

# Attitudes and Purchasing Behavior towards Consumer Durable White Goods

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## ABSTRACT

Consumer durables have emerged as one of the fastest growing industries in India. Once perceived as luxury items, consumer durables today have become as an indispensable tool of everyday use for the Indian middle class. The largest contributing sector among durables is white goods, also known as consumer appliances, like air conditioners, refrigerators and washing machines. Consumers' attitude and preferences have been vastly changing all over the world for the past a few years particularly in the Indian white goods market due to the entry of foreign brands which create heavy competition as well as broad choice for buyers. Consumers' attitude and purchase preferences have been immensely changing all over the world for the past few years predominantly in the Indian white goods market due to the entry of foreign brands which create grave competition as well as broad choice for buyers. Every marketer is embarrassed to find out factors for which buyers give much importance and how far they are fulfilled with these factors. The study of consumer behavior helps in understanding how individuals make decisions to spend their available resources like time, money, and effort while purchasing goods and services. Hence this study focused on the purchasing behavior of consumers towards selected white goods such as refrigerator, washing machine and wet grinder.

## 1. Introduction

A major appliance or domestic appliance is a large machine in home appliance used for routine housekeeping tasks such as cooking, washing laundry, or food preservation. An appliance is different from a plumbing fixture because it uses electricity or fuel. Major appliances differ from small appliances because they are bigger and not portable. They are often considered fixtures and part of real estate and as such they are often supplied to tenants as part of otherwise unfurnished rental properties. Major appliances may have special electrical connections, connections to gas supplies, or special plumbing and ventilation arrangements that may be permanently connected to the appliance. This limits where they can be placed in a home. Many major appliances are made of enamel-coated sheet steel which, in the middle 20th century, was usually white. The term white goods in contrast to brown goods, is also used, primarily where British English is spoken, although definitions for the term "white goods" can differ. In the United States, the term white goods can also refer to linens. Example of Consumer Durable White goods include Washing Machine, Refrigerator, Air Conditioner, Kitchen stove, Water Heaters, Drying cabinets, Freezers, Cloth dryers, Automatic RotiMaker. India is expected to become the fifth largest consumer durables market in the world by 2025. The Government of India has increased liberalization which has favored foreign direct investments (FDI). Also, policies such as, National Electronics Mission and digitization of television and setting up of Electronic Hardware Technology Parks (EHTPs) is expected to boost the growth of this sector. Major appliances may be roughly divided into

- Refrigeration equipment
- Cooking
- Washing and drying equipment
- Heating and cooling

## 2. Review of Literature

**Anilkumar and Jelsey Joseph (2012)** analyzed the consumer purchase behaviour of urban and rural working women consumers towards durables and opined that the urban and rural markets significantly differed from each other in considering general and product-specific factors while making their purchase decisions for durables. The change of consumer attitude and preferences has been occurring over the world for the past a few years especially in the white goods market. The entry of foreign brands created a heavy competition. Every marketer is constrained to find out the factors for which the buyers are giving more importance and their satisfaction level also. Without such an understanding, marketers find it hard to meet the customer's needs and wants.

**Sharm (2013)** stated in their article consumer buying behavior regarding home appliances. 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.

**Abdul Brosekhan and Muthu (2013)** informed that the lifestyle characteristics have a great impact on the consumer buying behavior of the clusters.

**Kalaiselvi (2017)** examined the attitudes and purchasing behavior of durable goods among consumers.

## 3. Objectives of the Study

- To study the factors that influences the purchasing pattern of consumer durable white goods and
- To analyze the satisfaction level and problems faced by customers on purchase of durable white goods.

#### 4. Statement of the Problem

The consumer durable white goods market is becoming more competitive now days. Hence, the producer of durable products should understand consumer to find higher sale of their products. Generally it has been seen that consumers face some problems for buying durable white goods. They don't know how to operate and handle the durable white goods so that it can work more efficiently for long years. The consumer tends to visit nearest market place to purchase the product. They don't want to buy the product from the place far away from their home, as it will cost much of the transportation cost and also consume much of the valuable time. Hence herewith the data of some determinants like price, brand, mode of payment, location and purchasing power and purchasing decision, after sales services were taken to analyze their influence on purchase decision. This research is based on consumers of durable white goods in different age group as well as different background.

#### 5. About the Study and Methodology

The specific white products refrigerator, washing machine and Air conditioner are selected for the study. The selection of above products due to widely used in consumers who belongs to the middle class family. The middle class families can have enough money to purchase the above products in easy way and many of middle class families can purchase at same price range.

