



A Study On Factors Affecting Consumer Buying Behaviour Towards Electronic Durable Goods In Cuddalore District

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ABSTRACT

One of the most important constants among all of us, despite our differences, is that above all we are consumers. We use or consume on a regular basis food, clothing, shelter, transportation, education, vacation, necessities, luxuries, services, and even ideas. As consumers, we play a vital role in the health of the economy – local, national and international. The purchase decisions we make affect the demand for basic raw materials, for transportation for production for banking: They affect the employment of workers and the deployment of resources, the success of some industries and the failure of others. In order to succeed in any business and especially in today's dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumer-what they want what they think, how they work, how they spent their leisure time. They need to understand the personal and group influences that affect consumer decisions and how these decisions are made.

INTRODUCTION

India, with its wide diversity, offers a fascinating scope to study a host of changes which developmental activities have brought about in its social and economic fabric. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to markets. The fact remains that the profile of the Indian market is vastly different from what it was five years ago. Any marketer is keen to closely monitor the changes in terms of numbers and especially to keep track of the changing pattern of the consumers' aspirations and competitive action. With strong economic fundamentals and rising income levels, the consumer durable industry is on the track of fast paced growth. Consumption of manufactured consumer goods is recognized as one of the most widely accepted measures of standard of living and quality of life. Consumer goods manufacturing industry provides the driving force for stimulating rapid economic growth. The growth rate of manufacturing and consumer goods industry normally surpasses that of the agricultural sector. It is for this reason that the manufacturing and consumer goods durables industry is considered as the backbone of the economy. Exposure to television is transforming the tastes and aspirations of the people of the country. Coupled with the expansion in communication and infrastructural facilities, prosperity among people has led to rising demands for durables items in the country. With a rising awareness of brands, the discerning buyer is becoming choosier.

SCOPE OF THE STUDY

One of the most important constants among all of us, despite our differences, is that above all we are consumers. We use or consume on a regular basis food, clothing, shelter, transportation, education, vacation, necessities, luxuries, services, and even ideas. As consumers, we play a vital role in the health of the economy – local, national and international. The purchase decisions we make affect the demand for basic raw materials, for transportation for production for banking: They affect the employment of workers and the deployment of resources, the success of some industries and the failure of others. In order to succeed in any business and especially in today's dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumer-what they want what they think, how they work, how they spent their leisure time. They need to understand the personal and group influences that affect consumer decisions and how these decisions are made.

The present study is an empirical analysis of impact of demographic factors of consumer buying behaviour of durable goods – a study with reference to Cuddalore District. Out of the four regions of the district, a majority of the population in the district is salaried, business and agriculture people. They have more purchasing power in the area is salaried and business class people. They have more purchasing power when compare with the people in backward and region. Hence there is every need to study the consumer behavior towards durable articles. The present study focuses its attention to study the impact of demographic profile of consumer buying behaviour of durable goods behavior of consumer with regard to durable goods restricted to mobile phone, colour Television and Refrigerator.

OBJECTIVE OF THE STUDY

1. To study the role of demographic factors on buying behavior durable goods in the study area.
2. To bring out the suggestions and implications for marketing strategy for consumer durables.

METHODOLOGY

The study is based on both primary and secondary data. A pretested Schedule was employed for gathering primary information from 80 respondents. The secondary data were collected from leading Journals such as Economics affairs and Indian Journal of marketing for assessing the consumer behavior towards durables products in the study area.

LIMITATIONS OF THE STUDY

The study has been made on durable products. As a representative of this category data has been collected for the following three durable products television, refrigerator and mobile phone.

