



## CONSUMER BEHAVIOR WITH RESPECT TO CONSUMER DURABLE PRODUCTS: A LITERATURE REVIEW

### Management

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### ABSTRACT

Consumer is nerve Centre of the modern marketing, understanding his behavior is quite essential for efficient and effective marketing management thus understanding consumer's behavior with respect to consumer durables consumption and purchase decision behavior must be studied and analyses. Customer may state their needs, wants but act otherwise. They may not be in touch with their deeper motivations. The customer is the essence of all organization strategies. A careful analysis of the strategies of successful marketers reveals that they have a better understanding of the target consumer than the others in their industry. This study attempts to gather an understanding on the concept of consumer behavior through review of literature available on the study of consumer behavior with respect to consumer durable product. The study is based on secondary data and it is a descriptive study.

### KEYWORDS

Consumer Behavior, Consumer Durable Goods, Consumer, Literature Review.

#### INTRODUCTION:

Consumer Behavior is the utmost focused area in every field of Commerce and trade business. Consumer behavior or buyer behavior has achieved more and more importance in a consumer oriented business management and marketing planning. Understanding consumer behavior is the key to success in the marketplace. As no business organization can be run without consumers. Consumers are the king of markets.

Consumer behavior can be defined as "the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services." **Kotler and Keller (2011)**<sup>1</sup>, stated that 'consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants'. The study of consumer behavior helps marketers to recognize and forecast the purchase behavior of the consumers while they are purchasing a product. The study of consumer behavior helps the marketers not only to understand what consumer's purchase, but helps to understand why they purchase it (**Kumar, 2004**)<sup>2</sup>.

Thus the study of Consumer-Behaviour incorporates (1) Factors influencing buying behaviour, (2) Psychological process underlying buying process, (3) buying motives, (4) buying behaviour / buying habits, (5) Buying decision journey.

#### CONSUMER DURABLES:

According to definition the term 'Consumer Durables', would mean all consumer goods (product and services) that are not for one-time. Therefore, the term consumer durables would seek to include all consumption items other than those meant for immediate consumption.

**Kotler 1980**<sup>3</sup>, Durable goods are tangible goods which normally survive many uses.

Consumer durables refer to those consumer goods that do not quickly wear out and yields utility over a long period of time. Some of the popular and common examples of these kinds of items are electronic goods, kitchen appliances, home furnishings and leisure equipment etc. Consumer durables can be broadly categorized into three fragments:

#### WHITE GOODS:

White goods mainly include air conditioners, refrigerators, washing machines, audio equipment and speakers.

#### BROWN GOODS:

This kind of consumer durables mostly include kitchen appliances like chimneys, electric fans, grinders, iron, microwave ovens, mixers and varied other cooking ranges.

#### CONSUMER ELECTRONICS:

Some of the mostly used consumer electronic goods are DVD players, MP3 players, mobile telephones, smartphones, iPhone, desktop, notebook, tablet, personal computers, telephones, VCD players etc.

#### OBJECTIVES OF THE STUDY:

- The major purpose of the study is to review literature on consumer behaviour with respect to consumer durable Products.
- To understand the notion and opinion on consumer behaviour
- To review the existing literature on consumer behaviour with respect to consumer durable products from various places and region in India.
- To study the differences and similarities in consumer behavior with respect to consumer durable products.

#### RESEARCH METHODOLOGY:

- **RESEARCH DESIGN:** Descriptive study
- **DATA COLLECTION / SOURCE OF DATA:** Secondary data
- **SECONDARY DATA:** available through reviewing literature on the study of consumer behavior with respect to respect to consumer durable goods from Research journals, Research papers.
- **LIMITATION OF THE STUDY:** Consumer Behavior to analyze for consumer durable products through reviewing literature only in Indian context.

