier become indispensable tool for most of the middle -class women consumers now a days. Consumer durables are classified into two segments consumer appliances and Consumer electronics. Consumer appliances are further classified into White Goods such as washing machine, refrigerators, mixers, air conditioner and wet grinder, and Brown goods such as chimneys, electric fans, Micro oven, television, laptops and audio system.

Marketing Impetus is a force which makes the consumer to seek something different and move towards a product. Studying of the urging force is gained importance during this pandemic situation wherein consumers mindset totally changed. They become highly cost conscious and they buy in large packs and expect high value proposition in the product they buy and they swift to local brands. A report on the evolving consumer dynamics in a post coronavirus world says that consumers are staying away from discretionary spending (Nielson July 2020) and this trend that significantly increased since its April 2020 (Source: Business standard July 2020).

## 2. NEED FOR THE STUDY

Due to lockdown for a longer period of time across the country, brands are looking to step back on to the slow-grinding treadmill of consumption. And it is essential for the marketer e to understand the new consumer,

their change in mind set, consumer psychology, the loyalty toward s particular brand, change in the spending and buying pattern of consumers a large number of research and surveys are undertaken. Change in life cycle, change in economic condition, change in market condition, will have a great impact on various factors influencing consumer purchase decision. Hence the researcher studies the influence of various marketing impetus in purchase of white durable goods. This study helps the marketers understand the decision making at the choice of the consumers and develop a appropriate marketing programme in order to captivate the consumers

### 3. REVIEW OF LITERATURE

**S.Kannapiran and Megala (2021) 1** in their research on Purchase decision towards consumer white durable goods found that Media advertisement mainly television advertisement play a major role in creating awareness among the consumers. They found that the brand loyalty; price of the consumer durables is the main factor in promoting purchase decision of the majority consumers. Further they added that family members are the influencing factor in selecting the consumer durables. They used both primary and secondary data and interpreted the results using statistical tools like ranking method, percentage analysis and factor analysis.

**Rakesh Kumar and S.K Khusal(2017)2** were studied about the relationship between perceived price, perceived risk, perceived quality, perceived bran image and consumer attitude and purchase intention concluded that perceived price was the important factor influencing purchase intention, followed by brand image and perceived risk. They further concluded that all the four factors found to be major determinants of consumer purchase preference and influence their purchase intention towards electronic goods. The demographic factors affect middle -class consumer purchase decision process.

**Mrs. M.Hemalatha and Dr.P. Parimaladevi(2018) 3** were examined in their study about marketing spur in purchase of brown goods from consumer perspective in Erode District, Tamil Nadu. They concluded that most of the female consumers are influenced by price of the product and value of purchase. Further they added that there is a positive association between family income and purchase decision of Brown durable goods. They took a sample of 125 female respondents in Erode district and used factor analysis, percentage analysis and Ranking Method to interpret the data and arriving at conclusion.

**Karthika and Vijay Anand(2017) 4** in their study on consumer attitude and purchase behaviour toward white durable goods concluded that satisfaction level of consumers in the retail outlet was optimistic due to better experience at the time of purchase as well as after purchase of durable goods. The study was conducted in Tiruchirappalli District with a sample of 500 respondents. The researchers used statistical tools to collect the data from respondents and for analysis and interpretation of data.

**R.Dharmaraj (2017) 5** conducted a survey on behaviour of consumers toward consumer durables in Arni District, Tamil Nadu. They took a sample of 100 respondents consisting of both male and female consumers. He took three products such as mobile phones, television and Electric fans for their study. He concluded that price and quality is the influencing factor in purchase decision of consumer durables. Advertisement plays a major role in providing information product availability and product features. Brand image and brand loyalty are the important factor in consumer retention.

**Veera Kumar, (2017)6** examined in his study about the factors influencing consumer purchase decision. The study conducted in Pollachi taluk with selection of 50 respondents by using convenience sampling technique. He found that a marketer must understands the behaviour of the consumers and plan his

marketing strategies accordingly to suit the needs and aspirations of the target market and they will definitely have an advantage over his competitors.