DEMOGRAPHY PROFILE OF THE SAMPLE RESPONDENTS

It is seen from the study, more than fifty percent of the sample respondents were rural people rest of them were urbaners. It could be observed from the table that one-half (50%) of the respondents were old age who were in the age above 45 years old and one – third of them were middle age people. It is ascertained that more than one-half of them were middle age group. The study shows that overwhelming majorities i.e. seventy one of the sample respondents were married, only two of them were unmarried and seven of them were widow and divorcee, two – third (67%) of the respondents belong to nuclear family and rest were in joint family. A majority (53.75%) of the respondents maintained small size family (up to 4 members) while 32.5% and 13.75% of them had medium and large sizes respectively. The literacy position says that 66.25% were school, 16.25% were secondary, 7.5% were graduate, 6.25% were post graduate and 3.75% were illiterates and diploma education respectively. It is ascertained that nearly two - third of the respondents had primary education.

The occupational level of the sample respondents shows that 12.5% were Government employees, 10% were private employees 25% were self employed people and 52.5% were house wives and others. Income is one of the indicators to measure the standard of living the people. The monthly income of the respondents was shows in Table 2.1, out of 80 respondents 52.5% of them earned up to Rs.10,000, whereas 5% of them get monthly income above 30,000 rupees. It is ascertained that majority of the sample respondents i.e. more then, one-half of them (52.5%) earning up to Rs.10,000.

OCCUPATION AND CHOICE OF TELEVISION BRAND

Occupation plays a vital role to choose a particular brand of durable product particularly television brand, based on the employment environment among the sample respondents. It is collected and tabulated in Table 1.1.

TABLE 1.1

INFLUENCE OF OCCUPATION ON CHOICE OF TELEVISION BRAND

Brands	Occupation				Total
	Govt. employee	Private employee	Self employee	Others	
LG	10 (100)	7 (87.5)	0 (0)	0 (0)	17 (21.25)
Samsung	0 (0)	1 (12.5)	16 (80)	0 (0)	17 (21.25)
Sony	0 (0)	0 (0)	4 (20)	15 (35.7)	19 (23.75)
Micromax	0 (0)	0 (0)	0 (0)	5 (11.9)	5 (6.25)
Panosonic	0 (0)	0 (0)	0 (0)	1 (2.4)	1 (1.25)
Lenevo	0 (0)	0 (0)	0 (0)	5 (11.9)	5 (6.25)
Videocon	0 (0)	0 (0)	0 (0)	1 (2.4)	1 (1.25)
Intex	0 (0)	0 (0)	0 (0)	15 (35.7)	15 (18.75)
Total	10 (100)	8 (100)	20 (100)	42 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

It is seen from the above Table 1.1 clearly shows that there are twenty self employment respondent, ten are Government employee, eight are private employee and forty two retire employees and home maker among the sample 80 respondents.

It has been seen from the above analysis that all the Government employees and most of the private employees having LG brand colour television, most of the self employed respondents having Samsung brand in the study area.

In order to find the relationship between the occupation of the sample respondents and choice of television brand, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Tale 1.1a.

H₀ : There is no association between occupation of the respondents and their choice of television brand

TABLE – 1.1a

ASSOCIATION BETWEEN OCCUPATION AND CHOICE OF TELEVISION BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
OCCUPATION	134.059	21	32.671	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**134.059**) is more than the table value (**32.671**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association between occupation of the respondents and their choice of television brand in the study area.

EDUCATION AND FACTORS AFFECTING TO CHOOSE OF TELEVISION BRAND

Education knowledge of the sample respondents is also influence on the factors affecting to choose the durable product predominantly television brand. It also composed presented in table 1.2.

TABLE 1.2

INFLUENCE OF EDUCATION ON FACTORS AFFECTING TO CHOOSE THE TELEVISION BRAND

Education	Affecting factors				Total
	Advertisement	Seller	Friends & Relatives	others	
School	21 (100)	6 (100)	39 (95.1)	0 (0)	66 (82.5)
Graduate	0 (0)	0 (0)	2 (4.9)	4 (33.3)	6 (7.5)
PG	0 (0)	0 (0)	0 (0)	5 (41.7)	5 (62.5)
Others	0 (0)	0 (0)	0 (0)	3 (25)	3 (3.75)
Total	21 (100)	6 (100)	41 (100)	12 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

The Table 1.2 shows that out of 80 sample respondents, sixty six of them studied up to school education, six of them graduates, five of them post graduates and only three of them are diploma holders.

