



Consumer behaviour towards durable and non-durable goods

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Abstract

The purchasing is done by keeping all these factors in mind. Today, price is not the only consideration as it was a few years back when prices played a major role in purchasing. The automobile industry in general and two wheeler industries in particular have shown a tremendous growth over the recent years. tomorrow's consumer will focus more on technology and credit purchase. To become a successful producer of milk products, they should think about price, quality and health consciousness of those products. Offers, gifts, price discount etc, can be given to attract more customers. This article paper highlights the consumer behaviour on durable and non-durable goods.

Keyword: consumer behaviour, durable goods, non-durable goods, automobile industry, two-wheeler

Introduction

The India consumers today are highly aware about the product, price, quality and the options available with them. The purchasing is done by keeping all these factors in mind. Today, price is not the only consideration as it was a few years back when prices played a major role in purchasing. The automobile industry in general and two wheeler industries in particular have shown a tremendous growth over the recent years. Tomorrow's consumer will focus more on technology and credit purchase. Number of nuclear families will increase. Health care will become very important in the coming years. Talking of the two wheeler industry, the names that effortlessly come to us is Bajaj Auto, Hero Honda, TVS motor, Yamaha Motor, kinetic and others. The two wheeler segment has played an important role in giving a push to the automobile industry in India. In fact, the production, sales and export of the Two Wheeler is a fair indication of the growing importance that it enjoys in this country's manufacturing economy. The total sale of Two Wheeler in India has touched the figure of 7.86 million units by March 2007 up 11.42% from the previous fiscal figures of 7.05 million. Production during the period reached 8.63 million units. The production of Two Wheeler in India is expected to reach a staggering 17.85 million units by 2010- 11, double than the current production level. The two-wheeler production capacity is to reach 22.31 million units in 2011-12, compared with 10.78 million in 2006-07.

Consumer Behaviour

Consumers' behaviour is a composition of four aspects viz., consumer preference, information search purchase decision and post purchase behaviour or satisfaction. These aspects are explained in detail in the following pages. Define consumer behaviour as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine acts".

Importance of the Study

Today the company's image is built and made know by its customers. Thus the success of a firm is determined by how effective it has been in meeting the diverse consumer needs, by treating each customer as unique. Consumer is the king and it is the consumer who determines what a business is. Therefore, a sound marketing programme should start with a careful analysis of the habit, attitude, motives and needs of consumers.

Need of the study

India consumers are increasingly becoming aware of the importance of health and hygienic. Hence companies are making products to suit their health like low calorie, low fat food etc., they acquire knowledge about the product by collecting information through different medias, friends and relatives. Similarly they are buying milk products by undertaking their health as one of the important factor in their minds. Milk products are perceived differently at various types of purchasing places. The most important variable explaining individual differences in consumer behaviour regarding purchase of milk products are trust, quality, origin, price of product, fat contents, and doctor's suggestions and so on.

Scope of the study

The study aims at analysing consumer behaviour relating to Two Wheeler and Milk products. The scope of the study has been limited to certain buying behavioural aspects of purchase decision process namely information search, product awareness, interest, product evaluation process, brand preference, factors of motivation, price and quality consciousness, purchase and post purchase behaviour. The study broadly aims at examining perceptions of the consumer mainly in terms of the information gathered, sources of information, location where the purchase is made and the ultimate purchase decision.

Objectives of the study

1. To identify and comparatively evaluate their article evaluation process, information search for the products.
2. To examine the association between demographic variables and elements of consumer behaviour.

Methodology

The sources of data are primary as well as secondary. The data collected from the consumer’s survey primary and information gathered through books, journals, magazines, reports, dailies consist of secondary data. The data collected from both the sources are scrutinized, edited and tabulated. The data are analysed using SPSS (statistical package for social sciences) computer packages. The primary data is obtained through a well framed questionnaire as research instrument. The perception of consumers of two-wheelers and milk products are considered as main source of study.

Sample size

Sample selected for the study covers different areas of Cuddalore district. Totally, 400 consumers of Two Wheeler and milk products are considered for research. They are selected on a simple random sampling method.

Review of Literature

The previous discussion of the literature identified significant gaps that will be explored in the thesis. Most of the studies in the area of consumer behaviour are limited for comparing with respect to Two Wheeler and non-Two Wheeler products neglecting the various elements of the behaviour. These issues are examined from the perspective of that behaviour and rarely take note of the dealer’s opinion.

Determinants of consumer behaviour

The purchase decisions of consumers do not arise in a vacuum. They are moulded by factors like, the ways in which they are raised, their personal interests and values and the demands of their daily lives. A consumer buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behaviour of the consumers, the influence of these factors on buying behaviour.

1. Cultural Factors
2. Social Factors
3. Personal Factors
4. Psychological Factors

Perspectives on Consumer Research

The rational perspective

The economists were the first to dominate model building, in the area of buying behaviour. The early economic view considered consumer behaviour in terms of a single act of purchase itself, and post-purchase reactions. Economic theory holds that purchasing decisions are the result of largely “rational” and conscious calculations. Thus, the individual buyer seeks to spend his income on those goods that will deliver the most utility (satisfaction) according to his tastes and relative prices.

The behavioural perspective

As mentioned above, in contrast to the economic view which

underscores the importance of internal mental processes in consumer decision making, the behavioural perspective emphasizes the role of external environmental factors in the process of learning, which it is argued causes behaviour. Thus, the behaviourists approach the consumer, as a “black box” and thereby assume that consumer behaviour is a conditioned response to external events.

