



A STUDY ON CONSUMER BEHAVIOUR IN PURCHASING OF DURABLE PRODUCTS WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT

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Abstract:

This research article delves into the consumer behavior patterns in the purchase of durable products, focusing specifically on Namakkal District. The study employs a convenient sampling method, combining primary data collection from 388 respondents with secondary data analysis. Through this research, various factors influencing consumer behavior in purchasing durable products are explored. The findings provide valuable insights for marketers and policymakers to understand and cater to the needs of consumers in Namakkal District effectively.

Key Words: Consumer Behavior, Durable Products, Purchase Decision and Market Analysis

Introduction:

The purchasing behavior of consumers plays a pivotal role in shaping market trends and strategies. Understanding the factors influencing consumer decisions, particularly in the context of durable products, is essential for businesses to formulate effective marketing strategies. Namakkal District, known for its diverse consumer demographics, provides an interesting backdrop for studying consumer behavior in purchasing durable products.

Consumer Behaviour in Purchasing of Durable Products in Namakkal:

Consumer behavior in Namakkal District reflects a blend of cultural, social, economic and individual factors. The decision-making process regarding durable products involves various stages, including need recognition, information search and evaluation of alternatives, purchase decision, and post-purchase behavior. This study aims to investigate these stages and the underlying factors that influence consumers' choices in Namakkal District.

Review of Literature:

A comprehensive review of existing literature on consumer behavior in purchasing durable products reveals several key factors affecting consumer decisions. These include product quality, brand reputation, price sensitivity, peer influence, cultural values and economic conditions. Studies conducted in similar contexts provide valuable insights into the dynamics of consumer behavior, which inform the framework for this research.

Product Quality and Consumer Preferences:

Previous research indicates that product quality is a crucial factor influencing consumer behavior in purchasing durable products (Smith, 2017). Consumers often prioritize durability, reliability and performance when making purchase decisions, especially in the context of long-term investments such as durable goods (Kotler & Armstrong, 2018).

Brand Reputation and Consumer Loyalty:

Studies suggest that brand reputation significantly impacts consumer loyalty and purchase behavior (Aaker, 1991). Consumers may exhibit brand loyalty towards established brands known for their reliability and quality, while also considering factors such as brand image and perceived value (Keller, 1993).

Price Sensitivity and Value Perception:

Research shows that consumers in emerging markets to exhibit varying degrees of price sensitivity (Sheth, 1983). While price remains a critical factor, consumers may also assess the value proposition offered by durable products, considering factors such as features, warranties and after-sales services (Monroe, 1990).

Influence of Social Factors on Consumer Behavior:

Social influence, including peer recommendations, family preferences and cultural norms, can significantly impact consumer behavior in purchasing durable products (Bearden & Etzel, 1982). Studies suggest that consumers often seek social validation and reference groups' opinions when making purchase decisions (Hofstede, 1980).

Technological Advancements and Consumer Adoption:

With rapid technological advancements, consumer preferences for durable products may shift towards innovative features and smart functionalities (Rogers, 2003). Research indicates that early adopters and tech-savvy consumers exhibit distinct purchase behavior patterns, influenced by factors such as perceived utility and compatibility (Moore, 1991).

Post-Purchase Satisfaction and Brand Loyalty:

Post-purchase satisfaction plays a crucial role in shaping brand loyalty and repeat purchase behavior (Oliver, 1980). Studies suggest that businesses that prioritize customer support, warranty services and product reliability tend to foster long-term relationships with consumers, leading to positive word-of-mouth and brand advocacy (Zeithaml et al., 1996).

Objectives of the Study:

- To identify the factors influencing consumer behavior in the purchase of durable products in Namakkal District
- To analyze the decision-making process adopted by consumers when purchasing durable products

Research Methods:

The study employs both primary and secondary research methods to achieve its objectives. Primary research involves the collection of complete data directly from 388 respondents through structured questionnaires. Secondary research involves the review and analysis of existing literature, industry reports and relevant statistical data.