#### 4. OBJECTIVES OF THE STUDY

1. To examine the consumer behaviour with socio-economic profile of selected consumers using white durable goods.
2. To find out marketing impetus in purchase of white durable goods by selected consumers in Chengalpattu District

#### 5. RESEARCH METHODOLOGY

The researcher used both primary and secondary data for the present study. The

primary data were collected through questionnaire from selected 150 male and female respondents. The secondary was collected from various books published, articles and journals. The study was conducted in Chengalpattu district only. The random sampling method was used to collect the data from respondents. Simple percentage analysis, Ranking method and F test have been used to analyse the data.

#### 6. ANALYSIS AND INTERPRETATION

##### 6.1 The Demographic

profile of respondents were given below:

**TABLE 1: DEMOGRAPHIC PROFILE**

NUMBER	FACTORS	NO OF RESPNDENTS	PERCENTAGE
<b>1.</b>	<b>Age</b>		
	a) Below 30years	24	16
	b) 31-40 years	63	42
	c) 41-50 years	42	28
	d) Above 50 years	61	14
	<b>Total</b>	<b>150</b>	<b>100</b>
<b>2.</b>	<b>Gender</b>		
	a) Male	58	38.6
	b) Female	92	61.4
	<b>Total</b>	<b>150</b>	<b>100</b>
<b>3.</b>	<b>Educational qualification</b>		
	a) No formal education	11	7.3
	b) Up to HSC	18	12.0
	c) Diploma	12	8.0
	d) Graduation	53	35.3
	e) Post- graduation	35	23.4
	f) professional	21	14
	<b>Total</b>	<b>150</b>	<b>100</b>
<b>4.</b>	<b>Income level</b>		
	a) Below 20,000	42	28
	b) 20,001-30,000	36	24
	c) 30,001-40,000	32	21.3
	d) 40,001-50,000	28	18.67
	e) Above 50,000	12	8.0
	<b>Total</b>	<b>150</b>	<b>100</b>
<b>5.</b>	<b>Occupation</b>		

	a) Agriculture	12	8
	b) Self employed	21	14
	c) Government	21	14
	d) Private sector	57	38
	e) others	39	26
	<b>Total</b>	<b>150</b>	<b>100</b>
<b>6.</b>	<b>Marital Status</b>		
	a) Married	79	52.67
	b) Unmarried	71	47.33

**Source: Author compilation.**

From the above table it is noted that out of 150 respondents 61.45 are female and 38.65 are male. Out of total respondents 16% are in the age group of below 30 years, 42% are in the age group of 31-40 years, 28% are in the age group of 41-50 years and 14% are in the age group of above 50 years. Out of 150 respondents 7.3% are not having formal education, 12% are at HSC level, 8% are diploma holders, 35.3% are graduate level, 23.4% are Post graduates and 14% were professionally qualified.

Further it is identified that 28% respondents belong to below 20,000 income level group, 24% respondents fall under 20,0001 to 30,000

income group, 21.3% of the respondents belongs to 30,0001 to 40,000 income group, 18.67% of the respondents comes under 40,0001 to 50,000 income category and 8% of the respondents are under above 50,000 income level. Out of 150 respondents nearly 38% belongs to private sector, 14% were government employees, 14% are self-employed and 26% belongs to other category such as house wives, student etc., Out of 150 respondents 52.67% are married and 47.33% are unmarried.

## **6.2 The product (White Goods) possessed by consumers given below**

**TABLE 2: PRODUCT UTILISED (WHITE GOODS) BY CONSUMERS**

<b>S.No.</b>	<b>Factors</b>	<b>No.of Respondents</b>	<b>%</b>
<b>1.</b>	<b>White goods used</b>		
	a) Mobile phone	150	100
	b) Refrigerator	114	76
	c) Television	147	98
	d) Laptop/PC	132	88
	e) Washing machine	108	72
	f) Water purifier	78	52
	g) Air conditioner	52	34.67
	h) Microwave oven	37	24.67
<b>2.</b>	<b>Amount spent for purchase of Durable Goods</b>		
	a) Less than 20,000	26	17.3
	b) 20,000-30,000	40	26.7
	c) 30,000-40,000	37	24.7
	d) Above 40,000	47	31.3

**Source: Primary data**

It is observed from the above that 100% of the respondents own Mobile phones, 98% of respondents own Television, 88% own Laptop/PC 76% of the respondents have refrigerators, 72% of the own Washing machine, 52% of them own water purifier, 34.67% of them own Air conditioner, and 24.67% of them own Microwave oven.