#### CONSUMER CHOICE CRITERIA FOR CONSUMER DURABLES:

The choice criteria of consumer with respect to consumer durable product are based on various considerations and aspects. According to (**Elsasser, 2004**)<sup>4</sup>. The taste of consumer is wide ranging and constantly changing. As opined by (**Sonnenberg and Erasmus, 2005**)<sup>5</sup>. The correct prediction for consumer durable decision is difficult. Whereas (**Du Preez, 2003**)<sup>6</sup>, expresses that, While the final purchasing decision of the consumer will differ between decision styles and profiles cannot be directly applied to unique purchase situations wherein the level of involvement of the consumer varies. But (**Sonnenberg and Erasmus, 2005**)<sup>7</sup>, stated that, The personal factors and situational factors make it hard to prefigure consumer decisions beforehand The personal factors such as self-image, lifestyle and sub-cultural aspects shaping the consumer's beliefs and influencing the purchase attitude. As revealed by (**Arnold et al, 2004**)<sup>8</sup>, **Sonnenberg and Erasmus, 2005**)<sup>9</sup>, voiced that, Lifestyle a psychographic variable of values/tastes which manifest as needs/preferences and specific purchase behaviour. As indicated by (**Arnold et al., 2004**)<sup>10</sup>, the purchase decision made by the consumer can alter/reinforce their lifestyle. As pointed out by (**Richins and Dawson, 1992; Griffin et al., 2002**)<sup>11</sup>, So as to acquire satisfaction in life and express self-concept. In the words of (**Solomon, 2004**)<sup>12</sup>, Consumers are free to select products that reinforce their definitions of self-image and their perceived unique lifestyle in the family/society. In

the opinion of (Solomon, 2004; Sonnenberg and Erasmus, 2005)<sup>13</sup>, Consumers perceive products as an extension of their personality and hence deliberate the product choice that matches some aspect of the self-image and communicates a desired image. In the view of (Du Plessis and Rousseau, 2003)<sup>14</sup>, Consumers attach symbolic meaning to durables in order to define themselves through the attitude functions served. The consumers purchase decision is individualistic. As observed by (Du Preez, 2003)<sup>15</sup>, the complexity of the decision depends on the degree of information search, the evaluation of alternatives and choice of products. As put forth by (Brijball, 2003; Du Preez and Visser, 2003)<sup>16</sup>, Personal factors, Situational / Marketing / Environmental factors and post purchase behaviour factors simultaneously interact each other to influence the consumer's purchase decision. As presented by (Solomon, 2004)<sup>17</sup>, Consumer purchases durables in response to a recognized specific need. As explained by (Dittmar et al., 1996)<sup>18</sup>, the purchasing behaviour is also diverse in style as per the taste/values of the consumer. As exemplified by (Du Preez, 2003)<sup>19</sup>, the complexity of the purchase decision depends on the extent of consumer's information search. But according to (Du Plessis and Rousseau, 2003)<sup>20</sup>, consumer's personality determines the choice of the consumer durable product.

#### REVIEW OF LITERATURE:

Literature Review enables the researcher to review the existing literature and gaining fruitful insight from the same. A rational number of studies were conducted to analyse consumer behaviour and identify the factors that influenced consumer buying decision for consumer durable Products. The researcher had to brood over in selecting appropriate and in effect studies conducted in Indian to analyse consumer behaviour with respect to consumer durable products.

As a part of the learning on consumer behavior it is vital to study the factors that affect consume behavior, as founded out by (Mr. Paramanand Dasar, Dr. S.G.Hundekar & Mr. Mallikarjun Maradi (2013)<sup>1</sup>), they choose to identify and ascertain the extent of problems relating to the consumer behavior have an impact on the marketing of consumer durables in the fast growing Bijapur District (Karnataka state) by collecting responses from 200 respondents. Objective of the study were, to identify and analyze the economic, social, cultural and psychological factors determining the consumer buying decision. To study awareness and impact on behavior of various brands post-purchase behavior & after sale-service, and to study the opinion about advertisement and ISI mark on selected consumer durables. The findings of the study highlighted that economic, social, cultural and psychological factors influenced consumer behavior, the buying of consumer durables such as Fan/Iron Box, CD player, TV/Computer, Washing Machine and Refrigerator are characterized by high unit cost, long life and consequently low frequently of purchase and the nature of demand for the mentioned consumer durable product was found to be more volatile. The purchasers of Consume Durables such as Fan/Iron Box, CD player, TV/Computer, Washing Machine and Refrigerator were Brand Conscious and preferred buying an ISI mark product.