Data Collection:

The primary data collection process involves administering structured questionnaires to a diverse complete sample of 388 respondents in Namakkal District. The questionnaire includes both closed-ended and open-ended questions designed to gather insights into various aspects of consumer behavior related to durable products.

Scope of the Study:

The study focuses specifically on consumer behavior in Namakkal District concerning the purchase of durable products. While the findings may provide insights applicable to similar demographic regions, the scope is limited to the context of Namakkal District.

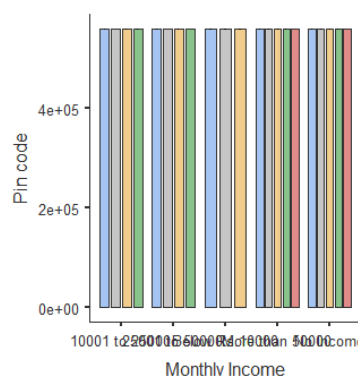
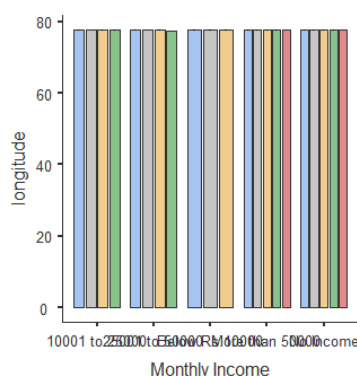
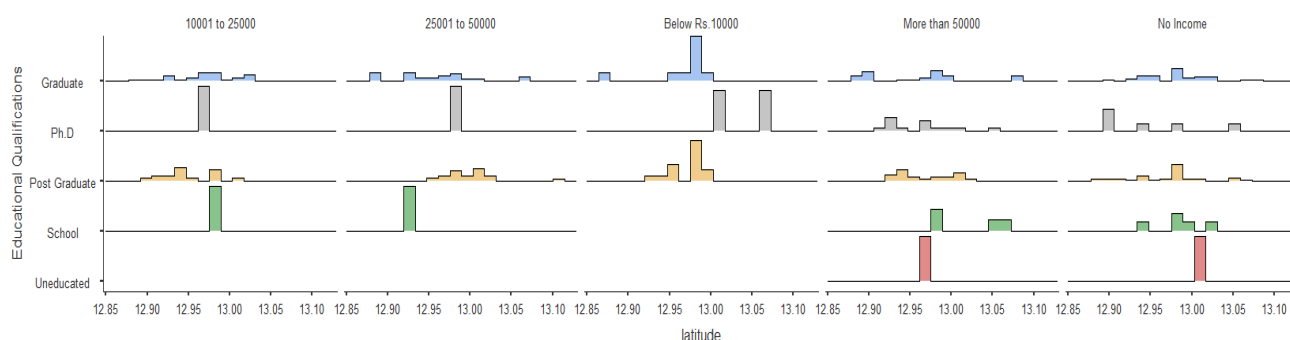
Tools Used:

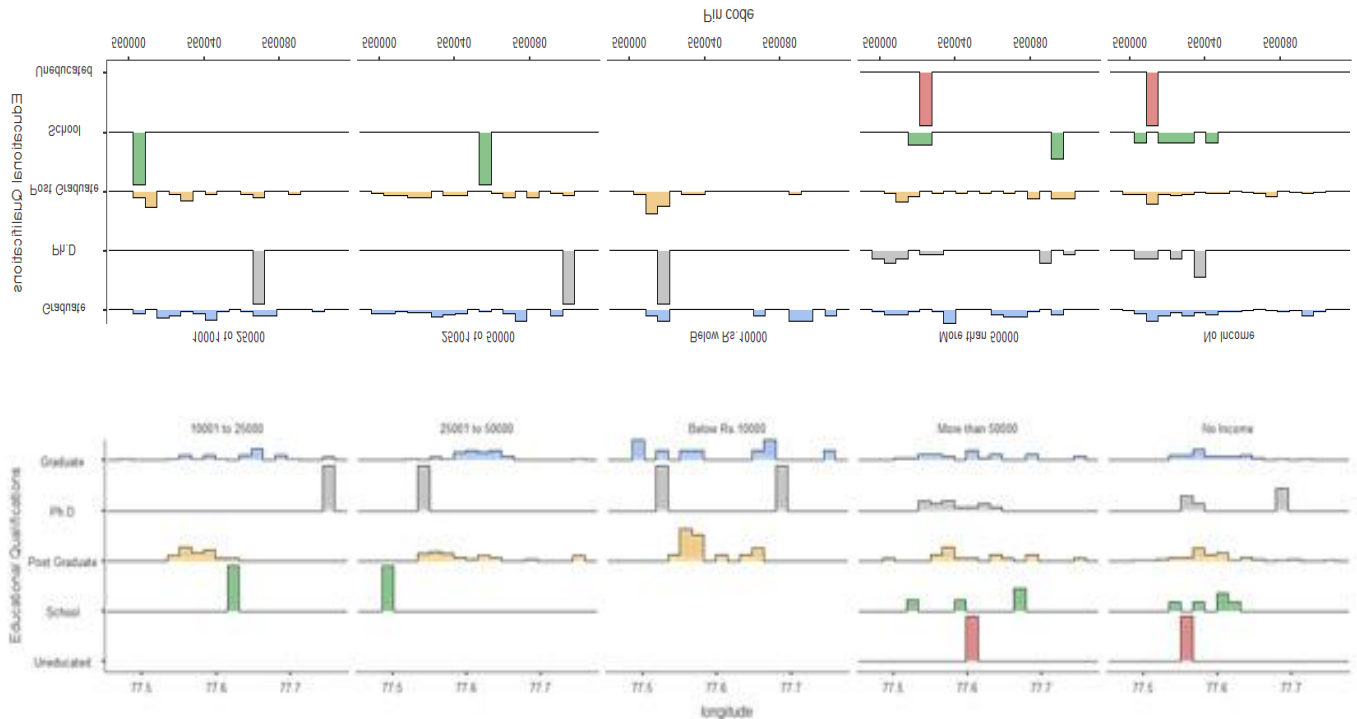
Statistical analysis software such as SPSS (Statistical Package for the Social Sciences) is utilized for analyzing the collected data. Descriptive statistics, regression analysis and other relevant statistical techniques are employed to interpret the findings effectively.

Table of Analysis:

Descriptives									
						Skewness		Kurtosis	
	Monthly Income	Educational Qualifications	Mean	Median	SD	Skewness	SE	Kurtosis	SE
Latitude	10001 to 25000	Graduate	13	13	0.039	-0.3314	0.456	-0.6262	0.887
		Ph.D	13	13	NaN	NaN	0	NaN	0
		Post Graduate	12.9	12.9	0.0321	0.61686	0.564	-0.7183	1.091
		School	13	13	0	NaN	Inf	NaN	NaN
		Uneducated	NaN	NaN	NaN	NaN	NaN	NaN	NaN
	25001 to 50000	Graduate	13	13	0.0515	0.51698	0.365	-0.1136	0.717
		Ph.D	13	13	NaN	NaN	0	NaN	0
		Post Graduate	13	13	0.031	1.38299	0.464	3.8763	0.902
		School	12.9	12.9	NaN	NaN	0	NaN	0
		Uneducated	NaN	NaN	NaN	NaN	NaN	NaN	NaN
	Below Rs.10000	Graduate	13	13	0.0399	-2.571	0.717	6.94413	1.4
		Ph.D	13	13	0.0325	NaN	Inf	NaN	NaN
		Post Graduate	13	13	0.0212	-0.691	0.597	-0.3176	1.154
		School	NaN	NaN	NaN	NaN	NaN	NaN	NaN
		Uneducated	NaN	NaN	NaN	NaN	NaN	NaN	NaN
	More than 50000	Graduate	13	13	0.0598	0.50019	0.472	-0.2925	0.918
		Ph.D	13	13	0.0402	0.87812	0.616	0.26141	1.191
		Post Graduate	13	13	0.0337	0.26832	0.512	-1.6332	0.992
		School	13	13	0.0407	0.10018	1.014	-5.4244	2.619
		Uneducated	13	13	NaN	NaN	0	NaN	0
	No Income	Graduate	13	13	0.039	0.33922	0.276	-0.0076	0.545
		Ph.D	12.9	12.9	0.058	1.35283	0.845	1.31922	1.741
		Post Graduate	13	13	0.0477	0.17229	0.243	-0.0526	0.481
		School	13	13	0.0305	-0.3088	0.913	1.44928	2
		Uneducated	13	13	NaN	NaN	0	NaN	0
Longitude	10001 to 25000	Graduate	77.6	77.6	0.0629	-0.1531	0.456	0.13149	0.887
		Ph.D	77.8	77.8	NaN	NaN	0	NaN	0
		Post Graduate	77.6	77.6	0.0241	0.52834	0.564	-0.3242	1.091
		School	77.6	77.6	0	NaN	Inf	NaN	NaN
		Uneducated	NaN	NaN	NaN	NaN	NaN	NaN	NaN
	25001 to 50000	Graduate	77.6	77.6	0.0358	0.84819	0.365	4.14717	0.717

Pin Code		Ph.D	77.5	77.5	NaN	NaN	0	NaN	0
		Post Graduate	77.6	77.6	0.066	1.37262	0.464	1.05225	0.902
		School	77.5	77.5	NaN	NaN	0	NaN	0
		Uneducated	NaN	NaN	NaN	NaN	NaN	NaN	NaN
	Below Rs.10000	Graduate	77.6	77.6	0.0921	0.25442	0.717	-1.2353	1.4
		Ph.D	77.6	77.6	0.1075	Inf	Inf	NaN	NaN
		Post Graduate	77.6	77.6	0.0398	1.10967	0.597	-0.1415	1.154
		School	NaN	NaN	NaN	NaN	NaN	NaN	NaN
	More than 50000	Uneducated	NaN	NaN	NaN	NaN	NaN	NaN	NaN
		Graduate	77.6	77.6	0.0662	0.77611	0.472	0.08511	0.918
		Ph.D	77.6	77.6	0.0342	0.4832	0.616	-0.9472	1.191
		Post Graduate	77.6	77.6	0.0597	0.48896	0.512	0.38656	0.992
	No Income	School	77.6	77.6	0.0692	-0.6846	1.014	-2.1876	2.619
		Uneducated	77.6	77.6	NaN	NaN	0	NaN	0
		Graduate	77.6	77.6	0.044	0.37355	0.276	0.56393	0.545
		Ph.D	77.6	77.6	0.0663	-0.0424	0.845	-3.2188	1.741
		Post Graduate	77.6	77.6	0.0426	1.14112	0.243	2.60939	0.481
		School	77.6	77.6	0.0341	-1.0208	0.913	-0.2827	2
		Uneducated	77.6	77.6	NaN	NaN	0	NaN	0
	10001 to 25000	Graduate	560043	560041	24.6888	0.56173	0.456	-0.2363	0.887
		Ph.D	560066	560066	NaN	NaN	0	NaN	0
		Post Graduate	560032	560028	26.4467	0.83865	0.564	-0.6149	1.091
		School	560008	560008	0	NaN	Inf	NaN	NaN
Pin Code		Uneducated	NaN	NaN	NaN	NaN	NaN	NaN	NaN
		Graduate	560048	560040	29.833	0.03886	0.365	-1.2586	0.717
		Ph.D	560100	560100	NaN	NaN	0	NaN	0
		Post Graduate	560045	560038	32.3972	0.34709	0.464	-1.2834	0.902
	25001 to 50000	School	560059	560059	NaN	NaN	0	NaN	0
		Uneducated	NaN	NaN	NaN	NaN	NaN	NaN	NaN
	Below Rs.10000	Graduate	560066	560091	39.0996	-0.6118	0.717	-1.6758	1.4
		Ph.D	560016	560016	0.7071	NaN	Inf	NaN	NaN
		Post Graduate	560020	560014	20.7609	2.63981	0.597	7.8448	1.154
		School	NaN	NaN	NaN	NaN	NaN	NaN	NaN
	More than 50000	Uneducated	NaN	NaN	NaN	NaN	NaN	NaN	NaN
		Graduate	560047	560038	29.8146	0.0099	0.472	-1.1547	0.918
		Ph.D	560035	560013	38.814	0.81335	0.616	-1.2605	1.191
		Post Graduate	560056	560061	38.194	-0.0894	0.512	-1.7743	0.992
	No Income	School	560056	560059	42.594	-0.0385	1.014	-5.778	2.619
		Uneducated	560025	560025	NaN	NaN	0	NaN	0
		Graduate	560038	560030	30.6927	0.88081	0.276	-0.4978	0.545
		Ph.D	560025	560030	13.7937	-0.6918	0.845	-1.4072	1.741
		Post Graduate	560036	560024	31.2947	0.68439	0.243	-0.9145	0.481
		School	560024	560022	13.6088	-0.0725	0.913	0.61308	2
		Uneducated	560012	560012	NaN	NaN	0	NaN	0