The cognitive perspective

In contrast to behavioural theories of learning, the cognitive perspective stresses the role of information processing in consumer decision making. This perspective views people as problem solvers who actively use information from the world around them to master their environment. However, much debate surrounds the issue of whether or when people are actually aware of these learning processes. On the owned hand, there is some evidence for the existence of unconscious procedural knowledge.

Analysis of consumer behaviour

Gender

Gender plays a vital role in determining behavioural aspects of consumers. In fact most of the behavioural studies have identified the significant differences between the male and female consumers. In in this study the sample units execute the following frequency distribution of the gender

Table 1: Gender Wise Respondents

Gender	Frequency	Percentage
Male	113	56.50%
Female	87	43.50%
Total	200	100%

Source: primary data

From the above table it is ascertained that in the sample unit, a maximum of 56.5% are male consumers and 43.5% are female consumers. So it can be deduced that the sample unit comprises of more male consumers and reasonable number of female consumers of Two Wheelers and milk products.

Age

Age being one of the demographic characteristics of consumers influences the buying behaviour of consumers to a greater extent. The following table shows the distribution of respondents belonging to the different age groups.

Table 2: Age wise respondents

Age	Frequency	Percentage
Below 20	3	1.5%
20-30	58	29%
30-40	66	33%
40-50	63	31.50%
Above 50	10	5%
Total	200	100%

Source: Primary Data

From the table 2 it is known that 33% of respondents are between the age group of 30 to 40, 32.% are under the age group of 40-50, and 28.5% are under the age group of 20-30. Negligible percentages i.e. (1.5%) are belonging to the age group of below 20. Therefore it is understood that the

respondents selected for the study are more or less evenly distributed.

Marital Status

The table given below depicts the marital status of the respondents selected for the study.

Table 3: Marital Status Wise Respondents

Marital status	Frequency	Percentage
Married	143	71.50%
Signals	57	28.50%
Total	200	100%

Source: Primary Data

The table 3 shows that 71.5% of the total consumers selected for the study are married and the remaining 28.5% are single.

Present Status

While studying about the buying behaviour of the consumers, it is necessary to take into account the status of the consumers as the status also influences the behaviour. The distributions of status of the consumers are tabled below;

Table 4: Present Status Wise Respondents

Status	Frequency	Percentage
Salaried	134	69%
Self- employed	8	4%
Housewife	15	7.50%
Students	20	10%
Professional	19	9.50%
Total	200	100%

Source: Primary Data

The table 5 shows that the percentage of respondents belong to different status, 69% of the respondents belong to salaried group. This is because the study was mainly conducted in Cuddalore district, which has a major chunk of population of salaried class belonging to different employment 4% constitute self-employed, 7.50% are housewife and 10% are students and 9.50% are professionals.

Income

The level of income influences the purchase decisions of the consumers. The income distribution of the respondents is given in the following table;

Table 5: Income level wise respondents

Status	Frequency	Percentage
Below 10000	77	38.5
10001- 25000	39	19.5
25001- 40000	32	16
Above 40000	52	26
Total	200	100%

Source

The above table clarities the level of income of the consumers selected for the study. 38.50% of the respondents belong to the income level of below Rs.10, 000. 26% of the consumers are under the category of above Rs.40, 000. From the above it is understood that the respondents selected are evenly distributed to all categories of income

Income

The level of income influences the purchase decisions of the consumers. The income distribution of the respondents is given in the following table;

Table 6: Educational Level Wise Respondents

Education	Frequency	Percentage
UPTO 12	9	4.50%
GARDUATE	15	7.50%
POST GARDUATE	111	55.50%
PROFESSIONAL	41	20.50%
TOTAL	200	100%

Source: primary data

The table indicates the educational qualification of the respondents. 55.5% of the respondents belong to the category of PG level education. 20.5% are professionally qualified category, 7.5% belong to graduate level and the negligible level of just 4.5% belongs to the level education.

Size of the family

The buying behaviour of the consumers is influenced by the size of the family. Size of the family determines the quantum of buying in the case of milk products whereas there is no difference in the case of Two Wheeler.

Table 7: Family Size Wise Respondents

Family size	Frequency	Percentage
1-3	65	32.5%
4-6	129	64.5%
ABOVE6	6	3%
Total	200	100%

Source: primary data

The above table identifies the distribution of consumers according to the size of the family. 64.5% of the respondents belong to the family which consists of 4-6 members. 32.5% belong to nucleus family and only 3% belong to the family of above 6 members. It shows the distribution is more or less reasonable

Suggestions

Since brand consciousness is predominant among two wheeler customers in Cuddalore district, the two wheeler marketers should concentrate on their brands to increase their characteristic features and innovative technology to attract maximum customers. Innovation in case of model, technology, pollution free vehicle will definitely help to increase the market share of that particular product. To become a successful producer of milk products, they should think about price, quality and health consciousness of those products. Offers, gifts, price discount etc, can be given to attract more customers.

Conclusion

From this article concluded that the promotional offers for milk products entirely depend on offers and attractive schemes. It is concluded that there is significant association between cluster classification and size of the family, cluster classification and gender, clusters of milk products and status, clusters of buyers of milk products and income and clusters of buyers of milk products and their educational

qualifications. The consumers treat shopping as an enjoyable activity while buying their two wheelers whereas they treat it as a waste of time while buying their milk products. The consumers often buy their milk products from the same store each time. They purchase their favourite brands in case of two wheelers. The buyers buy their two wheelers on cash, credit card and instalment basis whereas they often buy milk products on cash basis rather than on their basis.

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