



MARKETING SPUR IN PURCHASE OF BROWN DURABLE GOODS FROM CONSUMER PERSPECTIVES IN ERODE DISTRICT OF TAMILNADU

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Abstract

Marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. The people consume things of daily use, and buy these products according to their needs, preferences and buying power. The main aim of this research is to examine the purchase decision of brown durable goods with the intention of marketing spur of brown durable goods in Erode district. For this purpose, 225 respondents were selected by using proportionate random sampling method. The data were collected through structured questionnaire and analyzing by using statistical tools like percentage analysis, mean score analysis, Anova analysis and Henry Garrett Ranking Technique. The study found that majority of the female respondents has stimulated to purchase brown durable goods by the intention of marketing spur.

Keywords : Marketing Spur, Brown Durable Goods, Consumer Perspective, Purchase Decision.

1. Introduction

For many businesses, brands are among their most valuable assets. Brands provide consumers with reasons to choose theirs and to pay more for some brands than others. Further, they offer consumers “shortcuts” in their decision making on the basis of brand perceptions. Because brands are so overwhelmingly important to the success of a business, enormous amounts of research are devoted to understanding how they function within the mind of the consumer and, ultimately, influence purchasing decisions.

While it is well understood that brands are essential to successful marketing and business performance, marketing research aimed at understanding the consumer mindset in connection with brands has struggled to provide solid answers. This leaves many brand managers at a loss when it comes to understanding how to focus their marketing communications for the best chance of success. I suggest that one reason brand research is often so difficult is because consumers view brands in relation to their personal beliefs and experiences in a manner that is highly complex, multifaceted and fluid.

Researchers often strive to identify a single, simple model or method that can capture everything they want to know about a brand, but this single-metric/single-method approach is misguided. It is unlikely and potentially foolhardy to think that a question as rich and complex as how a brand works to drive consumer behavior could be boiled down to a single metric while still managing to provide significant insight. Therefore, it is essential for brand managers and marketing researchers to embrace a holistic approach to understanding brands. Brands, as they reside within the minds of consumers, are dynamic, changing and ever-evolving with each new experience. Accordingly, researchers are encouraged to use a dynamic approach, employing longitudinal design models for optimal insights. Outlined at the top right is an approach that uses multiple models and such a design.



Consumer behaviour is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behaviour. Marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective (Harold, 1985). The product creates an image in the mind of the consumer, who undergoes a decision process which leads to the outcome in terms of satisfaction or dissatisfaction, which reflects on the sales and image of the product or brand (Leon G, 1997). The process of decision-making varies with the value of the product, the involvement of the buyer and the risk that is involved in deciding the product/service. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Providing superior customer value is the main objective of the companies. For providing better customer value the marketers should learn the needs of the consumer, the offering of the company, vis-a-vis its competitors and the environment which is economic, physical, technological, etc

Home Appliances a major appliance, or domestic appliance, is usually defined as a large machine which accomplishes some routine housekeeping task, which includes purposes such as cooking, or food preservation, whether in a household, institutional, commercial or industrial setting. The term white goods or white ware is also used for these items.

2. Need for the Study

Lifestyle is being increasingly used in different industries such as professional service consultations, alcoholic beverages, apparel marketing, and credit cards users. More over various lifestyle studies of women have been conducted. This study aims to investigate empirically the influence of lifestyle of the buying behavior of respondents while making a purchase decision. This is also essential to know that, how durable products are affected by change of lifestyle of the consumers. Here, very significant questions rose, what is lifestyle? And how it changes with time? And what are factors which are responsible for affecting lifestyle? The consumer durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. The consumer durable industry can be broadly classified into two segments : consumer electronics and consumer appliances: Consumer Appliances can further divide into Consumer electronic, White Goods and Brown goods. In this study, the researcher has discussed about the brown durable goods in Erode district of Tamilnadu.