It is seen form the above analysis that while choosing the television brand among the sample respondents most of the school educated sample respondents were influenced by the friends and relatives and most of the graduates, all the post graduates and others influenced by the quality , price and availability of the other factors.

In order to find the relationship between the education of the sample respondents and the factors affecting to choose the television brands, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Tale 1.2a.

H₀: There is no association between education of the respondents and factors affecting to choose the television brands

TABLE – 1.2a

ASSOCIATION BETWEEN EDUCATIO AND FACTORS CHOOSE THE TELEVISION BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
EDUCATION	70.106	9	16.919	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**70.106**) is more than the table value (**16.919**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association between education of the sample respondents and factors affecting to choose the television brands

FAMILY SIZE AND REASON FOR PURCHASE OF THE TELEVISION

Family size is the most important criterion select a particular brand of the of colour television among the sample respondents because, family members views and wish to lead a particular brand of the colour television. It also gathered and offered in the Table 1.3

TABLE 1.3
INFLUENCE OF FAMILY SIZE ON REASON FOR PURCHASE OF THE TELEVISION

Family size	Reason for purchase of the television					Total
	brand	Price	place	Promotion	Service	
Small	43 (100)	0 (0)	0 (0)	0 (0)	0 (0)	43 (53.75)
Medium	0 (0)	10 (100)	8 (100)	8 (50)	0 (0)	26 (32.5)
Large	0 (0)	0 (0)	0 (0)	8 (50)	0 (100)	11 (13.75)
Total	43 (100)	10 (100)	8 (100)	16 (100)	3 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

The Table 1.3 shows that majority of the sample respondents (53.75 per cent of them) were maintained small size family belong to four member in their family, whereas 32.5 per cent and 13.75 of the sample respondents were medium and large size family respectively in the study area.

It has been ascertained from the above analysis that small size family holders likely to be claimed the brand name of the colour television in the study area. But price and place of availability were considered by the medium size family holders and the promotion was a main reason to purchase a particular brand of the colour television for the large size family holders in the study area.

In order to find the relationship between the family size of the sample respondents and the reason for purchasing the television brand, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Tale 1.3a.

H₀: There is no association between family size and reason for purchasing the television brand

TABLE – 1.3a
ASSOCIATION BETWEEN FAMILY SIZE AND REASON FOR PURCHASING OF THE TELEVISION BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
FAMILY SIZE	118.60	8	15.507	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**118.60**) is more than the table value (**15.507**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association between family sizes on reason for purchase of the television.

INCOME AND MODE OF PURCHASE OF TELEVISION

Economic power is lead to the mode of purchase of the sample respondents, because the income earning capacity is only decided to the mode of purchase of the durable things, so it has also gathered and presented in Table 1.4.

TABLE 1.4
INFLUENCE OF INCOME OF THE RESPONDENT ON MODE OF PURCHASE OF TELEVISION

Income (in Rs.)	Mode of purchase			Total
	Cash	Installment	Others	
Up to 10,000	42 (64.61)	0 (0)	0 (0)	42 (52.5)
10,001-20,000	19 (29.23)	0 (0)	0 (0)	19 (23.75)
20,000-30,000	4 (6.25)	9 (100)	2 (33.3)	15 (18.75)
Above 30,000	0 (0)	0 (0)	4 (66.7)	4 (5)
Total	65 (100)	9 (100)	6 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

It is seen from the Table 1.4 shows that more than one – half of the sample respondents' monthly earning up to Rs. 10,000, whereas nearly one-fifth of them earning between Rs.10,000 to Rs.20,000 but, only five per cent of the sample respondents' earning above Rs. 30,000.

It has been ascertained from the above analysis that more than one-half of the sample respondents purchased their colour television at read cash system; rest of them purchased installment and other credit system in the study area.

In order to find the relationship between the income of the sample respondents and mode of purchase of television, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Tale 1.4a.

