

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,
Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 7144 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;">COVID-19 IMPACT ON CHILDREN AND ON THEIR EDUCATION</p> <p style="text-align: center;"><i>Dr. CH. MOHANA BABU & Dr. P.BALARAM BABU</i></p>	1
2.	<p style="text-align: center;">IMPACT OF CELL PHONES ON THE STUDENTS</p> <p style="text-align: center;"><i>A. KIRAN KUMAR</i></p>	8
3.	<p style="text-align: center;">A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS SELECT HOUSEHOLD DURABLES IN RAJKOT DISTRICT</p> <p style="text-align: center;"><i>ALANKAR TRIVEDI</i></p>	11
	REQUEST FOR FEEDBACK & DISCLAIMER	15

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. CHRISTIAN EHIOBU CHE**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. VIJAYPAL SINGH DHAKA

Professor & Head, Department of Computer & Communication Engineering, Manipal University, Jaipur

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. ASHISH CHOPRA

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDIEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

DICKEN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS SELECT HOUSEHOLD DURABLES IN RAJKOT DISTRICT

ALANKAR TRIVEDI
ASST. PROFESSOR
FACULTY OF MANAGEMENT STUDIES
MARWADI UNIVERSITY
RAJKOT

ABSTRACT

Consumer behavior study which arose in the 20th century still occupies a prime place in the minds of marketers, businesses etc. Knowing the taste and preference of your target market gives the company a necessary edge to succeed and sustain themselves in the long run. But despite all the saying knowing consumer's choice is not an easy task for researchers and academicians. The focus of present study is to examine the buying behavior of household durables namely television, refrigerator and washing machine which are found in most homes in the Rajkot District of Gujarat. It becomes very difficult for a person carrying its daily household chores without these devices. Not only these machines make a person's life easier by reducing physical workload but it also saves time so that resources can be devoted to other useful activities. In the current modern era a person gets influenced by different marketing messages through various sources like internet, newspaper, radio etc. So, it becomes important for a researcher to know which vectors affect the consumer the most and how it influences the final purchase decision. Because a single reason is not solely responsible for the purchase but multiple reasons are. On the organization side companies also not always play on a single variable but offer multiple reasons to consumers to buy their products. This research is focused on identifying the important parameters that governs the purchase behavior of consumer in select group of durables namely television, washing machine and refrigerator as the consumer cruises through the journey from need recognition to final decision.

KEYWORDS

Consumer behavior, refrigerator, television, washing machine.

JEL CODES

M31, M39.

INTRODUCTION

The English word 'Durable' simply means something that is able to withstand wear and tear and exist for a long time for e.g. house furniture, kitchen appliances etc. Thus, consumer durable can be thought of those items which help in household activities and stay as it is for a longer duration. The consumer durables chosen for this study are Television, Washing machine and Refrigerator only. This is because in any household they occupy a prime position for possession and are most sought after. The present study is carried out in the Rajkot district of Gujarat State. Off all the three household durables Refrigerator and Washing machines comes under white goods whereas television comes under brown goods. Consumer behavior, according to Philip Kotler and Kevin Lane Keller, is defined as the study of how individuals, groups, and organizations elect, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Buying behavior of consumers is of great interest to the organizations as its success or failure depends upon correctly analyzing the behavior and applying the learning in the market place. Consumer behavior is complex process which is a function of variables like income, age, gender, educational qualification, mood, time of buying, social-cultural-economic-political conditions prevailing etc. As per Philip Kotler and Kevin Lane Keller's model of consumer behavior Market stimulus enters the mind of consumers and a set psychological process combine along with the characteristics of consumer to arrive at the final decision. The marketer's job is to identify what processes happen inside the consumer's consciousness between the market stimuli and purchase decision. By correctly doing this company can carefully design strategies to attract consumers and succeed in marketplace. This is particularly important because modern consumers are having multiple options for their product need. Especially since the reforms of 1991, foreign firms have entered the Indian marketplace giving stiff competition to local companies and providing multiple choices to Indian consumers. Also, organizations at large spend considerable resources to attract consumers towards their products and services. Thus, it becomes imperative to correctly understand consumer behavior. The consumer durable market has seen constant growth in the past and even though the Covid-19 Pandemic has dampened the sales it is expected to grow in the future as well. On November 2020 Government of India approved Production Linked Incentive scheme for 10 sectors (including white goods) to boost local manufacturing capabilities to promote 'Atmanirbhar' initiative. This task is undertaken to satisfy the increasing demands for consumer durable goods in Indian market. Also, a lot of scope for growth is expected from the rural market as the demand for durables like refrigerators and consumer electronic goods including television are likely to witness an increased demand in the coming years as the rural electrification is achieved significantly. According to the surveys carried out by the Retailers Association of India (RAI) the consumer durable and electronics segment achieved yearly sales growth of 10% and 15% in the months of January and February 2021 respectively. CARE ratings have expected the growth momentum to continue in the future provided that there is not another pandemic induced lockdown. Thus, in view above mentioned data it becomes necessary to know the buying behavior of consumers as to which factors play the decisive role in final purchase decision for select household durables.

