

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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- 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.

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## A STUDY ON CUSTOMER ATTITUDE TOWARDS SELECTED DURABLE GOODS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### ABSTRACT

Marketing is considered the most important function of business organizations worldwide, it has changed the nature of business in recent years, this is due to the opening of the economy and the presence of large number of products varying with one another for market share, rural market which were found unattractive so far have become the new target to corporate enterprise mainly for two reasons, Durable goods have become congested with too many competitors and market has reached the saturation level for most of the products & Durable goods have become strong with increase in potential for consumption of variety of products and services, for many products the rural market provides a promising field. Durable goods is a huge market, but dispersed. In terms of size, it can aptly be described as village, or small hamlets which have poor infrastructure whose economy is driven by agriculture and is dependent on many of the amenities on the feeder market. The study was undertaken by the researcher as a result of interest in a study on customer attitude towards selected durable goods in Coimbatore city. The market for consumer durables is becoming more competitive now a day. Therefore the producer of durable products should understand consumer interest must to find higher sale of their products. Overall, its argued the study of consumer attitude is rapidly evolving has researchers recognize and implement new technique and Trans disciplinary perspectives to understand the nature of purchase and consumption behavior. Finally the buyer of the consumer durables will prefer the product only for price, model, and power consumption handling methods etc. so the manufacture should concentrate on these things to increase their sale.

### KEYWORDS

Price, Model, Durable goods, Warranty.

### INTRODUCTION

Marketing is considered the most important function of business organizations worldwide, it has changed the nature of business in recent years, this is due to the opening of the economy and the presence of large number of products varying with one another for market share, rural market which were found unattractive so far have become the new target to corporate enterprise mainly for two reasons

- Durable goods have become congested with too many competitors and market have reached the saturation level for most of the products.
- Durable goods have become strong with increase in potential for consumption of variety of products and services, for many products the rural market provides a promising field.

Durable goods is a huge market, but dispersed. In terms of size, it can aptly be described as village, or small hamlets which have poor infrastructure whose economy is driven by agriculture and is dependent on many of the amenities on the feeder market.

### OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To study the socio-economic profile of the consumer
- To identify the brand of durable goods
- To analysis the reason for choosing the particular brand of durable goods.
- To ascertain the satisfaction level of durable goods.
- To offer suggestions on the basis of result of the study.

### STATEMENT OF THE PROBLEM

Customer preference has become a crucial point of differentiation of durable goods the research has made an attempt to study about customer's attitude towards durable goods a survey has been conducted to find out how for the product and offered by durable goods influence and satisfy the customer. Thus researcher has undertaken the study to find out solution the questions such as

How much does the consumer prefer durable goods?

What are the reasons that make a customer to prefer durable goods?

Whether they purchase regular brand of durable goods?

### METHODOLOGY OF THE STUDY

#### RESEARCH DESIGN

Research design is the arrangement of the conditions for collection and analysis of data in a manner that aims to combine relevance in research purpose with economy in procedure.

#### DATA COLLECTION

The central part of any research activity is the collection of data. The data has been collected from the following two sources.

- ❖ Primary data
- ❖ Secondary data

#### SAMPLING METHOD

Convenience sampling technique was used in this study

#### SAMPLING SIZE

The sampling constitute of 250 respondents

**AREA OF STUDY**

This study was conducted in Coimbatore city

**TOOLS USED FOR DATA ANALYSIS**

In this study the collected data were analyzed using

- ❖ **SIMPLE PERCENTAGE ANALYSIS**
- ❖ **CHI-SQUARE TEST**
- ❖ **GARRETT RANKING TECHNIQUE**
- ❖ **FACTOR ANALYSIS**

**LIMITATIONS OF THE STUDY**

- Due to time constraints the study is restricted to 250 users of durable goods confined to Coimbatore city only.
- The findings of the study depend on the responses given by sample respondents.
- This study has been conducted in a limited geographical area.
- Results are based on the opinions of the respondents.

**1. AGE OF THE RESPONDENTS**

S.No	Age	Number of Respondents	Percentage (%)
1	Below 30 Years	91	36.4
2	31 to 50 Years	117	46.8
3	Above 50 Years	42	16.8
<b>Total</b>		<b>250</b>	<b>100</b>

Source: primary data

The above table shows that 36.4 per cent of the respondents are between the age group of 'Below 30 Years', 46.8 per cent of the respondents are between age group of '31 to 50 years', 16.8 per cent of the respondents are 'Above 50 years'.

Majority (46.8 per cent) of the respondents are between the age group of "31 to 50 years".

**2. GENDER OF THE RESPONDENTS**

S.No	Gender	Number of Respondents	Percentage (%)
1	Male	107	42.8
2	Female	143	57.2
<b>Total</b>		<b>250</b>	<b>100</b>

Source: primary data

The above table shows the gender wise classification of respondents. In that 42.8 per cent of the respondents are 'Male' and 57.2 per cent of the respondents are 'Female'.