H₀: There is no association between income of the respondent and mode of purchase of television

TABLE – 1.4a
ASSOCIATION BETWEEN INCOME AND MODE OF PURCHASE OF THE TELEVISION BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
INCOME	101.279	6	12.592	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**101.279**) is more than the table value (**12.592**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association between income of the respondent and mode of purchase of television.

OCCUPATION AND CHOICE OF MOBILE PHONE BRAND

Occupation plays a vital role to decide a particular brand of durable product particularly mobile phone brand, based on the employment environment among the sample respondents. It is collected and tabulated as under in Table 1.5

TABLE 1.5
INFLUENCE OF OCCUPATION ON CHOICE OF MOBILE PHONE BRAND

Brand	Occupation				Total
	Govt. Employee	Private Employee	Self Employee	Others	
Apple	1 (10)	0 (0)	0 (0)	0 (0)	1 (1.25)
Samsung	9 (90)	8 (100)	9 (45)	0 (0)	26 (32.5)
Jionee	0 (0)	0 (0)	2 (10)	0 (0)	2 (2.5)
Redme	0 (0)	0 (0)	5 (25)	0 (0)	5 (6.25)
Nokia	0 (0)	0 (0)	4 (20)	11 (26.2)	15 (18.75)
Lenovo	0 (0)	0 (0)	0 (0)	5 (11.9)	5 (6.25)
Sony	0 (0)	0 (0)	0 (0)	6 (14.3)	6 (7.5)
Micromax	0 (0)	0 (0)	0 (0)	8 (19.04)	8 (10)
Vivo	0 (0)	0 (0)	0 (0)	2 (4.8)	2 (2.5)
Oppo	0 (0)	0 (0)	0 (0)	3 (7.14)	3 (3.75)
Others	0 (0)	0 (0)	0 (0)	7 (16.67)	7 (8.75)
Total	10 (100)	8 (100)	20 (100)	42 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

It is seen from the above Table 1.5 clearly shows that there are 20 self employment respondent, ten are Government employee, eight are private employee and forty two retired employees and home maker among the sample 80 respondents.

It has been seen from the above analysis that majority of the Government employees and the private employees and self employed respondents having Samsung brand mobile phone in the study area.

In order to find the relationship between the occupation of the sample respondents and their choice of mobile phone brand, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Table 1.5a.

H₀: There is no association between occupations of the respondent and choice of mobile phone brand

TABLE – 1.5a
ASSOCIATION BETWEEN OCCUPATION AND CHOICE OF MOBILE PHONE BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
OCCUPATION	96.679	30	43.773	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**96.679**) is more than the table value (**43.773**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association between occupation of the respondent and choice of mobile phone brand

EDUCATION AND FACTORS AFFECTING TO CHOOSE THE MOBILE PHONE BRAND

Education awareness of the sample respondents is also influence on the factors affecting to choose the durable product predominantly mobile phone brand. It also composed presented in table 1.6.

TABLE 1.6
INFLUENCE OF EDUCATION ON FACTORS AFFECTING
TO CHOOSE THE MOBILE PHONE BRAND

Education	Factors				Total
	Advertisement	Sellers	Friends & Relatives	Others	
School	24 (100)	2 (100)	40 (83.3)	0 (0)	66 (82.5)
Graduate	0 (0)	0 (0)	6 (12.5)	0 (0)	6 (7.5)
PG	0 (0)	0 (0)	2 (4.2)	3 (50)	5 (6.25)
Others	0 (0)	0 (0)	0 (0)	3 (50)	3 (3.75)
Total	24 (100)	2 (100)	48 (100)	6 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

The Table 1.6 shows that out of 80 sample respondents, 66 of them studied up to school education, six of them graduates, five of them post graduates and only three of them are diploma holders.

It is seen form the above analysis that while choosing the mobile phone brand among the sample respondents most of the school educated and graduates sample respondents were influenced by the friends and relatives in the study area.

In order to find the relationship between the education of the sample respondents and factors affecting to choose the mobile brand, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Tale 1.6a.