A Research paper written by (D.Muthukrishnaveni & Dr. D. Muruganandam, (2014)<sup>2</sup>, the duo undertook a study on Consumer Buying Behaviour towards Consumer Durables by surveying 300 customers from Erode Coimbatore, Salem and Karur to find out difference in buying behaviour in context of education, Income, Occupaton and Employment. The objective of their study were to analyse the role of demographic factors on buying behaviour with respect to consumer durables, To analyse the consumer's perception about the brand of product they purchase, To analyse the influence of social class on consumers lifestyle characteristics and buying behaviour and to study the factors affecting purchase of consumer durables. The conclusion drawn from the survey pointed out that Income influences the purchasing decision, Income influence on Price, Schemes, Technology and Service in consumer durables, Preference was given to durability. Schemes, Technology and Service influence the purchasing behaviour in consumer durables with respect to education. In addition it was also found that they value opinions given by their preferred reference person/group.

R.Rajeswari & P.Pirakatheswari (2014)<sup>3</sup>, surveyed 50 respondents from Salem city and made an effort to Study their Consumer Behaviour and factors Influencing the Purchase Decision of Durable Goods. The learning objectives of the study were to study socio-economic profile of the selected consumers, to identify the factors

influencing the consumers in the selection and use of particular products. They Summarized findings indicated that Demand for consumer durable is more volatile, Consumers from Salem district preferred and highly valued established brands, consumer's from Salem district invested time in enquiry about different brands and technical information from the dealers, they were found to be price sensitive are relied for promotion offers relating to price.

Dr.A.Arumugam & M.Josephine Rebecca (2016)<sup>4</sup>, organised a study by undertaking primary study on 120 consumers in Thoothukudi, which was based to analyze factors influencing respondents in the choice of consumer durables and to study the level of awareness of the respondents. According to them factors such as durability, brand image, price, after sales, easy availability and so on influenced the choice of durable goods and secondly the level of consumer awareness while purchasing the durable goods plays a key role. Based on their findings they have suggested that Durable purchase decision is expensive, high involvement and less frequency of purchase on nature. Consumers tend to remain brand conscious, Advertisement is the powerful communication tool, purchase decision is influenced by Price-factor.

P.Sathya & C.Vijayasanthi (2016)<sup>5</sup>, they both made a joint study on Consumer Behaviour towards Consumer Durable Goods in Thiruvarur District. The collected responses from 50 respondents in Thiruvarur district. The key factors of their study were to study the buying behaviour for selected consumer durables and to identify the factors influencing the consumers in the selection and use of particular products. As per their inferences drawn from the study it pinpointed that respondents got influenced by others opinion, and the factors that influence the purchase decision of consumer durable goods were: Price, colour, Brand Preference, Offers/ Discounts, Technical Features, Quality, Shape/Size, Brand image, Model/design and Celebrity.

Priti Jha (2017)<sup>6</sup>, A study was undertaken by her in Delhi NCR. For a sample size of 150 respondents. The major objectives of the study were to study the Socio-economic profile of the selected respondents and to find out consumer awareness of various brands in consumer durable (white) products. The study initiated that for some respondents show room location in case of white goods was not at all important, nor did they gave any importance to credit facility rather preferred to buy through cash mode of payment. Product attributes such as features, model, brand name, advances features & durability, size of products & maintenance facility were considered by the respondents, factors such as price, energy saving, guarantee and after sales service were found to be the key contributors for taking purchase decision for durable products.