3. Literature Review

According to Karthika and Vijai Anand (2017), who examined in this research that the purchase behaviour and attitude of buyers towards selected white goods such as refrigerator, washing machine, mixer grinder, wet grinder and air conditioner. The study aimed to study the buying behaviour for selected white goods and to identify the factors that influenced the buyers during the purchase of white goods. The study area was conducted in Tiruchirappalli district of Tamil Nadu state in India with selected 500 respondents. They concluded that satisfaction level of the consumers towards the durable products, their experience in the retail outlet during the purchase and after sales service seems to be optimistic. Veerakumar, (2017) aimed in his study that the factors influencing for purchase decision. The study conducted in Pollachi taluk with selection of 50 respondents by using convenience sampling technique. He found and conclude that a marketer who understands the behaviour of the consumers and plan his marketing strategies to suit the needs and aspirations of the target market will definitely have an advantage over his competitors. On the other hand, the researchers Sathya and Indirajith (2018) dealt with the study on purchase behavior of consumer durable goods in Tiruvarur district. This study

was an attempt to fill this void in research on rural and urban markets. The researcher was taken by convenience sampling method. The study area had spreads over of Tiruvarur District, Tamil Nadu. To make the samples representative, as far as possible, various steps have been taken into consideration. 145 samples had been selected areas of the Tiruvarur District. Five consumer durable products had been selected i.e. Air conditioners, Refrigerators, Washing machines, Television and Wet grinder for this study. Various statistical tools were used such as percentage analysis, descriptive analysis, kruskal wallis test, t-test, chi-square test, analysis of one way anova, regression analysis, factor analysis and reliability test were employed. It was found from the study that the level of importance attached to the various quality characteristics of the product. The demographic variables of the consumers were not deeply associated to their attribute awareness of the product. Brand loyalty was not sufficiently found among the consumers durable goods. They expected good satisfaction from the brand they purchased. They had inclination to change brand to acquire more benefits from the product.

4. Objectives of the Study

1. To find out the demographic profile of the consumers who are utilizing brown durable goods in Erode district.
2. To identify the marketing spur in purchase of brown durable goods of the selected consumers in Erode district.

5. Research Methodology

Descriptive research study has been used in this research. Around 125 consumers were collected by using convenience sampling method in selected taluks of Erode district. That is, among the 9 taluks, 2 taluks i.e., Erode and Perundurai of Erode district have been selected. The study is based on primary data as well as secondary data. Simple percentage analysis, mean score analysis, Henry Garrett Ranking Technique and Correlation Analysis have been used for examining the marketing spur in purchase of brown durable goods.

6. Results and Discussion

6.1 The demographic factors of the selected consumers are given below table.

Table 1 : Demographic factor of the selected consumers

No.	Factors	Number of Respondents	%
1	Location		
	a) Erode	84	67.2
	b) Perundurai	41	32.8
		125	100.0
2	Age		
	a) Below 30 Yrs.	23	19.1
	b) 31 – 40 Yrs.	41	32.7
	c) 41 – 50 Yrs.	39	30.8
	d) Above 50 Yrs.	22	17.4
	Total	125	100.0
3	Gender		
	a) Male	48	38.6
	b) Female	77	61.4

No.	Factors	Number of Respondents	%
	Total	125	100.0
4	Educational Status		
	a) No Formal Education	21	16.9
	b) School level	34	27.5
	c) College Level	58	46.3
	d) Professional	12	9.3
	Total	125	100.0
5	Occupation		
	a) Govt. Employee	21	16.7
	b) Pvt. Employee	65	51.8
	c) Business	33	26.3
	d) Others (Students, House wives, Agriculturist, etc.)	7	5.2
	Total	125	100.0
6	Marital Status		
	a) Married	108	86.0
	b) Unmarried	18	14.0
	Total	125	100.0
7	Monthly Family Income level		
	a) Below Rs.25000	37	29.4
	b) Rs.25000 – Rs.50000	33	26.3
	c) Rs.50001 – Rs.75000	48	38.7
	d) Above Rs.75000	7	5.6
	Total	125	100.0