Majority (57.2 per cent) of respondents come under the category of "Female".

**3. MARITAL STATUS**

S.No	Marital status	Number of Respondents	Percentage (%)
1	Married	185	74
2	Single	65	26
<b>Total</b>		<b>250</b>	<b>100</b>

Source: primary data

The above table shows the marital status of the respondents. In that 74 per cent of the respondents are 'Married'. and 26 per cent of the respondents are 'single'.

Majority (74 per cent) of respondents come under the category of "Married".

**4. EDUCATIONAL QUALIFICATION**

S.No	Qualification	Number of Respondents	Percentage (%)
1	Up to HSC	51	20.4
2	Under Graduate	83	33.2
3	Post Graduate	76	30.4
4	Other	40	16
<b>Total</b>		<b>250</b>	<b>100</b>

Source: primary data

The above table shows the educational qualification of the respondents. It has been found that 20.4 per cent of the respondents are 'up to HSC', 33.2 per cent of the respondents are 'Undergraduates', 30.4 per cent of the respondents are 'Postgraduates', 16 per cent of the respondents are educational qualification has been others.

Majority (33.2 per cent) of the respondents' education qualification has been "Undergraduate".

**5. OCCUPATIONAL STATUS**

S.No	Occupation	Number of Respondents	Percentage (%)
1	Agriculturist	10	4
2	Business	70	28
3	Employed	123	49.2
4	Professional	26	10.4
5	Other	21	8.4
<b>Total</b>		<b>250</b>	<b>100</b>

Source: primary data

The above table shows the occupational status of the respondents. It has been found that 4 per cent of the respondents are 'Agriculturist', 28 per cent of the respondents doing 'Business', 49.2 per cent of the respondents are 'Employed'. 10.4 per cent of the respondents are 'Professional' and 8.4 per cent of the respondents are 'other'.

Majority (49.2 per cent) of the respondent's occupation status were "Employed".



6. SOURCES OF AWARENESS

S. No	Sources	Number of Respondents	Percentage (%)
1	Advertisement	81	32.4
2	Friends & Relatives	29	11.6
3	Personal selling	93	37.2
4	Exhibition and trade fair	22	8.8
5	Other	25	10
<b>Total</b>		<b>250</b>	<b>100</b>

Source: primary data

The above table shows the various sources of awareness. It has been analyzed that 32.4 per cent of the respondents have selected the durable goods through 'Advertisement', 11.6 per cent of the respondents have selected through 'Friends & Relatives', 37.2 per cent of the respondents have selected through 'Personal selling', 8.8 per cent of the respondents have purchased through 'Exhibition and trade fair'. 10 per cent of the respondents have purchased through 'other'. Majority (37.2 per cent) of the respondents have purchased durable goods through "Personal selling".

7. ASSOCIATION BETWEEN AGE AND SELECTED DURABLE GOODS IN BRAND

Null Hypothesis:

Ho:-There is no significant Association between age and durable goods

Chi-Square Tests:

S.NO	FACTORS	CALCULATED VALUE	TABLE VALUE	DEGREE OF FREEDOM	REMARKS
1	Television	10.633	7.344	8	S
2	Refrigerator	18.1565	7.344	8	S
3	Washing Machine	5.4403	7.344	8	NS
4	DVD Player	13.3736	7.344	8	S
5	Mobile Phone	12.203	7.344	8	S

5% level of significant

The above tables implies chi-square test between age and selected durable goods. The calculated value has been greater than table value at 5% level of significant for television refrigerator DVD player and Mobile phone. Except washing machine. Hence the null hypothesis has been rejected for all factors except one factor (washing machine).therefore there has been no significant between age and selected durable goods except washing machine.

8. ASSOCIATION BETWEEN INCOME AND DURABLE GOODS IN BRAND

Null Hypothesis:

Ho:-There is no significant association between income and durable goods in brand

Chi-Square Tests:

S.NO	FACTORES	CALCULATED VALUE	TABLE VALUE	DEGREE OF FREEDOM	REMARKS
1	Television	17.354	15.358	16	S
2	Refrigerator	20.653	15.358	16	S
3	Washing Machine	25.345	15.358	16	S
4	DVD Player	20.654	15.358	16	S
5	Mobile Phone	18.253	15.358	16	S

5% level of significant

The above tables implies chi-square test between age and selected durable goods. The calculated value has been greater than table value at 5% level of significant for television refrigerator DVD player and Mobile phone except washing machine. Hence the null hypothesis has been rejected for all factors except one factor (washing machine).therefore there has been no significant between age and selected durable goods except washing machine.