C.Eswari & Dr. C. Subramanian (2017)<sup>7</sup>, Conducted studies in Pudukkottai District. Which was intended to Study Purchase Behaviour of Consumer Durable Goods the sample size was restricted to 145 respondents.. The key parameters of the study were to analyse the factors influencing consumer's perception towards purchase behaviour of consumer durable goods in Pudukkottai district. To identify the purchase behaviour of selected rural and urban consumer durable goods in Pudukkottai district. To analyse the purchase behaviour and satisfaction of the rural and urban consumer durable goods. It was observed that due importance was given to factors like aggressiveness, level of expectation and level of satisfaction. The level of expectation for the various aspects which characterize the quality and standard of the product were individually taken up. Different segments of consumers differ with respect to economic, educational, emotional and other characteristics. Demographic variables were not deeply associated to their attribute awareness of the product. Brand Loyalty was found to be missing in case of consumer durable goods.

R.Karthika & Dr. N.Vijai Anand (2017)<sup>8</sup>, the two took up studies relating to Study consumer Buying Behaviour Towards Selected white goods with special Reference to Tiruchirappalli District. The study aimed at studying the buying behaviour for selected white goods, to identify the factors that influenced the buyers during the purchase of white goods. The outcome of the study suggested that demand for consumer white goods is more volatile. Consumers prefer high valued consumer white goods of an established brand. The buyers of consumer goods investigated a lot and acquired completed information and technical information to.

Mrs. Karthika R, & Dr. ChandraKhanthan J. (2018)<sup>9</sup>, made an attempt to study Pre-Purchase Behaviour of Consumers towards White Goods in Namakkal District the sample taken for study were 200 respondents. The studied objectives were to study the demographic profile of the consumers in Namakkal District and to identify the pre-Purchase of the consumer towards White goods in Namakkal District.

The findings and conclusion put forward by the authors narrates that respondents preferred white goods for their convenience, time saving and to reduce physical strain. The study highlighted that there is a significant difference between the pre-Purchase behaviour of the respondents.

**Table on Literature Review on Consumer behaviour with respect to Consumer durable products**

| Name of the Author (s)   | Research Paper Title & Area of Study  | Key Factors  | Consumer Durables selected for study   |
|--|---|--|--|
| Mr. Paramanand Dasar, Dr. S.G.Hundekar & Mr. Mallikarjun Maradi (2013) | Consumer Behavior on Consumer Durables With Reference To Bijapur District   | Consumer buying decision, post-purchase behavior after sale Service, ISI mark, advertisement, Consumer Durables, Brand Conscious             | Fan/Iron Box, CD player, TV/Computer, Washing Machine and Refrigerator   |
| D.Muthukrishnaveni & Dr. D. Muruganandam, (2014)                       | Consumer Buying Behavior Towards Consumer Durables<br><br><b>Area of Study:</b> Erode Coimbatore, Salem and Karur             | difference in buying behavior in context of education, Income, Occupation and Employment   | TV, Refrigerator, washing Machine, Laptop/ Desktop/ Computer, mobile.  |
| R.Rajeswari & P.Pirakatheeswari (2014)                                 | A study on Consumer Behavior and Factors Influencing the Purchase decision of Durable Goods with Reference to Salem District. | socio-economic profile, factors Influencing the Purchase Decision of Durable Goods, usage  | Mixie, Grinder, Washing Machines, Refrigerator, TV, Laptop/PC, Mobile Phones, Water purifier, Microwave Oven, Air conditioner. |
| Dr.A.Arumugam & M.Josephine Rebecca (2016)                             | 'A study Of Consumer Buying Behaviour on Durable Goods in Tuticorin City.'  | Factors influencing choice of consumer durables, level of consumer awareness   | Durable goods  |
| P.Sathya & C.Vijaysanthi (2016)  | 'Consumer Behaviour towards Consumer Durable Goods in Thiruvarur District.'   | Buying Behaviour, Factors influencing the consumers in the selection And use of particular products.   | Mixie, Grinder, Washing Machines, Refrigerator, TV, Laptop/PC, Mobile Phones, Water purifier, Microwave Oven, Air conditioner. |
| Priti Jha (2017)   | 'A Study of Consumer Buying Behaviour Towards Selected Consumer Durable (White) Products With special Reference to Delhi      | Socio-economic profile of the selected respondents and to find out consumer awareness of various brands in consumer durable (white) products | White Goods  |
| C.Eswari & Dr. C. Subramanian (2017)                                   | 'A Study on Purchase Behaviour of Consumer Durable Goods with Special Reference to Pudukkottai District.'                     | consumer's perception towards purchase behavior of consumer durable goods , purchase behavior, consumer satisfaction                         | Durable Goods such as: Air conditioners, Refrigerators, washing Machine, television and wet Grinder.                           |
| R.Karthika & Dr. N. Vijai Anand (2017).                                | A Study on consumer Buying Behaviour Towards Selected white goods with special Reference to Tiruchirappalli District.         | Buying behavior and the factors that influenced the buyers during the purchase of white goods.   | selected white goods: Air conditioners, Refrigerators, washing Machine, television and wet Grinder.                            |
| Mrs. Karthika R, & Dr. Chandra Khanthan J. (2018)                      | A Study on Pre-Purchase Behaviour of Consumers Towards White Goods in Namakkal District                                       |  | White goods  |