H₀: There is no association between education of the respondent and factors affecting to choose the mobile brand

TABLE – 1.6a
ASSOCIATION BETWEEN EDUCATION AND FACTORS AFFECTING TO CHOOSE OF THE
MOBILE PHONE BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
EDUCATION	97.253	29	16.919	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**67.253**) is more than the table value (**16.919**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association education of the respondent and factors affecting to choose the mobile brand.

FAMILY SIZE AND REASON FOR PURCHASE OF THE MOBILE PHONE

Family size is the most important measure to select a particular brand of the mobile phone among the sample respondents because, family members views and wish to lead a particular brand of the mobile phone. It also gathered and presented in the Table 1.7.

TABLE 1.7
INFLUENCE OF FAMILY SIZE ON REASON FOR PURCHASE OF THE MOBILE PHONE

Family size	Reason for purchase of the Mobile Phone					Total
	Brand	Price	Place	Promotion	Service	
Small	43 (86)	0 (0)	0 (0)	0 (0)	0 (0)	43 (53.75)
Medium	7 (14)	17 (100)	2 (25)	0 (0)	0 (0)	26 (32.5)

Large	0 (0)	0 (0)	6 (75)	4 (100)	1 (100)	11 (13.75)
Total	50 (100)	17 (100)	8 (100)	4 (100)	1 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

The Table 1.7 shows that majority of the sample respondents (53.75 per cent of them) were maintain small size family fit in to four member in their family, whereas 32.5 per cent and 13.75 of the sample respondents were medium and large size family respectively in the study area.

It has been ascertained from the above analysis that small size family holders probable to be claim the brand name of the mobile phone in the study area. But price was considered by the medium size family holders and the place of availability was a main reason to purchase a particular brand of the mobile phone the large size family holders in the study area.

In order to find the relationship between the family size of the sample respondents and reason for purchase of the mobile phone brand, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Tale 1.7a.

H₀ : There is no association between family size of the respondent and factors affecting to choose the mobile brand

TABLE – 1.7a
ASSOCIATION BETWEEN FAMILY SIZE AND FACTORS AFFECTING
TO CHOOSE THE MOBILE PHONE BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
Family size	114.752	8	15.507	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**114.752**) is more than the table value (**15.507**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association family size of the respondent and factors affecting to choose the mobile brand.

INCOME AND MODE OF PURCHASE OF MOBILE PHONE

Income earning power is lead to the mode of purchase of the sample respondents, because the paying capacity is only decided to the mode of purchase of the durable things, so it has also gathered and presented in Table 1.8.

TABLE 1.8
INFLUENCE OF INCOME ON MODE OF PURCHASE OF MOBILE PHONE

Income (in Rs.)	Mode of purchase			Total
	Cash	Installment	Others	
Up to 10,000	42 (54.5)	0 (0)	0 (0)	42 (52.5)
10,001-20,000	19 (24.7)	0 (0)	0 (0)	19 (23.75)
20,000-30,000	15 (19.5)	0 (0)	0 (0)	15 (18.75)
Above 30,000	1 (1.3)	1 (100)	2 (100)	4 (5)
Total	77 (100)	1 (100)	2 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

It is seen from the Table 1.8 shows that more than one – half (52.5%) of the sample respondents' monthly earning up to Rs. 10,000, whereas more than one-fifth of them (23.75%) earning between 10,000 to Rs.20,000 but, only five per cent of the sample respondents' earning above Rs. 30,000.

It has been ascertained from the above analysis that more than one-half of the sample respondents purchased their mobile phone at read cash payment system; rest of them purchased installment and other credit system while purchasing their mobile phone in the study area.

In order to find the relationship between the income of the sample respondents and mode of purchase of the mobile phone, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Table 1.8a.

H₀ : There is no association between income of the respondent and mode of purchase of mobile phone brand

TABLE – 1.8a
ASSOCIATION BETWEEN INCOME AND MODE OF PURCHASE OF
THE MOBILE PHONE BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
INCOME	59.221	6	12.592	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**59.221**) is more than the table value (**12.592**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association income of the respondent and mode of purchase of mobile phone brand.

