



A STUDY ON THE DOMINANT ROLE OF FAMILY MEMBERS IN THE DECISION MAKING OF PURCHASING DURABLE GOODS

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Abstract: *Indian economy has witnessed a significant growth in recent years. Rural India offers a huge potential for marketers who are battling in the saturated urban markets. The study has been carried out in Erode district with a view to the dominant role of family members in the decision making of purchasing durable goods. In-depth interviews have been conducted to look into insights of the consumers' behaviour with the help of a bilingual questionnaire that was served to the respondents. In the present scenario the rural consumers' purchase capacity is distinguished from the past, because of the information literacy*

Rural Retailers dealing with expensive goods strategized themselves by joining their hands with financial institutions to market their goods much aggressively. Several global players like Samsung, Philips, LG, Whirlpool, Nokia and Sony are well established in the Consumer durables sector in India, with competition from strong Indian players like Bajaj Electricals, Blue Star, Carrier, Godrej, MIRC Electronics, Videocon, and Voltas.

Keywords: *purchase decision; durable goods; rural consumer.*

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LITERATURE REVIEW

Xavier and Swaminathan (2003) go on to identify that rural consumers prefer to buy consumer durables in large towns and cities because of the better prices they receive, and because of the better product variety that is available.

DeBard (2004) in his study identified and report that brand loyal consumers are likely to have favourite brands and store and have formed habits while choosing these items. Brand conscious are measuring consumer orientation toward buying the more expensive, well known brands. They appear to have positive attitudes towards department and specialty stores, where brand names and higher prices are prevalent. The Millennials are brand loyal consumers. Millennials are loyal to a brand as long as it provides to their needs.

Govers and Mugge (2004), indicated that people become more attached to products with a personality that is similar to their own personality than to products with a dissimilar personality.

Kotler and Armstrong (2004) states that the adoption is the decision made by an individual to become a regular user of the product.

NEED FOR STUDY CONSUMER BEHAVIOUR

Most products eventually end up in private households even though they will pass through a number of steps on their way from producer to end user. Producers and traders form vertical chains or networks, called value chains, at the end of which are the consumer. Understanding consumer behaviour is not only important for the producer but for all the other actors in the chain. The value that the consumer puts on the goods or service limits what everyone else can get from the value chain.

To understand the buying behaviour of rural consumers, we must go into the factors that influence their choice, buying behaviour and finally the decision making. The factors include: Social Environment, Cultural Environment, Education, Occupation, Media and Involvement of the users. All the above factors persuade and galvanize the buying behaviour of rural consumer and helps in decision making as well.

HYPOTHESES

The set of assumptions framed for the purpose of the study are:

H1: Attitudes towards consumer durable brands in rural markets are affected by the demographic attributes of consumers.



H2: Age is a vital factor in determining the attitudes towards branded products in rural markets.

H3: Gender is a deciding factor of rural brand attitudes.

H4: The rural consumers' education level shapes their attitudes towards brands.

H5: Occupation of the rural consumer has an effect on the attitude for brands.

H6: The consumers' income level influences their attitude towards branded consumer durable products in rural markets.

RESEARCH METHODOLOGY

The methods and procedures adopted for conducting the research are presented under the following heads.

RESEARCH DESIGN

Having identified the variables in a problem situation and developed the theoretical framework, the next step is to design the research in such a way that the requisite data can be gathered and analyzed to arrive at a solution.

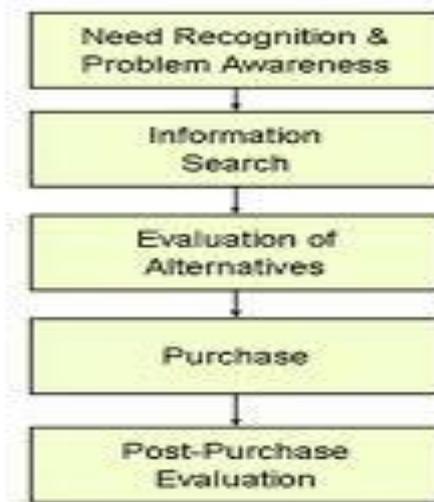
In the research design there are six basic aspects such as: the type of investigation, the extent of research interference, the study setting, and the unit of analysis and the time horizon of the study, data collection, sampling design and data analysis.

In this study the researcher has selected both exploratory and descriptive study. The exploratory study was not undertaken as much is not known about the current situation that prevail among the rural consumer pertaining to their buying behaviour of durable goods

STAGES IN THE BUYING PROCESS:

Consumer passes through five stages while marketing purchase decision. In low involvement purchases, rural and urban consumers may skip some of this stage. Women buying regular brands of daily use groceries will identify the need and purchase from the shop, skipping two stages.

