

Research Article

**Factors Influence To Purchase Of Durable Goods With Reference To Tenkasi**

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**ABSTRACT**

In recent years the usage of durable goods in India is tremendously increased. The Indian people spend majority of their income in durable goods. In India durable goods occupy major space in the small house. It indicates how they are giving importance to durable goods. With regards the researcher chooses the topic “Factors influence to purchase of durable goods with reference to Tenkasi. The present research, the researcher selects 120 samples from Tenkasi city using convenience sampling method. The researcher analyse what kind of factors influence the customers to purchase durable goods, preference towards durable goods and measure their overall satisfaction. The researcher used both primary and secondary data for this research. Primary data collected from selected respondents through structured questionnaire and secondary data from books, magazine and various past research etc.,.

**INTRODUCTION**

The need of the people is grow and grow every day. In the changing scenario their life style also changed. Now a day’s most of the people spend their major income in purchase of durable goods for its usage as well as for their social status. In the modern business world allow middle and lower level people to purchase of durable goods through EMI options. In the past mostly cash transaction only allowed by the seller but changing business world this kind of credit option allow people to purchase their durable goods.

The development of technology simplifies and reduces the work load of the people. Like grinder, fan, gas stove, refrigerator and washing machine etc, these kinds of durable goods now a day’s very useful to the people. The following factors induce the customers to buy the durable goods like, price, warranty, latest technology mechanism in the product, advertisement, variety of products, easy operating system, easy buying options and various features of the products etc.,.

**REVIEW OF LITERATURE**

**Anilkumar N. and Jelsy Joseph (2013)** in their research paper on „Consumer Behavior: Kitchen Durables“ studied the influence of product attributes on buying preference of kitchen durables, consumers’ perception towards varied durables brands, Influence of socio demographic profile on attitude and preference of consumers, buying motives and satisfaction level were explored. The research was carried out at Kochi with descriptive method & data was collected from 200

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## **FACTORS INFLUENCE TO PURCHASE OF DURABLE GOODS WITH REFERENCE TO TENKASI**

households. It was observed that, high association is found between product quality and Brand loyalty. Positive association was found between customer satisfaction and low level of complaint/defect in the products. Also significant association was observed between income group and brand loyalty. Power rating Motor was found an important product attribute followed by safety lock and protection for selecting the brand.

**Anand and Hundal (2008)** in their paper entitled “Perception of Consumers towards Promotional Schemes for Durables: A Study in Punjab” give insights into the perception of rural and urban consumers about various promotional measures adopted by durable goods manufacturing companies. The factors selected for the study were installment purchase facility, 0% interest system, replacement, off-season discounts, festival offer, free gift scheme, free after sales services and exchange offer. (The difference between rural and urban consumer’s perception about 0% interest scheme, replacement offer, off-season discounts and festival offer, free after sales service is significant).

**Panda and Pothal (2008)** in their paper have concluded that the determinants like the total income, the number of durables possessed, age and education level of the head of the household have significant effect on the ownership of both major and minor durables. Income is one of the important determinants which have a strong positive influence on the ownership of durables. The level of education has positive significant effect on the ownership of major durables like television, two wheeler and air cooler and no such effect on the ownership of minor durables.

### **STATEMENT OF THE PROBLEM**

In the past durable goods availability is very rare for every home. It is mainly available in the rich people homes only. But recent days it’s available in every home due to technology development as well as easy buying options. More over some factors that’s influence the customers to buy these kinds of goods in the market. With this in mind the researcher selects the topic “Factors influence to purchase durable goods with reference to Tenkasi”.

### **SCOPE OF THE STUDY**

The study has been undertaken to know what kind factors influence the customers to buy durable goods. This research mainly focus on level of awareness of the respondents, what kind factors mostly induce the customers to buy durable goods, then what type of goods mostly they are preferred and measure their level of satisfaction. The study area is limited to Tenkasi city only. 120 respondents were selected for present study. The researcher chose 4 items of durable goods like Washing Machines, Mobile phone, Air conditioner and Television are taken into consideration for this study.

### **OBJECTIVES OF THE STUDY**

- To know their level of awareness about durable goods.
- To know which durable goods mostly preferred by the respondents.
- To find out factors influence to purchase durable goods.
- To measure the level of satisfaction of the respondents.
- To offer suitable suggestions.

### **HYPOTHESES**

1. There is no significant relationship with age and customer satisfaction of the respondents.

2. There is no significant relationship with marital status and customer satisfaction of the respondents.

**RESEARCH METHODOLOGY**

1. Present research is descriptive in nature
2. Research area Tenkasi city only.
3. Sample size 120 durable goods users were selected.
4. Convenient sampling techniques were used.
5. Both primary and secondary data were used. Primary data collected through questionnaire.