From the above table, it is noted that 67.2 percent of the respondents are located in Erode and 32.8 percentage of the respondents are living in Perundurai. Out of 125 respondents, 19.1 percent of the respondents belongs to below 30 years aged, 32.7 percent of the respondents belongs to 31-40 years aged, 30.8 percent of the respondents belongs to 41-50 years and 17.4 percent of the respondents belongs to above 50 years age group. Gender wise category indicates that 38.6 percent of the respondents are male and 61.4 percent of the respondents are female. Out of 125 respondents, 16.9 percent of the respondents are having no formal education, 27.5 percent of the respondents are having school level education, 46.3 percent of the respondents educated till college level and 9.3 percent of the respondents are professionally qualified.

It could be identified from the analysis that 16.7 percent of the respondents are working as government employee, 51.8 percent of the respondents are working as private employee, 26.3 percent of the respondents are engaged in their business and remaining 5.2 percent of the respondents are having some other status like students, house wives, agriculturist, etc. While analyzing marital status of the respondents 86.0 percent of the respondents are married and remaining 14.0 percent of the respondents are unmarried. Finally, monthly family income level of the respondents inferred that 29.4 percent of the respondents earns below Rs.25000 monthly, 26.3 percent of the respondents earns Rs.25000 to 50000 monthly, 38.7 percent of the respondents earns Rs.50001 to Rs.75000 monthly and remaining 5.6 percent of the respondents earns above Rs.75000 monthly.

6.2, The utilization of the selected brown durable goods by the consumers is given below table.

Table 2 : Utilization of Brown Durable Goods

No.	Factors	Number of Respondents	%
1	Type of Brown durable Goods Using		
	a) Chimney	46	36.8
	b) Electric Fans	125	100.0
	c) Grinder	125	100.0
	d) Iron Box	57	45.6
	e) Microwave Ovens	29	23.2
	f) Mixers	125	100.0
2	Type of Products purchased		
	a) Branded	92	73.4
	b) Non-Branded	33	26.6
	Total	125	100.0
3	Purchase Point		
	a) Company Showroom	28	22.4
	b) Retail Store	34	26.9
	c) Wholesale Store	19	15.1
	d) Department Store	24	18.9
	e) Supermarket	16	12.6
	f) Others	5	4.1
	Total	125	100
4	Amount Spent for purchase durable products		
	a) Less than Rs.15000	21	16.9
	b) Rs.15000 to Rs.25000	34	26.8
	c) Rs.25001 to Rs.35000	31	24.6
	d) Above Rs.35000	40	31.7
	Total	125	100.0
5	Mode of payment		
	a) Cash / Credit	21	16.4
	b) Full Credit	44	35.3
	c) Installation Credit	37	29.7
	d) Use of Credit Card	23	18.6
	Total	125	100

It could be found from the analysis that among the various types of brown durable goods, 36.8 percent of the respondents are using Chimney in their houses, 100 percent of the respondents are using electric fans, grinders and mixers, 45.6 percent of the respondents are using Iron box and 23.2 percent of the respondents are using microwave ovens. Around 73.4 percent of the respondents are using branded durable products and 26.6 percent of the respondents are using non-branded durable products in their houses. Among the 125 selected respondents, 22.4 percent of the respondents are purchased from company showroom, 26.9 percent of the respondents are purchased from retail store, 15.1 percent of the respondents are purchased from wholesale stores, 18.9 percent from department store, 12.6 percent from supermarket and 4.1 percent from some other locations.

It could be found from the analysis that 16.9 percent of the respondents spent less Rs.15000 per annum, 26.8 percent of the respondents spent Rs.15000 to Rs.25000 per annum, 24.6 percent spent Rs.25001 to 35000 and above Rs.35000 spent by 31.7 percent of the respondents. Further, 16.4 percent paid by cash / credit, 35.3 percent paid by full credit, 29.7 percent paid by installation credit and remaining 18.6 percent paid by use of credit card.