Correlation Matrix				
		Latitude	Longitude	Pin Code
Latitude	Pearson's r	—		
	df	—		
	p-value	—		
Longitude	Pearson's r	-0.144	—	
	df	386	—	
	p-value	0.004	—	
Pin Code	Pearson's r	-0.202	0.156	—
	df	386	386	—
	p-value	< .001	0.002	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Independent Samples T-Test:

A Priori Power Analysis				
User Defined				
Effect Size	N ₁	N ₂	Power	α
0.597	60	60	0.9	0.05

Power by Effect Size		
True Effect Size	Power to Detect	Description
$0 < d = 0.361$	$\leq 50\%$	Likely miss
$0.361 < d = 0.516$	50% – 80%	Good chance of missing
$0.516 < d = 0.664$	80% – 95%	Probably detect
$d = 0.664$	$\geq 95\%$	Almost surely detect

Difficulties Encountered:

During the course of the research, several challenges were encountered, including respondent bias, time constraints and data collection logistics. Efforts were made to mitigate these challenges through careful planning and meticulous execution of the research process.

Findings:

- Product quality emerges as the most significant factor influencing purchase decisions among consumers in Namakkal District
- Brand loyalty is prevalent, particularly among certain demographic segments
- Price sensitivity varies across product categories, with consumers prioritizing value for money
- Social influence plays a significant role in shaping consumer preferences, especially among younger demographics
- Post-purchase satisfaction levels indicate opportunities for businesses to improve customer experience and loyalty

Suggestions:

- Enhance product quality and innovation to meet evolving consumer expectations
- Develop targeted marketing strategies based on demographic insights
- Offer competitive pricing strategies to attract price-sensitive consumers
- Strengthen brand engagement initiatives to foster long-term customer relationships
- Leverage social media platforms for enhanced brand visibility and consumer engagement
- Provide personalized customer service to address individual needs and preferences
- Invest in post-purchase support services to enhance customer satisfaction and loyalty

Conclusion:

The study sheds light on the intricate dynamics of consumer behavior in purchasing durable products in Namakkal District. By understanding the factors influencing consumer decisions, businesses can tailor their marketing strategies to better serve the needs of consumers and gain a competitive edge in the market.

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