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## A STUDY ON CONSUMER PREFERENCE OF DURABLE AND NON-DURABLE GOODS IN PATTUKKOTTAI TOWN

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### ABSTRACT

*Consumer satisfaction may lead to brand loyalty; this is an assumption made very often in marketing the only as well as marketing practices based on this assumption every producer of any kind of product (service/good) should attach at most importance to creating consumer satisfaction. The consumer durables sector can be segmented into consumer electronics, such as, VCD/DVD, home theatre, music players, colour television (CTVs), etc. and white goods, such as, dish washers, air conditioners, water heaters, washing machines, refrigerators, etc. A good which is immediately used by a consumer or which has an expected lifespan of three years or less. Examples of non-durable goods include food and clothing opposite of durable goods also called soft good. The researcher analyse the problems for the factors influencing the brand preference of Durable and Non-Durable goods, to know the reason for choosing the particular brand and to find out the level of satisfaction towards Durable and Non-Durable goods. He collects the data from Pattukkottai areas by the sample survey and find out the most of the respondents (27 percentage) have studied Post graduation, the study area is around in town, maximum respondents are employees and PG degree holders. the products are costly and luxury so maximum respondents selected are government employees and 36 percentage of the respondents are using the Samsung washing machine. Washing machine is important and essential home needs of the family, so maximum respondents are purchase the washing machine. He suggested that customers buy the brands depend upon the price of the product. If the price is reduced considerably all the consumers will prefer that brand, Improvement of quality should be considered but at the same time price equilibrium should be maintained, steps should be taken to make the products available in different quantities and sensible advertisement should be made for better impression in the customer mind.*

### KEYWORDS

Pattukkottai town, consumer preferences, durable and non-durable goods.

### INTRODUCTION

Consumer is the king and he plays a dominate role in the field of marketing. The purpose of all production is meant of fulfilling the needs of consumer and the aim of marketing is to meet the need of consumers. But the marketers take it as a means to earn profit or more than adequate rate on their investment. Consumer satisfaction may lead to brand loyalty, this is an assumption made very often in marketing the only as well as marketing practices based on this assumptions, every producer of any kind of product (service/good) should attach at most importance to creating consumer satisfaction. The chance that a satisfied consumer will buy a product or brand again is supposed to be greater than the chance that a dissatisfied.

### DURABLE GOODS

The consumer durables sector can be segmented into consumer electronics, such as, VCD/DVD, home theatre, music players, colour televisions (CTVs), etc. and white goods, such as, dish washers, air conditioners, water heaters, washing machines, refrigerators, etc. With the increase in income levels, easy availability of finance, increase in consumer awareness, and introduction of new models, the demand for consumer durables has increased significantly.

### NON-DURABLE GOODS

A good which is immediately used by a consumer or which has an expected lifespan of three years or less. Examples of non-durable goods include food and clothing opposite of durable goods also called soft good.

Nondurable goods or soft goods (consumables) are the opposite of durable goods. They may be defined either as goods that are immediately consumed in one use or ones that have a lifespan of less than 3 years.

Examples of nondurable goods include fast moving consumer goods such as cosmetics and cleaning products, food, fuel, beer, cigarettes, office supplies, packaging and containers, paper and paper products, personal products, rubber, plastics, textiles, clothing, and footwear.

### OBJECTIVES OF THE STUDY

1. To study the socio-demographic characteristics of the respondents
2. To analyse the factors influencing the brand preference of Durable and Non-Durable goods.
3. To know the reason for choosing the particular brand.
4. To find out the level of satisfaction towards Durable and Non-Durable goods

### STATEMENT OF THE PROBLEM

The problem undertaken for the study purpose is to find out the public eagerness to purchase durable and non- durable products, for this purpose preferential statuses of consumers are analysed.

### RESEARCH METHODOLOGY

Research methodology is way of systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The necessary data for analysis were from primary and secondary data. Primary data are collected from the customers through questionnaire, secondary data regarding the company profile and collected from journals and magazines. The researcher took sample survey from Pattukkotti area.

### REVIEW OF LITERATURE

Oliver (2010) defines "Satisfaction is the consumer's fulfilment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption- related fulfilment, including levels of under- or over-fulfilment".

Peter Jones and Andrew Lockwood (2014) defines a hotel as “a, usually large, house run for the purpose of giving travellers food, lodging etc.” Further add, “an operation that provides accommodation and ancillary services to people away from home.”

Sachin Gupta et al (2015) demonstrate a methodology to quantify the links between customer satisfaction, repeat-purchase intentions, and restaurant performance. The authors has constructed a series of mathematical models using the data from a national restaurant chain, that predict how the level of customer satisfaction with certain attributes of gusts’ dining experience affects the likelihood that they will come back.