6.3 Influences of Marketing Stimuli in Purchase of Brown Durable Goods

The following analysis noticed that selected sample respondents are purchased the brown durable goods by the influence of various factors. For identifying influencing factors, 5 factors were used and found the ranking position based on Henry Garrett Ranking Technique. The results are discussed in the following table.

Table 3 : Factors Influencing to Purchase Brown Durable Goods

No.	Factors	Mean Score	Rank
1	Value for Money	64.2	II
2	Competitive Price	64.8	I
3	Latest Technology & Features	45.4	V
4	Gives Social Status	47.7	IV
5	High Quality	49.0	III

It could be observed from the analysis that majority of respondents are influenced to purchase the durable goods by the influence of 'Competitive Price' with the mean Garrett score of 64.8 points. Followed by second, third, fourth and fifth influenced factors are 'Value for Money', 'High Quality', 'Gives Social Status' and 'Latest Technology and Features' with the mean Garrett score of 64.2, 49.0, 47.7 and 45.4 points respectively.

6.4 Perception towards Brown Durable Goods of the consumers

Perception plays a main role for stimulates the consumers for purchase durable goods continuously. For this, perception towards brown durable goods has been collected through five point Likert's scaling technique of the respondents. Perception of the respondents towards brown durable goods is discussed in the following table by using correlation analysis with the help of following hypothesis.

Null Hypothesis : There is no positive significant relationship between selected independent variables and perception towards brown durable goods.

Table 3 : Perception towards Brown Durable Goods

No.	Independent Variables	'r' value	'p' Value
1	Age	0.798	0.000
2	Educational Status	-0.604	0.000
3	Monthly Family Income Level	0.724	0.000
4	Amount Spent for purchase durable products	0.832	0.000

It is divulged from the analysis that the hypothesis 1, 3 and 4 are rejected due to positive significant association and the hypothesis 2 is accepted due to negative significant association. So, there is a positive significant relationship of perception of the consumers towards brown durable products with age, monthly family income level and amount spent for purchase of durable products. On the other hand, the variable perception of the consumers towards brown durable goods is having negative significant relationship with the educational status.

7. Findings

- It brings from the analysis that majority of the selected consumers belong to Erode, 31-40 years aged, female, college level educated, working as a private employee, married, earns between Rs.50001 to Rs.75000 monthly.
- From the analysis, it is found that majority of the respondents are using electric fans, grinder and mixers, purchased branded products, purchased from retail stores, spent above Rs.35000 per annum and purchased by full credit.
- It could be noted from the Henry Garrett Ranking technique that majority of the respondents influenced to purchase brown durable goods by its 'Competitive Price' followed by 'Value for Money'
- It is found from the correlation analysis, age, monthly family income level and amount spent for purchase of durable products have positive significant association with the perception of the consumers towards brown durable goods.

8. Recommendations and Conclusion

- From the research, 'Competitive Price' influences the consumers towards purchase of brown durable goods and so it is recommended to the manufacture of branded consumer durable goods that they shall offer price competitively leads to increase the market share of the branded consumer goods.
- The research indicated that the increase of age, monthly family income, amount spent for purchase positively associated with perception towards brown durable goods. So, it is recommended to the manufacturers that they shall concentrate to less age group and less income level respondents to increase the sales of the consumer durable goods.
- From the research, it is found that most of the respondents are preferred to full credit method of payment mode for purchase of brown durable goods and so it is recommended to the retailers that they shall take care of the particular consumers to verify their repayment performance through their income and past loan repayment performance if any. It reduces the non-performing assets of the retailers.
- Successful companies rely on their satisfied customers to return to repurchase and the companies offerings to others. The interest evoked by a stimulus (or stimuli) or the aspects of the person, the product, and the situation all combine to determine the consumer's motivation to buy brown durable products resulting in high involvement purchase.

9. References

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