It is in the purchase of high involvement products that a rural consumer displays different motives relating to problem recognition, sources of information, evaluation, procedures, collective decision, and different post-purchase behaviour. This creates the need to treat each stage of the marketing process differently.



ANALYSIS AND INTERPRETATION:

Do you make buying decision of your own

If yes, rank the factors that influenced you to the following product

	Price	Quality	Performance	Features	Design	Service	Value for money	Handling	Friedman Chi-square	df	Sig.
Colour TV	4.44	4.55	4.63	4.47	4.44	4.44	4.46	4.57	1.617	7	.978
LCD TV	4.43	4.63	4.50	4.69	4.58	4.48	4.20	4.49	7.019	7	.427
PLASMA TV	4.57	4.47	4.44	4.46	4.44	4.63	4.55	4.44	1.617	7	.978
TWO WHEELER	4.44	4.57	4.44	4.55	4.47	4.63	4.46	4.44	1.617	7	.978
FOUR WHEELER	4.44	4.47	4.63	4.44	4.57	4.44	4.46	4.55	1.617	7	.978
REFRIGERATOR	4.36	4.64	4.46	4.46	4.54	4.40	4.62	4.52	2.973	7	.888
DVD AND MEDIA DEVICES	4.58	4.34	4.42	4.40	4.67	4.61	4.50	4.49	4.012	7	.778
PERSONAL COMPUTER	4.69	4.31	4.65	4.44	4.66	4.32	4.47	4.46	6.967	7	.432
LAPTOP	4.55	4.51	4.70	4.66	4.42	4.42	4.48	4.26	6.108	7	.527
VIDEO CAMERA/HANDY CAM	4.42	4.44	4.44	4.75	4.45	4.51	4.44	4.55	3.694	7	.814
WASHING MACHINE	4.74	4.55	4.45	4.45	4.64	4.36	4.49	4.32	6.219	7	.514
MICROWAVE OVEN	4.32	4.45	4.64	4.36	4.55	4.45	4.74	4.49	6.219	7	.514

Friedman Test:

Null Hypothesis: There is no significant difference between among the reasons for factors influencing product.



Since the significance value is greater than the 0.05, the null hypothesis is accepted. Since the significant value is more than 0.05, the null hypothesis is accepted for influencing the product, because people give importance mainly to quality for price, quality, performance, features, design, value for money. That means people give importance to all the factors with respect to product.

Place of buying the product

Place of purchase - Colour TV

particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Show room	19	2.7	2.7	2.7
Local vendor	7	1.0	1.0	3.7
Exhibition	290	41.4	41.4	45.1
Multi brand	127	18.1	18.1	63.3
Exclusive show room	257	36.7	36.7	100.0
Total	700	100.0	100.0	

Place of purchase - Two wheeler

particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Show room	2	.3	.3	.3
Local vendor	15	2.1	2.1	2.4
Exhibition	546	78.0	78.0	80.4
Multi brand	81	11.6	11.6	92.0
Exclusive show room	56	8.0	8.0	100.0
Total	700	100.0	100.0	

Place of purchase - Refrigerator

particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Show room	1	.1	.1	.1
Local vendor	12	1.7	1.7	1.9
Exhibition	529	75.6	75.6	77.4
Multi brand	95	13.6	13.6	91.0
Exclusive show room	63	9.0	9.0	100.0
Total	700	100.0	100.0	

Place of buying the product

Chi square Test:

Null Hypothesis: There is no significant association between place of purchase and income group

Since the sig value is more than 0.05, the null hypothesis is accepted. Mostly the people buy all the products from Exhibition.



CONCLUSION:

The study interpreted that the stratified respondents are not even their family decision attitude towards the purchase of the sample product like Television, refrigerator Two-wheeler, at the same time every stratified respondent self decision attitude is differs to product wise.

The study concludes that the distinct personality influences his or her own buying behavior, and distinct personality experience and familiarity is differ in product wise. The study recommend to marketers' unique promotion tool may not successful lead to the consumers, for the sack it may be identified the potential of consumers in segmented wise, and their promotion. So it is possible to emphasize the product way in multi dimension approach. Every day, consumers and households make decisions about the goods and the services they purchase. The factors that influence this buying decision are commonly price, quality, advertisement, recommendation from near and dears etc. This research work finds that the consumers' perception on buying color television is mostly affected by the factors such as "structural add-ons, Word of mouth, Technical features, Durability and Ground reality."

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