#### FINDINGS:

- The consumer's in Bijapur district ( Karnataka State ) buying decision got affected due to factors such as economic, social, cultural and psychological, they were also were Brand Conscious and preferred buying an ISI mark product.
- For the consumers / Respondents from Erode Coimbatore, Salem and Karur Income influences the purchasing decision, Income influence on Price, Schemes, Technology and Service in consumer durables, Preference was given to durability. Schemes, Technology and Service influence the purchasing behaviour in consumer durables with respect to education. In addition it was also found that they value opinions given by their preferred reference person/group.
- The consumer's from Salem district invested time in enquiring and getting technical information from the dealers, they preferred buying established brands, and very keen to avail promotional offers relating to price.
- Consumer Buying Behaviour on Durable Goods in Tuticorin City pinpointed that several factors influence the choice of durable goods and secondly the level of consumer awareness while purchasing the durable good.
- It was found that Thiruvarur District respondents got influenced by others opinion, and the factors that influence the purchase decision of consumer durable goods were: Price, colour, Brand Preference, Offers/ Discounts, Technical Features, Quality, Shape/Size, Brand image, Model/design and Celebrity.
- Consumer Buying Behaviour Towards Selected Consumer Durable (White) Products in Delhi NCR. showcased that for them Least important factor was show room location, mode of payment was cash, the other factor consider were features, model, brand name, advances features & durability, size of products & maintenance facility, factors such as price, energy saving, guarantee and after sales service were found to be the key contributors for taking purchase decision for durable products.
- It was observed that consumers of Pudukkottai District displayed gave due importance to factors like aggressiveness, level of expectation and level of satisfaction. The level of expectation for the various aspects which characterize the quality and standard of the product were individually taken up. Different segments of consumers differ with respect to economic, educational, emotional and other characteristics. Demographic variables were not deeply associated to their attribute awareness of the product. Brand Loyalty was found to be missing in case of consumer durable goods.
- The outcome of the study Made in Tiruchirappalli District. On consumer Buying Behaviour towards Selected white goods put forward that demand for consumer white goods is more volatile. Consumers prefer high valued consumer white goods of an established brand. The buyers of consumer goods investigated a lot and acquired completed information and technical information to.
- The consumers in Namakkal District preferred white goods for

their convenience, time saving and to reduce physical strain. The study highlighted that there is a significant difference between the pre-Purchase behaviors of the respondents.

#### CONCLUSION:

Decoding consumer behaviour is a complex ball game, but grasping consumer behaviour is essential for effective marketing, it is by no means an easy task. As understanding consumers holistically can help business organization and marketers today and in future.

#### FUTURE DIRECTION:

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