LITERATURE REVIEW

Ratika Rastogi and Sonia Chaudhary (2012), In their article on "Psychology and Buying Behaviour of Rural Consumers with Special Reference to Television, Washing Machine and Refrigerator in the Rural Areas of Meerut Region", concluded that large no. of rural consumers prefers the brands and their products because of the quality of the product and then the price of the product respectively. They also observed that brand awareness is higher in males as compared to females. Moreover, rural consumers prefer to buy new product of the same brand keeping in mind the quality of product they are already using of the same company.

Dr. Pranjal Bezborah and Mr. Subhadeep Chakraborty (2015) in their study of "Brand Preference of Consumers for Select Consumer Durables- A Study in Select Municipal Wards of Tinsukia Town" opined that today in the era of competition many brands of consumer durables are available in the market. So, onus is on the marketers to find out the factors influencing the brand preference of consumers for consumer durables and also to know the level of satisfaction customers of consumer durables. Their study reveals that several factors like cost effectiveness, brand status, product style and appearance and after sales services are important in influencing brand preference of consumers for consumer durables. The study also shows that customers are satisfied and loyal towards the brands of consumer durables that they are already using.

P. Sathya and C. Vijayasanthi (2016) in their paper "Consumer Behaviour towards Consumer Durable Goods in Thiruvavur District" inferred that the market for consumer durables is becoming more competitive now days. Therefore, the producer of durable products should understand consumer interest much to find higher sale of their products. Marketers communicate with consumers and try to convince through every possible media. Highly inevitable to produce goods as preferred by the customer, as he is the kingpin around whom the entire marketing activity revolves. Thus, a marketer who understands the behavior 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.

Anitha K (2018), In her paper on "Buying Behaviour of Refrigerators with Special Reference to Calicut City" observed that the consumers believe that company which provides high quality product with reasonable prices is preferable. Consumers of refrigerator mainly get information from the TV commercial. As refrigerator

became essential for the consumer day by day, many marketers are coming with this product in this electronic industry. So the market for refrigerator has become very competitive despite of having a good brand image and local presence. Organizations should also take much more attention and careful action to establish its product line in the market. Also, they should identify their customer’s behavior and keep the commitment with them strongly. To build a positive perception and awareness among the consumers about their product they have to be stronger in their promotional activities and should maintain a good relationship both internally and externally in their corporate life.

NEED OF THE STUDY

This study will identify the important factors that help in arriving at the final purchase decision with respect to consumer durables namely Television, Washing Machine and Refrigerator.

RESEARCH OBJECTIVES

1. To study the purchase behavior for selected consumer durables.
2. To study how marketing messages through TV or internet affect buying process

RESEARCH METHODOLOGY

The study is based on the primary data collected from 115 individuals in the district of Rajkot. The sampling method used was Convenience Sampling. The age group in the study was 20 to 60 and above. Information from respondents was obtained through a structured questionnaire. The research methodology followed for this study was descriptive in nature. The participants were asked to reveal various aspects of their buying process with respect to purchase of select consumer durables viz., Television, Washing machine & Refrigerator.

