



RESEARCH ARTICLE

CONSUMER BUYING BEHAVIOR TOWARDS WASHING MACHINE: AN EMPIRICAL STUDY

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ABSTRACT

The objective of the study is to examine the internal and external factors influencing the consumer buying behavior in the washing machine segment of FMCD sector. This study covered the area of Cuttack and Bhubaneswar selecting about 200 respondents from different retail malls/retail outlets of the electronic products. All the respondents replied to the questionnaire given to them completely. The questionnaire consists of two parts: the first part deals with the personal data of the respondents and the second part had questions regarding the selected variables affecting the buying behavior of the respondents. The data so collected had been analyzed by using SPSS software package. The descriptive statistics and the chi-square test were applied to examine the significant relationship between the satisfaction level and the demographic factors. The result shows that the demographic factors do not have significant impact on the satisfaction level of the consumers.

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INTRODUCTION

All the successful business organizations have made a regular attempt to understand the buying behavior of the customers. This understanding is very essential for the prediction of the future trend of the customers buying behavior and estimating the demand for the products. Consumer behavior can be explained as the analysis of how, when, what and why people buy. Consumer behavior can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services." (Loudon and Della Bitta, 1980) Voss and Parasuraman in their study observed that purchase preference is mainly affected by the price than the quality during the pre-purchase decision. On the other hand, if explicit quality information is given then price has no effect on either pre-purchase or post-consumption by the customers. The brand image has also an important impact on the buying behavior of the consumers. Russo and France (1994) in their study identified a fact that the consumers are sometimes made to adopt into immediate purchase environment as created by the super market /malls. In another study Sinha (2003) has identified that the Indian buyers have more emotional value than the functional value of shopping. The orientation in terms of social, economic and stores of the product has also an important impact on the buying behavior of the consumers.

The marketers have been doing continuous research on how to attract the mind of the consumers to increase the sale of their products. The traditional thought process of the consumers have changed and this has to be understood by the manufacturers and the marketers also. Accordingly, they have to develop the strategy regarding the value to be delivered to the customers. According to Kurti Shah (2009) the success of the organization lies in the ability of the firm to understand and influence the consumer behavior. Therefore, a study is needed to understand the consumer behavior before implementing any marketing programme. Any improper understanding of the consumer behavior or improper allocation of the resources will lead the organization into a great loss. The better the organization understands the consumer behavior, the more successfully the organization will influence the consumers on its marketing programmes. There are three aspects of consumer behavior such as: psychological influences, socio-cultural influences and situational influences. The consumer behavior framework has different paradigms of thought. So any study should focus on all these aspects of the consumer behavior. The present study focuses on how the thought process of the consumer affects the buying behavior towards washing machines.

Literature review

Abdul Brosekhan and Muthu Velayutham in a study conducted by them have revealed that the behavior of the consumer has a great impact on the products of the home appliances. In the fore front of consumption, the consumers prefer the product

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having a possibility of elaborating the life style and the identity of the person purchasing it. In other words, the products should reflect the life style, standards of living, etc. Alan S. Dick, et al (1995) in their study identified the factors that affect the buying behavior of the color television such as consumer satisfaction, complaints against old products being used, past experience of the products of the same brand, word of mouth of the existing customers. These things have to be kept in mind while doing marketing of the color television. Paramanand Dasar and Mallikarjun Maradi (2013) in their study concluded that it is important to trace out the maker and influencer of the consumer decision making. This understanding of how consumers are influenced helps the marketers understanding the type and structure of the advertising campaigning to be made. Marketers have also to understand the level of the involvement of various types of brands that determine the buying behavior of the consumers. Rajeswari and Pirakatheeswari (2014) in their study found that price is the major factor which affects the buying behavior of the consumers followed by quality, brand image and model or design of the product. Shumeet Kaur and Ashita Chadha (2014) come to a conclusion that the knowledge level of the consumers are increasing and they are not hesitating to access information available out of his own territory. The buying habit and the buying power of the rural people are increasing very aggressively that's why the marketers are shifting their focus towards the rural market. Consumers are now more value oriented than the price of the product. Brand images and the past experience of use of similar products attract the customers while making a purchase decision. Uma & Sasikala (2014) in their research work found that the urban area people use more home appliances as compared to the people of rural area. Along with this, they concluded that the brand name plays an important role in purchasing decision of the consumer in all the areas.

Objectives and Scope of the Study

Following are the objectives of the study.

1. To identify the factors affecting the purchase decision of consumers on durable products.
2. To find the level of satisfaction of consumers while purchasing washing machine.

The scope of the study is limited to only the buying behavior of the consumers towards washing machine and it is also limited to two cities of Odisha namely, Cuttack and Bhubaneswar. Further, the shopping malls/retail outlets of the two cities were included in the study to collect information from the respondents.