**ANALYSIS**

The researcher collects the information and summarised as follows:

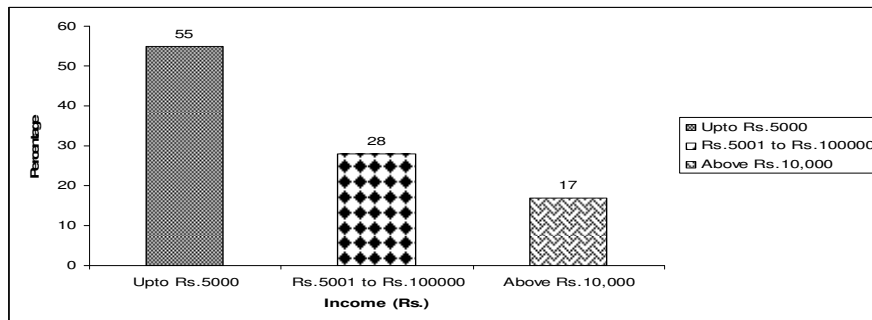
**TABLE 1: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF INCOME**

S.No	Income (Rs.)	No. of Respondents	Percentage (%)
1	Upto Rs.5000	82	55
2	Rs.5001 to Rs.10000	42	28
3	Above Rs.10,000	26	17
	Total	150	100

Source: Primary data

The above table No. 1 shows that the family income of the respondents surveyed 55 percentage of the respondents are in the income range of below Rs. 5000 and 17 percentage of the respondents are the income range of above Rs. 10000.

**CHART 1: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF INCOME**



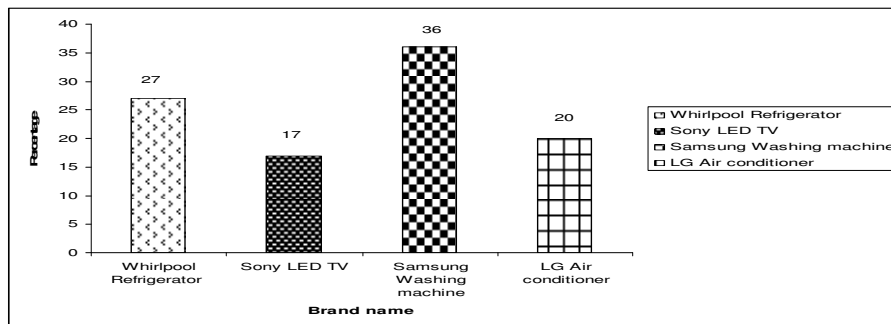
**TABLE 2: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF DURABLE GOODS**

S.No	Brand Name	No. of Respondents	Percentage (%)
1	Whirlpool Refrigerator	40	27
2	Sony LED TV	25	17
3	Samsung Washing machine	55	36
4	LG Air conditioner	30	20
	Total	150	100

Source: Primary data

The above table shows that majority 36 percentage of the respondents are using Samsung washing machine, 27 percentage of the respondents are using whirlpool refrigerator, 20 percentage are using LG Air conditioner and only 17 percentage of the respondents are using Sony LED TV.

**CHART 2: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF DURABLE GOODS**



**TABLE 3: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF NON-DURABLE GOODS**

S.No	Brand Name	No. of Respondents	Percentage (%)
1	Hamam soap	55	37
2	Ponds powder	30	20
3	Colgate toothpaste	40	27
4	Clinic plus shampoo	25	16
	Total	150	100

Source: Primary data

The above table shows that majority 37 percentage of the respondents are using Hamam soap, 27 percentage of the respondents are using Colgate toothpaste, 20 percentage of the respondents are using ponds powder and 16 percentage of the respondents are using Clinic plus shampoo.