ANALYSIS

TABLE NO. 1		
Gender	Frequency	Percent
Male	66	57.4
Female	49	42.6
Total	115	100

From Table 1 we can see that males are the majority respondents (57.4) while females are the minority respondents (42.6%)

TABLE NO. 2		
Age	Frequency	Percent
20-30	98	85.2
31-40	5	4.3
41-50	9	7.8
51-60	2	1.7
61 & Above	1	0.9
Total	115	100

Table 2 tells us that most of the responses for this study came from young people from 20 to 30 age range while the middle age category of 41 to 50 was at distant 2nd position. Also, only 1 response came from the senior most categories of 61 & above.

TABLE NO. 3		
Education	Frequency	Percent
Graduation	96	83.5
PhD	2	1.7
Post-Graduation	17	14.8
Total	115	100

From Table 3 we can infer that persons with graduation accounted for most of the participants while Post-Graduation was at second followed by Doctoral respondents.

RELIABILITY TEST

TABLE NO. 4	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.71	6

Post survey a reliability analysis was carried out to check the internal consistency of the test items. The value came out to be 0.710 which is acceptable and signifies that the measurement of the concept is valid.

TABLE 5: CHOOSE THAT BETWEEN PRICE AND QUALITY WHICH IS MORE IMPORTANT TO YOU

Price	1
Price but I give minor preference to Quality as well	14
Quality	29
Quality but I give minor preference to Price as well	71
Total	115

Table 5 shows that quality presides over price when it comes to buying consumer durable. Majority respondents (29 and 71) have shown major preference towards Quality with minor preference for Price (1 and 14).

IMPACT OF ADVERTISING ON PURCHASE DECISIONS FOR CONSUMER DURABLES

TABLE 6: T.V. ADVERTISEMENTS PLAY AN IMPORTANT ROLE IN MY DECISION TO BUY A PRODUCT

Strongly Disagree	8
Disagree	14
Neutral	54
Agree	27
Strongly Agree	12
Total	115

The above response table shows that Television advertisements does not account for a strong reason for the purchase of consumer durable. For most of the people (54) Television advertisements does not play important role for the purchase of consumer durable. However more people (39) did consider T.V. advertisements important for their purchase other than those who ignores them (22).

TABLE 7: ONLINE ADVERTISEMENTS ARE IMPORTANT IN MY DECISION TO BUY A PRODUCT

Strongly Disagree	13
Disagree	22
Neutral	48
Agree	22
Strongly Agree	10
Total	115

Table 7 shows that online advertisements do not play a big role in buying a consumer durable. Most of the respondents are neutral towards them and do not consider them important. Another interesting point is that almost equal number of participants consider online advertisements important (32) while other half (35) finds the unimportant.

TABLE NO. 8: I TRUST THE MESSAGE GIVEN BY ADVERTISEMENTS

Strongly Disagree	15
Disagree	32
Neutral	52
Agree	13
Strongly Agree	3
Total	115

We can infer from Table 8 that majority of the people (52) does not take message given by advertisements seriously. On the other hand, almost, same number of respondents (32 &15) do not trust the message given by the advertisement while a small chunk of participants does trust the messages by the advertisements

PREFERENCE WITH RESPECT TO MODE OF PURCHASING

TABLE NO. 9: I PREFER BUYING ELECTRONIC DURABLE GOODS SUCH AS TELEVISION, REFRIGERATOR & WASHING MACHINE VIA

Offline Purchase from stores like Sales India, Vijay Sales etc.	103
Online Purchase from websites like Amazon, Flipkart etc.	12
Total	115

Significant information is revealed by the above matrix that big parts of respondents prefer offline purchase of consumer durables like washing machine, Television and Refrigerator. This is important because the survey was conducted during the partial lockdown phase to avoid the SPREAD of coronavirus. Only a small part of people prefers online purchase. This implies that buyers want to physically check and feel the product before buying to get an idea for the same.

IMPACT OF PROMOTIONAL SCHEMES ON PURCHASE DECISIONS FOR CONSUMER DURABLES

TABLE NO. 10: WARRANTY OR GUARANTEE INFLUENCE MY DECISION TO BUY CONSUMER DURABLE

Disagree	1
Neutral	13
Agree	44
Strongly Agree	57
Total	115

Table 10 tells us that warranty or guarantee does play an important role in purchase consideration of consumer durable (44 and 57) as it gives the buyer some level of assurance about the product performance.