OCCUPATION AND SELECTION OF REFRIGERATOR BRAND

Occupation plays a vital role to decide a particular brand of durable product chiefly refrigerator, based on the service environment among the sample respondents. It is collected and tabulated as under in Table 1.9.

TABLE 1.9
INFLUENCE OF OCCUPATION ON SELECTION OF REFRIGERATOR BRAND

Brand	Occupation				Total
	Govt. Employee	Private Employee	Self Employed	Others	
LG	10 (100)	8 (100)	3 (15)	0 (0)	21 (26.25)
Whirlpool	0 (0)	0 (0)	17 (85)	22 (52.38)	39 (48.75)
Godrej	0 (0)	0 (0)	0 (0)	6 (14.29)	6 (7.5)
Samsung	0 (0)	0 (0)	0 (0)	10 (23.81)	10 (12.5)
Others	0 (0)	0 (0)	0 (0)	4 (9.52)	4 (5)
Total	10 (100)	8 (100)	20 (100)	42 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

It is seen from the above Table 1.9 clearly indicates that there are 20 self employment respondent, ten are Government employee, eight are private employee and forty two retire employees and home maker among the sample 80 respondents.

It has been seen from the above analysis that majority of the Government employees and private employees having LG brand refrigerator and self employed respondents having whirlpool brand refrigerator in the study area.

In order to find the relationship between the occupation of the sample respondents and the selection of refrigerator brand, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Table 1.9a.

H₀ : There is no association between occupation of the respondent and selection refrigerator brand

TABLE – 1.9a

ASSOCIATION BETWEEN OCCUPTION AND SELECTION OF REFRGERATOR BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
OCCUPTION	81.661	12	21.026	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**81.661**) is more than the table value (**21.026**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association occupation of the respondent and selection of refrigerator brand.

EDUCATION AND FACTORS AFFECTING TO CHOOSE THE REFRIGERATOR BRAND

Education awareness of the sample respondents is also influence on the factors affecting to choose the durable product chiefly refrigerator brand. It also unruffled and presented in table 1.10.

TABLE 1.10
INFLUENCE OF EDUCATION ON FACTORS AFFECTING TO CHOOSE THE REFRIGERATOR BRAND

Education	Factors				Total
	Advertisement	Sellers	Friends & Relatives	Others	
School	30 (100)	5 (100)	31 (79.5)	0 (0)	66 (82.5)
Graduate	0 (0)	0 (0)	6 (15.4)	0 (0)	6 (7.5)
PG	0 (0)	0 (0)	2 (5.13)	3 (50)	5 (6.25)
Others	0 (0)	0 (0)	0 (0)	3 (50)	3 (3.75)
Total	30 (100)	5 (100)	39 (100)	6 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

The Table 1.10 expressed that out of 80 sample respondents, 66 of them studied up to school education, six of them graduates, five of them post graduates and only three of them are diploma holders.

It is seen form the above analysis that while choosing the refrigerator brand among the sample respondents, most of the school educated and graduates sample respondents were influenced by the friends and relatives in the study area.

In order to find the relationship between the occupation of the sample respondents and factors affecting to choose the refrigerator brand, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Tale 1.10a.

H₀: There is no association between education of the respondent and factors affecting to choose the refrigerator brand

TABLE – 1.10a

ASSOCIATION BETWEEN EDUCATION AND FACTORS AFFECTING TO CHOOSE THE REFRGERATOR BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
EDUCATION	70.241	9	16.919	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**70.241**) is more than the table value (**16.919**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association education of the respondent and factors affecting to choose the refrigerator brand.

FAMILY SIZE AND REASON FOR PURCHASE OF THE REFRIGERATOR

Family size is the most important determine to select a particular brand of the of refrigerator among the sample respondents because, family members views and wish to lead a particular brand of the refrigerator. It also gathered and presented in the Table 1.11.