Research Methodology

Keeping in view the above objectives, the data have been collected through a survey work. Since this paper is based on the primary data collection from the customers visiting various retail showrooms/shopping malls at Bhubaneswar and Cuttack, about 200 respondents were approached on the basis of the convenient sampling method. The questionnaire was administered during October-December, 2016. Nobody was forced to give response and only willing participants were selected as the respondents. They were given with a set of questions in the form of questionnaire. The questionnaire was mainly focusing on the demographic composition of the

respondent and the level of satisfaction they have with the product which they are using. The data so collected has been analyzed by the use of SPSS software. The test of the reliability of the data was done first by applying Chronbach's alpha calculation. The value of the Chronbach alpha was found to be 0.764. This score indicates that the data set are reliable enough for further statistical analysis. After that, the data was put into SPSS software for further calculation. The results of the descriptive analysis and the chi-square test have been presented below.

Analysis and Interpretation of Data

Table 1. Buying behavior of sample respondents on washing machine (Number of respondents = 200)

		Frequency	Percent
Brand Purchased	LG	93	46.5
	MICROMAX	2	1.0
	PANASONIC	2	1.0
	PHILIPS	6	3.0
	SAMSUNG	37	18.5
	SONY	27	13.5
	VIDEOCON	23	11.5
Category of retailer	WHIRLPOOL	10	5.0
	Exclusive retailer	34	17.0
	Multi brand retailer	146	73.0
Mode of Purchase	Others	20	10.0
	Cash	139	69.5
	Credit / Debit Card	43	21.5
Source of Information	Hire Purchase	18	9.0
	News paper	46	23.0
	TV	46	23.0
	Friends	75	37.5
Visited other shops before purchase	Internet	33	16.5
	No	60	30.0
	Yes	140	70.0
Purchase Satisfaction	No	12	6.0
	Yes	188	94.0
	Total	200	100.0

Source: Questionnaire

The above table reveals some interesting information which are noted below.

1. The buying behavior of sample respondents shows that 73 per cent like multi brand retail outlet for the purchase of Washing Machine while 17 per cent of the respondents do select an exclusive retailer for purchase of washing machine.
2. Brand wise purchase of Washing Machine shows that 46.5 per cent of the respondents purchase L.G. product whereas 18.5 per cent opt for Samsung and remaining respondents purchase other brands.
3. The source of information for purchase of Washing Machine shows that the informal source such as friends, relatives etc. is the important source of information followed by newspaper and TV.
4. The number of visits made by the respondents to retail outlet show that nearly 30 per cent of the respondents made only one visit to the retail outlet while remaining 70 per cent respondents made two or more visits before

purchasing a product. This indicates that respondents do not decide to purchase in just one visit alone. They are engaged in some sort of extended search for more information that may lead to a higher saving or a better bargain.

5. The purchase satisfaction reveals that 94 per cent of the respondents are satisfied with the purchase while remaining 6 per cent respondents are not satisfied with the purchase.

important role in showing level of satisfaction while purchasing consumer durables. On the whole, the findings of the present study cannot be generalized, but it can pave the way for further exploration of other internal and external factors which are responsible for the higher level of customer satisfaction and that affect the buying behavior of the customers.

Table 2. Descriptive statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Age	200	2.9600	1.13793	1.00	5.00
Level of satisfaction	200	3.5650	1.12343	1.00	5.00
Marital status	200	1.4450	.50820	1.00	3.00
Sex	200	1.4600	.49965	1.00	2.00
annual family income	200	2.6050	.88481	1.00	5.00
Experience	200	2.4650	.91266	1.00	5.00
Qualifications	200	2.4900	.96152	1.00	4.00

Table 3. Test statistics

	Age	Level of satisfaction	Marital status	Sex	annual family income	Experience	Qualification
Chi-Square	37.350 ^a	50.150 ^a	101.710 ^b	1.280 ^c	112.400 ^a	103.100 ^a	22.120 ^d
Df	4	4	2	1	4	4	3
Asymp. Sig.	.000	.000	.000	.258	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.0

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 66.7

c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 100.0

d. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0

With regard to level of satisfaction of the consumers in purchasing washing machine, the table-2 depicts the descriptive statistic results which are presented below. The result shows that the mean level of the satisfaction among the customers is 3.56 which is more than 2.5 level in a 5 point Lickert scale. This indicates that the customers are satisfied with the products they are using irrespective of the brand. Further, the calculated mean score value of age and the annual income of the customers are above the mean score i.e. 2.5. This indicates that these two demographic factors have direct association on the buying behavior of the consumers of durable products in the shopping malls. The standard deviation reveals that the variations of the selected variables are also very low indicating that there is no wide range of fluctuation in the customers buying process based on these demographic variables.

The table-3 gives the consolidated test results of the all the demographic variables in a single table. The result of the chi-square reveals that the p-values of all the factors are less than 0.05 except the factor sex of the respondents. This indicates that the customers buying behavior and their level of satisfaction are independent of the demographic variables such as age, marital status, annual family income, experience and qualification. The only demographic variable i.e. Sex of the respondent (having a p-value of 0.258) has a significant relationship with the level of satisfaction of the consumer.

Conclusion

The foregoing analysis reveals that the demographic factors do not have much impact on the buying behavior of the customers. However, age and income have some impact in the buying behavior of consumers while purchasing washing machines. Further, sex as a demographic factor plays an

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