TABLE NO. 11: DIFFERENT PROMOTIONAL SCHEMES LIKE DISCOUNT ON PRICE OF REFRIGERATOR IMPACT MY DECISION IN BUYING THE PRODUCT

Disagree	6
Neutral	34
Agree	43
Strongly Agree	32
Total	115

Above table shows that promotional schemes like discount on price of a consumer durable does have a positive impact on the buying process as majority of participants (43 and 32) find them important.

TABLE NO. 12: BRAND IS A MAJOR FACTOR THAT WILL INFLUENCE MY DECISION TOWARDS BUYING A CONSUMER DURABLE

Strongly Disagree	1
Disagree	1
Neutral	14
Agree	37
Strongly Agree	62
Total	115

From table 12 we can infer that brand has a big impact (37 and 62) on buying of a T.V. refrigerator or washing machine. A very small portion (1 & 1) considers brand unimportant.

FINDINGS

1. Quality of the product is the major factor in buying a consumer durable rather than the price.
2. Customers do not take advertisements seriously bit only use them to get information about the product.
3. Customers prefer buying consumer durables from brick mortar stores rather than from the internet.
4. Promotional Schemes positively correlate with the buying of consumer durable as buyers do find them fruitful.
5. Brand Image has a big positive impact on buying process.

SUGGESTIONS AND CONCLUSIONS

Competition in consumer durable industry is high and intense. Daily new products with innovative features are launched. Thus, Consumer durable manufacturing companies should focus greatly on improving their brand image rather than investing heavily in T.V. or internet advertisements. This can be done by providing quality products with reliable after sales service. As people for the past 3 decades have habituated in watching the commercials they do not take the message of

the advertisements seriously. Thus, it becomes necessary for the company to offer better quality products than their competitors to the consumers so that positive experience is generated as people give primary importance to quality. This will result in good word-of-the-mouth publicity for the company's products. Also, people prefer buying Television or refrigerator from brick and mortar stores rather than from internet. So, companies should increase its presence by more branches with good amenities. On the other hand, bundling different offers like extended warranty or a free product can increase sale but they should not be considered primary factor for the generating revenue. Thus, we can conclude that quality and physical presence have greater impact on buying of the consumer durable along with other factors like warranty or bundled product offer.

LIMITATIONS

The survey has fewer responses from older categories which limits its application.

The study was conducted in limited geographical area it should be expanded further to gain better understanding.

REFERENCES

1. Anitha K (2018), "Buying Behaviour Of Refrigerators with Special Reference to Calicut City", International Journal of Research In Commerce & Management, Vol. 9, Issue 3, pp 40-44
2. Dr. Pranjal Bezborah and Mr. Subhadeep Chakraborty (2015) "Brand Preference of Consumers for Select Consumer Durables- A Study in Select Municipal Wards of Tinsukia Town", Indian Journal of Research, July 2015, Vol. 4, Issue 7 pp 278-280
3. https://www.careratings.com/Uploads/media/31032021114441_Summer_sales_of_appliances_will_offset_COVID-19_impact_on_consumer_durables_sector_-_Money_Control.pdf, Viewed on May 22, 2021
4. <https://www.ibef.org/download/Consumer-Durables-March-2021.pdf>, Viewed on May 22, 2021
5. <https://www.ibef.org/industry/consumer-durables-presentation>, Viewed on May 22, 2021
6. <https://www.livemint.com/industry/consumer-durables-industry-hopeful-of-touching-pre-Covid-levels-in-fy22-11609243661237.html>, Viewed on May 22, 2021
7. Kotler, Keller., (2016), "Marketing Management", Pearson Education Limited, Noida
8. P. Sathya and C. Vijayasanthi (2016) "Consumer Behaviour towards Consumer Durable Goods in Thiruvavur District", International Journal of Science and Research, May 2016, Vol. 5, Issue 5, pp 1612-1616

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