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. A total of 163 samples from different parts of Karur city comprising of both urban and rural places are taken for the study. Survey method is employed to collect the data from the respondents and the data are collected with the help of questionnaires. Secondary data collected through various journals, books and internet which is restricted to the conceptual frame work of the paper only. To arrange the collected data following statistical tools were used like Percentage Method, Chi-Square Analysis, Weighted Average Method and Ranking.

**Table - 1**  
**Association between Occupation and Purchase of White Goods**

Occupation	Frequency of Purchase of Durable White Goods			
	Monthly	During offers	Festivals	Total
Govt. employee	24	19	23	66
Self employed	6	14	8	28
Private employee	11	31	27	69
Total	41	64	58	163

Source: Primary Data

$H_0$ : There is no association between occupation and purchase of consumer durable white goods. The Pearson Chi-square value is 9.65<sup>A</sup> with the df4, p-value .047.  $H_0$  is rejected. Hence it is clear that it is statistically significant at 5% level.

Hence there is relationship between occupation and purchase of durable white goods.

**Table - 2**  
**Association between Income and Purchase of White Goods**

Occupation	Frequency of Purchase of Durable White Goods			
	Monthly	During offers	Festivals	Total
Below 15000	7	13	4	24
15001-25000	22	40	29	91
25001-35000	3	13	11	27
Above 35000	7	5	9	21
	39	71	53	163

Source: Primary data

$H_0$ : There is no significant association between income and purchase of white goods. The Pearson chi-square value is 8.6603<sup>A</sup> with the df 6, p value 0.19.  $H_0$  is rejected. Hence it is clear that it is statistically significant at 5% level. Hence there is relationship between the income and purchase of durables.

**Table - 3**  
**Factors Influencing for Purchase of Consumer Durable White Goods**

S.No.	Factors	Weighted Average Score	Rank
1.	Variety of goods	378	6
2.	Social status	397	4
3.	Price	427	2
4.	Quality	496	1
5.	Attraction	379	5
6.	Customer	423	3

Source: Primary Data

From the above table it is inferred that quality has obtained 1st rank with weighted average score of 496, price has obtained 2nd rank with weighted average score of 427, customer service has obtained 3rd rank with weighted average score of 423, social status has obtained 4th rank with weighted average score of 397, attraction has obtained 5th rank with weighted average score of 379 and variety of goods has obtained 6th rank with weighted average score of 378.

**Table - 4**  
**Satisfaction Level of Purchasing of Durable White Goods**

S.No.	Factors	Weighted Average Score	Rank
1.	Price	249	6
2.	Availability	320	4
3.	Quality	351	3
4.	Customer service	387	1
5.	Branded products	313	5
6.	Offers and discounts	359	2

Source: Primary Data

The above table it is inferred that customer service has obtained 1st rank with weighted average score of 387, offers and discount has obtained 2nd rank with weighted average score of 359, quality has obtained 3rd rank with weighted average score of 351, availability has obtained 4th rank with weighted average score of 320, branded product has

**Table - 5**  
**Problem Faced by Consumers while Purchasing of Durable White Goods**

S.No.	Problems	No. of Respondents	Percentage
1.	High price	67	41
2.	Poor Customer Service	43	26
3.	Non-Availability of Goods	32	20
4.	Others	21	13
	Total	163	100

Source: Primary Data

The above table reveals that 41 per cent of the respondents are feeling that high price is the main problem of purchasing of white goods and 26 per cent of the respondents are feeling that poor customer service and 20 per cent of the respondents are feeling that non-availability of goods and 13 per cent of the respondents are feeling that other factors are the problem of purchasing of consumer durable white goods.

## 6. Conclusion

Consumer Behaviour covers a broad variety of Consumers based on diversity in age, sex, culture, taste, preference, education level, income level, etc. The factors that influence this buying decision are commonly price, quality, advertisement, recommendation from near and dear etc. This research work finds that the 163 consumers' perception on buying durable white goods is mostly affected by the factors such as durability, reliability of brands available in the market and products extensions available in a market place. Through the study it is strongly believed that marketing managers could gather information on consumer psychology as they are interested not only in the product but also the behavior of the consumers because it gives them the right orientations for product development and positioning. The level of consumer's satisfaction provides the scope for repeated purchases and brand loyalty that lead to optimum profitability.

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