### 6.3 Impact of Marketing Stimuli with respect to purchase decision of White Durable Goods

The following analysis reveals that influence of various factors in purchase decision of durable goods. Henry Garret Ranking technique is used to find out most influencing factor in selection of whit durable goods.

**TABLE 3: FACTORS AFFECTING PURCHASE DECISION OF CONSUMERS OF WHITE DURABLE GOODS**

No	Factors	Mean Score Value	Rank
1	Price of the Product	64.8	I
2.	Money worth of the product	64.2	II
3.	Modern Technology & product characteristics	45.4	V
4.	Improved Social status	47.7	IV
5.	Product quality	49.0	III

Source: Author computation

It is observed from the above that 'Price of the product' is the most influencing factor in purchase decision of white goods with mean score value of 64.8, Money worth of the product is found to be next influencing factor with mean score value of 64.2, followed by Product Quality, , Improved social status, Modern technology with III, IV and V rank having a mean score value of 49,0, 47,7, 45,4 respectively.

### 6.4 consumer perception towards white durable goods

Perception of consumers is important stimuli for promoting a product in the market and it is essential for purchase of durable goods by the consumers continuously. Perception of consumers towards white goods is analysed by using Five- point Likert's Scaling technique. It was discussed through correlation analysis by framing following Hypothesis.

**Null Hypothesis:** There is no significant relationship between selected independent variable and perception towards white durable goods.

**TABLE 4: PERCEPTION OF CONSUMER TOWARDS WHITE DURABLE GOODS**

No.	Independent variable	'r' value	'p' value
1.	Age	0.798	0.000
2.	Educational Status	-0.604	0.000
3.	Monthly Income	0.724	0.000
4.	Amount spent for purchase of White Durables	0.832	0.000

Source: Author computation

From the above analysis it is inferred that hypothesis 1,3 and 4 is rejected due positive significant association and hypothesis 2 is accepted due to negative significant

association. Thus age, Monthly Income and amount spent for purchase of durable goods have positive significant relationship towards purchase perception of consumers whereas

educational status of consumers does not influence consumer perception toward purchase decision.

## 7. FINDINGD OF THE STUDY

1. Out of the study it is found that out of 150 respondents nearly 63% of them are belong to the age group of 31-40 years. 61.4% of them are females, 53% of the graduates, 36% of them belong to income group of 21000 to 30,000, 57% of them are privately employed and 79% of them are married.

2. From the study it is observed that all the respondents possess white goods. Out of selected durable goods mobile phone is own by 100% respondents, 98% of the respondents have television in their home, 88% of them have laptop or personal computer, 78% own Refrigerator, 72% have washing machine, water purifier possessed by 52% of the respondents and nearly 32% of them have an air conditioner and 24.37% have Microwave oven. They nearly spent 20,000-30,000 in purchase of white durable goods.

3. From the research it is understood that out of 5 factors selected to study the consumer behaviour, 'Market price' is the key factor in purchase decision followed by Money value of the product. Product quality, social status and technology are the other factors occupies III, IV and V ranking in influencing the purchase decision of consumers.

4. on analysing the consumer perception toward durable goods it is concluded that age, monthly income, amount spent for purchase of durable item are positively related. And educational qualification doesn't influence the product decision.

## 8. SUGGESTION AND CONCLUSION

1. During this pandemic situation consumers are highly cost conscious and they expect more value for the price they pay for it is recommended that the manufacturers should offer competitive price and high quality with

expected product features in order to increase their market share.

2. It is suggested that the marketers should concentrate on middle class income group people since now-a-days they highly prefer to have durable goods. Luxury goods turned into essential goods.

3. During this pandemic era consumers prefer to have more information relating to product availability and product features, the marketers should choose best way pass the information through various which is best suited for consumers.

4. Consumers are highly quality consciousness and they prefer to go for branded products the manufactures should build brand loyalty toward the product.

5. It is essential for all the manufacturers to keep their consumers highly satisfied they should stimulate the factors influencing the purchase decision and changed perception towards purchase of durable goods.

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