CHART 3: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF NON-DURABLE GOODS

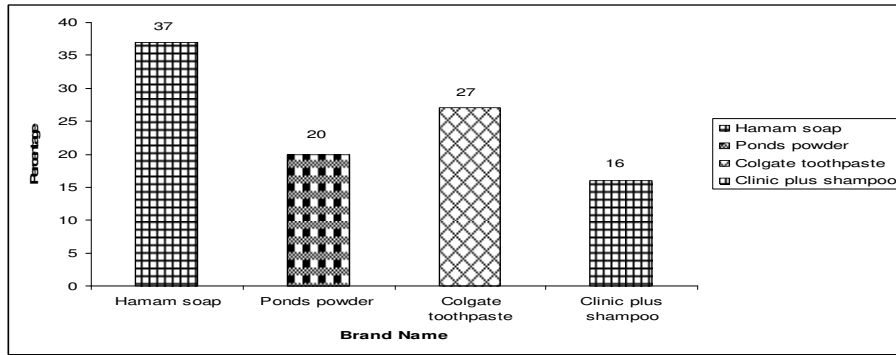


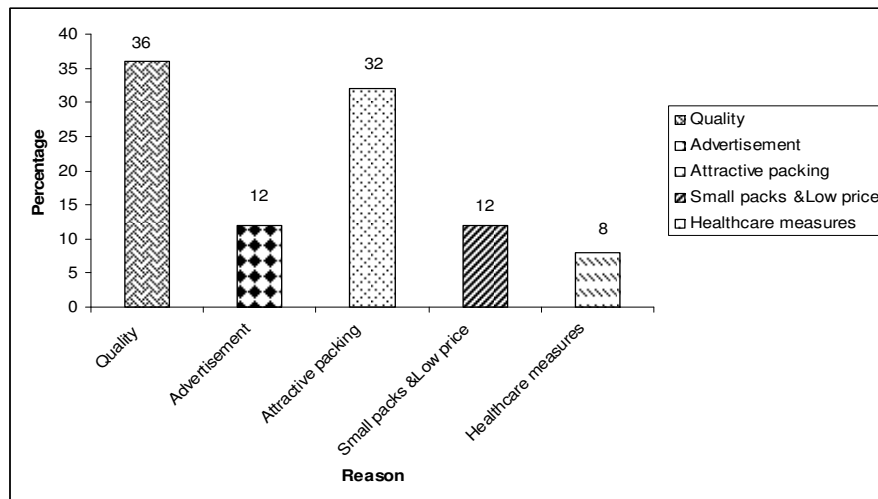
TABLE 4: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF REASON FOR SELECT THE PARTICULAR BRAND

S.NO	Reason	No. of Respondents	Percentage (%)
1	Quality	54	36
2	Advertisement	18	12
3	Attractive packing	48	32
4	Small packs & Low price	18	12
5	Healthcare measures	12	08
	Total	150	100

Source: Primary Data

From the above table shows that 36 percentage of the respondents are influenced by its quality, 32 percentage of the respondents are preferring that attractive packing, 12 percentage of the respondents has given more consideration to advertisement and small packs and low price and only 8 percentage of the respondents influenced by healthcare measures of the product.

CHART 4: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF REASON FOR SELECT THE PARTICULAR BRAND



**The researcher gives findings for the above study:**

A research activity, which begins with the commencements of research, will end only with its termination on submission of research report with findings. In this chapter the researcher presents his findings, suggestions and conclusion.

- ❖ Most of the respondents (27 percentage) have studied graduation, the study area is around in town, maximum respondents are employees and degree holders.
- ❖ Majority of the respondents are government employees (43 percentage), the products are costly and luxury, so maximum respondents selected are government employees.
- ❖ 55 percentage of respondents earn an income of below Rs.5000.
- ❖ 36 percentage of the respondents are using the Samsung washing machine, washing machine is important and essential home needs of the family, so maximum respondents are purchase the washing machine.
- ❖ 37 percentage of the respondents are using Hamam soap, varieties of non-durables are studied, then maximum respondents are choosing the brand Hamam.
- ❖ 36 percentage of the respondents are influenced by quality; in present situation the all consumers are not compromise the quality.
- ❖ 37 percentage of the respondents are coming to know the brand through their friends.
- ❖ 49 percentage of the respondents are preferring the television advertisement; majority of the people’s entertainment is television.
- ❖ 48 percentage of the respondents are opinion that easily accessibility may be expand the brand image of the product, the branded company prevent the scarcity of supply for the product otherwise loss the consumer opinion and image of the product.
- ❖ 70 percentage of the respondents are fully satisfied with the product, the durable and non-durable products are fulfilling the expectation of the consumer.
- ❖ 40 percentage of the respondents are opinion that the offline mode of purchase is better than the online mode, many more companies are entering into online business, particularly selling their durable goods by the online system.

**SUGGESTIONS**

- ❖ Customers buy the brands depend upon the price of the product. If the price is reduced considerably all the consumers will prefer that brand.
- ❖ Improvement of quality should be considered but at the same time price equilibrium should be maintained.

- ❖ Steps should be taken to make the products available in different quantities.
- ❖ Sensible advertisement should be made for better impression in the customer mind.
- ❖ Advertisement could be provided to rural areas to create an awareness about the product.
- ❖ Most of the consumer feels about price off or gift offer to buy the product. So, it should be given at least three months and six months once.
- ❖ The manufacturer must take Market survey, once in six months and to know the consumer attitude and preference.
- ❖ There should be regular supply of all brands of durable goods and non-durable goods.

**CONCLUSION**

As regards manufactures, they should realize that the consumers are the focal point of any business enterprises. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected by the consumers, who are highly sensitive and reactive. The above proposition implies that there is an imperative necessity on the part of the manufacturers to supply at competitive price but at the same time should see that the quality or standard will be not deteriorated. Thus, the consumer is the most important aspect in business, the businessman should deliver quality product at an acceptable price.

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