TABLE 1.11
INFLUENCE OF FAMILY SIZE ON REASON FOR PURCHASE OF THE REFRIGERATOR

Family size	Reason for purchase of the Refrigerator					Total
	Brand	Price	Place	Promotion	Service	
Small	43 (82.7)	0 (0)	0 (0)	0 (0)	0 (0)	43 (53.75)
Medium	9 (17.3)	6 (100)	5 (100)	6 (46.16)	0 (0)	26 (32.5)
Large	0 (0)	0 (0)	0 (0)	7 (53.84)	4 (100)	11 (13.7)
Total	52 (100)	6 (100)	5 (100)	13 (100)	4 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

The Table 1.11 shows that majority of the sample respondents (53.75 per cent of them) were maintain small size family along with four members in their family, whereas 32.5 per cent and 13.75 of the sample respondents were medium and large size family respectively in the study area.

It has been ascertained from the above analysis that majority of the small and medium size family holders likely to be claim the brand name of the refrigerator in the study area. But promotion was considered by the large size family holders in the study area.

In order to find the relationship between the family size of the sample respondents and reason for purchase refrigerator brand, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Tale 1.11a.

H₀: There is no association between family size of the respondent and reason for purchase refrigerator brand

TABLE – 1.11a
ASSOCIATION BETWEEN FAMILY SIZE AND REASON FOR PURCHASE OF REFRGERATOR BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
FAMILY SIZE	89.817	8	15.507	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**89.817**) is more than the table value (**15.507**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association between family size of the respondent and reason for purchase refrigerator brand.

INCOME AND MODE OF PURCHASE OF REFRIGERATOR

Income earning control is direct to the mode of purchase of the sample respondents, because the paying capacity is only decided to the mode of purchase of the durable things, so it has also gathered and presented in Table 1.12.

TABLE 1.12
INFLUENCE OF INCOME ON MODE OF PURCHASE OF REFRIGERATOR

Income (in Rs.)	Mode of purchase			Total
	Cash	Installment	Others	
Up to 10,000	42 (68.85)	0 (0)	0 (0)	42 (52.5)
10,001-20,000	19 (31.15)	0 (0)	0 (0)	19 (23.75)
20,000-30,000	0 (0)	14 (100)	1 (20)	15 (18.75)
Above 30,000	0 (0)	0 (0)	4 (80)	4 (5)
Total	61 (100)	14 (100)	5 (100)	80 (100)

Source: Primary data

Figures in brackets are percentage to column total

It is seen from the Table 1.12 shows that more than one – half (52.5%) of the sample respondents' monthly earning up to Rs. 10,000, whereas more than one-fifth of them (23.75%) earning between Rs.10,000 to Rs.20,000 but, only five per cent of the sample respondents' earning above Rs. 30,000.

It has been ascertained from the above analysis that more than one-half (61%) of the sample respondents purchased their refrigerator at read cash payment system; rest of them purchased installment and other credit system while purchasing there refrigerator in the study area. In order to find the relationship between the income of the sample respondents and mode of purchase of refrigerator, a null hypothesis is framed and tested with the help of the Chi-square test. The result is given in Tale 1.12a.

H₀: There is no association between income of the respondent and mode of purchase of refrigerator brand

TABLE – 1.12a
ASSOCIATION BETWEEN INCOME AND MODE OF PURCHASE OF THE REFRIGERATOR BRAND

Factor	Calculated Value	Degrees of freedom	Table Value	Remarks
INCOME	139.733	6	12.592	Highly Insignificant

Source: Computed data

As the calculated X^2 value (**139.733**) is more than the table value (**12.592**) at 5% level of significant, so the null hypothesis is **Rejected**. Hence, it can be concluded that there is an association between family size of the respondent and reason for purchase refrigerator brand.