9. REASON FOR SELECTING THE TELEVISION BRAND

S.NO	FACTORS	TOTAL SCORE	MEAN SCORE	RANK
1	Price	2084.6	8.3384	III
2	Quality	2023.4	8.0936	VIII
3	Warranty	2081.8	8.3272	IV
4	Guarantee	2053.2	8.2128	VII
5	Brand name	2094.4	8.3776	II
6	Model	2119.6	8.4784	I
7	Handling methods	2079.1	8.3164	V
8	Power consumption	2014.5	8.094	X
9	After sales service	2064.4	8.2576	VI
10	Other not mentioned above	2019.2	8.0768	IX

SOURCE: PRIMARY DATA

The above table say that reason for selected the television brand. Most of the respondents selected the television for the modal followed by brand name respondents ranked third for the price and they ranked last for power consumption.

10. REASON FOR SELECTING THE REFRIGERATOR BRAND

S.NO	FACTORS	TOTAL SCORE	MEAN SCORE	RANK
1	Price	2109.6	8.4384	I
2	Quality	2089.1	8.3564	IV
3	Warranty	2075.7	8.3028	VII
4	Guarantee	2087.6	8.3504	V
5	Brand name	2094.9	8.3796	III
6	Model	2077.4	8.3096	VI
7	Handling methods	2061.9	8.2476	VIII
8	Power consumption	2104.3	8.4172	II
9	After sales service	2047.7	8.1908	X
10	Other not mentioned above	2060.9	8.2436	IX

SOURCE: PRIMARY DATA

The above table say that reason for selected the refrigerator brand. Most of the respondents selected the refrigerator for the price followed by power consumption .respondents ranked third for the brand name and they ranked last for after sales service.

#### 11. REASON FOR SELECTING THE WASHING MACHINE BRAND

S.NO	FACTORS	TOTAL SCORE	MEAN SCORE	RANK
1	Price	2102.30	8.4092	V
2	Quality	2077.20	8.3088	VIII
3	Warranty	1991.40	7.9656	X
4	Guarantee	2109.20	8.4368	IV
5	Brand name	2147.8	8.5912	III
6	Model	2078.20	8.3128	VII
7	Handling methods	2176.7	8.7068	II
8	Power consumption	2180.1	8.7204	I
9	After sales service	2005.40	8.0216	IX
10	Other not mentioned above	2092.3	8.3692	VI

SOURCE: PRIMARY DATA

The above table say that reason for selected the washing machine brand. Most of the respondents selected the washing machine for the power consumption followed by handling methods respondents ranked third for the brand name and they ranked last for warranty.

#### 12. REASON FOR SELECTING THE DVD PLAYER BRAND

S.NO	FACTORS	TOTAL SCORE	MEAN SCORE	RANK
1	Price	2097	8.388	IX
2	Quality	2095.1	8.3804	II
3	Warranty	2042.7	8.1708	VII
4	Guarantee	2067.1	8.2684	IV
5	Brand name	2093.6	8.3744	III
6	Model	2087.5	8.35	X
7	Handling methods	2095.9	8.3836	I
8	Power consumption	2065.3	8.2612	V
9	After sales service	2099	8.396	VIII
10	Other not mentioned above	2064.9	8.2596	VI

SOURCE: PRIMARY DATA

The above table say that reason for selected the DVD player brand. Most of the respondents selected the DVD player the handling methods followed by quality respondents ranked third for the brand name and they ranked last for modal.

## FACTOR ANALYSIS

### KMO AND BARTLETT'S TEST

#### SATISFACTION LEVEL WITH RESPECT TO USAGE OF TELEVISION

Kaiser-Meyer-Olkin measure of sampling adequacy	:	.699
Bartlett's test of sphericity approx. Chi-square	:	657.539
Sig	:	.000

The result of the test shows that with the significant value of .000 there is significance relationship among the variables chosen KMO Test yields of .699 which state the factor analysis can be carried out individually for the 9 variables which are taken for the study.

## SUGGESTIONS

Suggestions made by the researcher

### TELEVISION

Additional features like rack which covers the TV after watching the programmer automatically the rack should be covered with the help of remote system.

### REFRIGERATOR

Different color variation should be bought for refrigerator according to customer's preference the colors witch match they painting in their home.

### WASHING MACHINE

To add additional features as ironing and steaming the cloths with in the washing machine.

### DVD PLAYER

DVD player should be scrutinized (short) : easily variable to carry wherever we go additional features as treble usages for TV tap all phones ,and also data storage in cd like download facility.

### MOBILE PHONE

To add additional features of finding body temperature/weather condition if rain comes it should be display as massage in offline mode.

## CONCLUSION

The study was undertaken by the researcher as a result of interest in a study on customer attitude towards selected durable goods in Coimbatore city. The market for consumer durables is becoming more competitive now a day. Therefore the producer of durable products should understand consumer interest mush to find higher sale of their products. Overall, its argued the study of consumer attitude is rapidly evolving has researchers recognize and implement new technique and Trans disciplinary perspectives to understand the nature of purchase and consumption behavior. Finally the buyer of the consumer durables will prefer the product only for price,modal,power consumption handling methods etc.so the manufacture should concentrate on these things to increase their sale.

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