**TABLE – 1 AGE OF THE RESPONDENTS**

S. No.	Age	No of Respondents	Percentage
1	Below 30	35	29
2	30 to 40	54	45
3	41 – 50	22	18
4	Above 50	9	8
	<b>Total</b>	<b>120</b>	<b>100</b>

**TABLE – 2 MARITAL STATUS**

S. No.	Marital status	No of Respondents	Percentage
1	Married	89	74
2	Un-married	31	26
	<b>Total</b>	<b>120</b>	<b>100</b>

**TABLE – 3 LEVEL OF AWARENESS**

S. No.	Awareness level	No of Respondents	Percentage
1	Much aware	79	66
2	Slightly aware	31	26
3	Not at all aware	10	8
	<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

**TABLE – 4  
PREFERENCES TOWARDS DURABLE GOODS**

S. No.	Purposes	Rank				Total Score	Mean Score	Garrett Rank
		I	II	III	IV			

**FACTORS INFLUENCE TO PURCHASE OF DURABLE GOODS WITH REFERENCE TO TENKASI**

1.	Television	54	25	26	15	6811	56.75	<b>I</b>
2.	Air conditioner	16	9	13	82	4429	36.90	<b>IV</b>
3.	Mobile phone	24	55	39	2	6539	54.49	<b>II</b>
4.	Washing Machine	26	31	42	21	5981	49.84	<b>III</b>

Source: Primary data

**TABLE – 5**  
**FACTORS INFLUENCE TO PURCHASE DURABLE GOODS**

S. No	Attributes	Rank					Total score	Mean score	Rank
		I	II	III	IV	V			
1	Friends & Relatives	74	23	11	10	2	7542	62.85	<b>I</b>
2	Features of the products	7	24	38	24	27	5724	47.70	<b>III</b>
3	Advertisement	4	0	16	56	44	5435	45.29	<b>IV</b>
4	EMI Option	32	56	15	13	4	5898	49.15	<b>II</b>
5	Personal experience	4	16	41	17	42	5161	43.01	<b>V</b>

Source: Primary data

**TABLE – 6**  
**OVERALL SATISFACTION**

S. No	Satisfaction opinion	No. of Respondents	Percentage
1	Satisfied	82	68
2	Not-satisfied	38	32
	<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

### **Result of hypotheses**

1. There is no significant relationship with age and customer satisfaction of the respondents.  
The calculated value is = 16.886  
The table value is = 26.296  
Degree of freedom = 16

Since the calculated value is less than the table value, so the null hypothesis is accepted the alternative hypothesis is rejected. There is no significant relationship with age and customer satisfaction of the respondents.

2. There is no significant relationship with marital status and customer satisfaction of the respondents.  
The calculated value is = 10.9340  
The table value is = 9.488  
Degree of freedom = 4

Since the calculated value is higher than the table value, so the null hypothesis is rejected the alternative hypothesis is accepted. There is a significant relationship with marital status and customer satisfaction of the respondents.

### **FINDINGS OF THE STUDY**

- 45% of the respondents were belongs to 30 – 40 years of age.
- 74% of the respondents are married person.
- Mostly men choosing the purchase decision.
- 66% of the respondents having much awareness about durable goods.
- Most of the respondents prefer television, so first rank goes to Television.
- Mostly people buy their durable goods by their friends & relatives.
- 68% of the respondents were satisfied with their durable.

### **SUGGESTIONS**

- ✓ The researcher found that, the level of awareness of the people in Tenkasi district is slightly poor. So in future every durable goods manufacturer should take efforts to create awareness among the people, it will increase their sales.
- ✓ Few respondents told the after sale service of durable goods company is not satisfied. In future company should take remedies for this problem.
- ✓ Every durable goods company should update latest technology in their products.
- ✓ Advertisement alone best tool for creating awareness among the public. So every company should concentrate on advertisement and create separate committee for this.
- ✓ Every company should launch variety of products to their customers.
- ✓ Every company should concentrate on rural areas and establish market there.

### **CONCLUSION**

The researcher found that, in Tenkasi district people using more durable goods in their life but certain percentage of people not having much knowledge about durable goods because they don't have awareness about all durable goods. In the study area mainly people purchase television and mobile phone they are not giving more importance to air conditioner and washing machine.

## **FACTORS INFLUENCE TO PURCHASE OF DURABLE GOODS WITH REFERENCE TO TENKASI**

So Air conditioner and washing machine manufactures concentrate and take efforts to capture the market in future. Finally the researcher concludes that, customer is our king, so every company should fulfill customers' needs and satisfy them with their proper goods and services.

### **References**

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### **Books :**

1. Kothari C.R "Research Methodology" methods and Techniques Eastern Ltd.