FINDINGS OF THE STUDY

- It could be observed from the table that one-half (50%) of the respondents were old age who were in the age above 45 years old and one – third of them were middle age people. majorities i.e. seventy one of the sample respondents were married, two – third (67%) of the respondents belong to nuclear family and rest were in joint family. A majority (53.75%) of the respondents maintained small size family (up to 4 members) while 32.5% and 13.75% of them had medium and large sizes respectively.
- It is ascertained that nearly two - third of the respondents had primary education. The occupational level of the sample respondents shows that 12.5% were Government employees, 10% were private employees 25% were self employed people and 52.5% were house wives and others.
- It is ascertained that majority of the sample respondents i.e. more then, one-half of them (52.5%) earning up to Rs.10, 000.
- It has been seen from the study that all the Government employees and most of the private employees having LG brand colour television, most of the self employed respondents having Samsung brand in the study area. There is an
- association between occupation of the respondents and their choice of television brand in the study area.

- It is seen from the study that while choosing the television brand among the sample respondents most of the school educated sample respondents were influenced by the friends and relatives and most of the graduates, all the post graduates and others influenced by the quality, price and availability of the other factors. It can be concluded that there is an association between education of the sample respondents and factors affecting to choose the television brands
- It has been ascertained from the study that small size family holders likely to be claimed the brand name of the colour television in the study area. But price and place of availability were considered by the medium size family holders and the promotion was a main reason to purchase a particular brand of the colour television for the large size family holders in the study area. It can be concluded that there is an association between family sizes on reason for purchase of the television.
- It has been ascertained from the study that more than one-half of the sample respondents purchased their colour television at read cash system; rest of them purchased installment and other credit system in the study area. It can be concluded that there is an association between income of the respondent and mode of purchase of television.
- It has been seen from the study that majority of the Government employees and most of the private employees and self employed respondents having Samsung brand mobile phone in the study area. It can be concluded that there is an association between occupation of the respondent and choice of mobile phone brand.
- It is seen from the study that while choosing the mobile phone brand among the sample respondents most of the school educated and graduates sample respondents were influenced by the friends and relatives in the study area. It can be concluded that there is an association education of the respondent and factors affecting to choose the mobile brand.
- It has been ascertained from the study analysis that small size family holders probable to be claim the brand name of the mobile phone in the study area. But price was considered by the medium size family holders and the place of availability was a main reason to purchase a particular brand of the mobile phone the large size family holders in the study area. It can be concluded that there is an association family size of the respondent and factors affecting to choose the mobile brand.
- It has been ascertained from the study analysis that more than one-half of the sample respondents purchased their mobile phone at read cash payment system; rest of them purchased installment and other credit system while purchasing their mobile phone in the study area. It can be concluded that there is an association income of the respondent and mode of purchase of mobile phone brand.
- It has been seen from the study that majority of the Government employees and private employees having LG brand refrigerator and self employed respondents having whirlpool brand refrigerator in the study area. It can be concluded that there is an association occupation of the respondent and selection of refrigerator brand.
- It is seen from the study that while choosing the refrigerator brand among the sample respondents, most of the school educated and graduates sample respondents were influenced by the friends and relatives in the study area. It can be concluded that there is an association education of the respondent and factors affecting to choose the refrigerator brand.
- It has been ascertained from the study that majority of the small and medium size family holders likely to be claim the brand name of the refrigerator in the study area. But promotion was considered by the large size family holders in the study area. It can be concluded that there is an association between family size of the respondent and reason for purchase refrigerator brand.
- It has been ascertained from the study that more than one-half (61%) of the sample respondents purchased their refrigerator at read cash payment system; rest of them purchased installment and other credit system while purchasing their refrigerator in the study area. It can be concluded that there is an association between family size of the respondent and reason for purchase refrigerator brand.

SUGGESTIONS

The ultimate objective of marketing strategy is to motivate the customer to buy a product. A marketing strategy that creates awareness, desire, demand and ultimately effects the sale, i.e., the psychological desire gets backed money is thereby, converted into demand and the act of buying takes place can be called the best or suitable strategy. Marketing is a game of warfare when a large number of sellers and buyers are operating in the market under condition of perfect competitions. This number may be limited under the globalization environment there is increasing competition from national as well as multi-national giants to the cutting edge state, for almost all products falling under the category of consumer durables and as such decisions regarding marketing strategy prove crucial for the very existence of business.

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