CHAPTER - II
REVIEW OF PREVIOUS STUDIES

2.1 Introduction

The literature review is an important step in any research process. Review of earlier studies discloses the works and studies done by individual researchers and institutions and help to establish further the need for the study. Various studies related to consumer perception, consumer buying behaviour and influencing factors of consumer buying behaviour have been conducted by different social scientists at micro as well as macro level in India and abroad. While there has been much literature available about the customers, it is found in the study that the marketing of household durable goods is of recent development. An attempt has been made in the study to review the earlier studies relating to consumer buying behaviour with reference to household durable goods. The findings of few research works have been presented below in chronologically descending order.

2.2 Review of Literature

Dalvir Singh¹ (2017) in his article entitled “Psychology of Consumer Buying Behaviour to Purchase Durable Goods” examined the consumer buying behaviour and decision-making process of the selected durable in Sangrur and Barnala districts of Punjab in India. A sample size of 300 respondents was considered by drawing purposively 150 units from each district. The elements in the sample unit were all family members between the ages of 15 to 60. The selected durables for the study were television, washing machine, refrigerator, four wheelers & furniture. Data has been presented as per the requirements of the study. Data has been analyzed with the help of statistical tools such as percentage, mean etc. The study showed that necessity is the
main reason to purchase durable goods, on the basis of responded by the selected sample of research and comfort & convenience and social status are also an important factor to make such purchase decisions. In social factors, social class and role and status are ranked first on the basis of responding give by the respondents. Culture and sub-culture factors have low effect on purchase decision-making process. Family factors have the high degree of influence.

Eswari and Subramanian\(^2\) (2017) in their article entitled “A Study on Purchase Behavior of Consumer Durable Goods with Special Reference to Pudukkottai District” dealt with the purchase behavior of consumer durable goods in Pudukkottai district. The research was taken by convenience sampling method. 145 samples have been selected in areas of the Pudukkottai District. This study was selected on the basis of demographics; Socioeconomic and cultural status conditions. Five consumer durable products have been selected i.e. Air conditioners, Refrigerators, Washing machines, Television and Wet grinder for this study. In order to study the consumer behavior, Percentage analysis, Descriptive analysis, Kruskal Wallis test, t-test, Chi-Square Test, Analysis of one way ANOVA, Regression Analysis, Factor analysis and Reliability test were employed. This study indicated the level of importance attached to the various quality characteristics of the product by the different segments of consumers, who differ in economic, educational, emotional and other characteristics. The demographic variables of the consumers were not deeply associated with their attribute awareness of the product. Brand loyalty was not sufficiently found among the consumers' durable goods.

Gopi Krishnan\(^3\) (2017) in his Ph.D thesis entitled “Analysis of User’s Perception of Consumer Durable Products: An Empirical Study with reference to Tamil Nadu” analyzed the perception of consumer. Primary data has been collected from the consumers who own the white goods – Refrigerator in Chennai city by giving a structure
of the questionnaire. A convenient sample of 902 consumers who own white goods Refrigerator was chosen for the study. The result of the study showed that most of the respondents preferred the white goods refrigerator by usability, quality, uniqueness, type of refrigerator, power consumption, etc. The study exposed the users’ view and expectations based on the utility of refrigerators and suggested that the manufacturer should fulfill the need of the respondents according to their preferences and perception.

Kalaiselvi (2017) in his article entitled “Attitudes and purchasing behavior towards consumer durable goods” analyzed the attitudes and purchasing behavior of consumer durable goods. A total of 150 samples from different parts of Coimbatore city comprising of both urban and rural places were taken for the study. The survey method was employed to collect the data from the respondents and the data are collected with the help of questionnaires. To arrange the collected data following statistical tools like percentage method, weighted average method, and ranking were used. It is inferred about factors influencing for purchase of consumer durable goods that quality has obtained 1st rank with weighted average score of 494, price has obtained 2nd rank with weighted average score of 429, customer service has obtained 3rd rank with weighted average score of 425, social status has obtained 4th rank with weighted average score of 395, attraction has obtained 5th rank with weighted average score of 379 and variety of goods has obtained 6th rank with weighted average score of 378.

Karthika and Vijai Anand (2017) in their article entitled “A Study on Consumer Buying Behaviour towards selected White Goods with special reference to Tiruchirapalli District” investigated the sources of influence in purchasing white goods. A sample was a representative part of the population. The Probability method of Systematic Random sampling method was followed for study to choose the sample respondents. The researcher has decided to select a sample size of 500 household respondents for different
brands of product preferred by consumers. 100 respondents have been selected from the major area of Tiruchirappalli district. It is clear that majority of 54% of the respondents have been influenced by the source of family members, 24% of the respondents have been influenced by the source of friends, 14% of the respondents have been influenced by the source of spouse and 8% of the respondents have been influenced by the source of relatives in purchasing white goods. The study confirmed that most of the consumers are influenced by family members in purchasing white goods.

Katlin Jurs\(^6\) (2017) conducted a Ph.D study entitled “Buying behaviour towards electric power tools”. The objective of the thesis was to examine consumer behaviour of Finnish construction professionals towards purchasing electric power tools in Finland. The research was carried out through a quantitative methodology and the data was collected with the aid of a questionnaire. There were 225 questionnaires distributed in total, 173 were fully completed and collected, and 133 questionnaires were used in the analysis as they fulfilled the sample criteria. The study reported that consumers in the construction industry purchased electric power tools often and they mostly participated in these purchases to a high degree. It was found that electric power tools are usually purchased from large retail chain stores but information on purchases has relied on online sources and industry advisors. The most valued qualities perceived for an electric power tool were product quality, price, and durability whereas the brand Bosch was perceived to be most popular.

Veerakumar\(^7\) (2017) conducted a study on “Consumer Behavior and factors Influencing Purchase Decision of Durable Goods”. In his article he made an attempt to identify the factors influencing the purchase decision. The data for the purpose of the present study have been collected through primary and secondary data. Primary data has been collected through structured questionnaire. The study was undertaken in Pollachi
taluk. A total of 50 respondents residing in the Pollachi city were selected as sample. Convenience sampling technique was followed for collecting response from the respondents. The statistical tools used for the purpose of this study are simple percentages. The study found that most of the consumers are of the feel that brand preference as the primary factor while purchasing their products.

Esther Garga\(^8\) (2016) conducted a study on “Factors that Influence Consumer Purchase Decision of Durable Household Goods in Kano Metropolis”. The survey method was adopted in the study. The questionnaire was distributed and administered to 500 respondents. The data were analyzed using SPSS version 16. The study findings revealed that gender has no effects on consumer product attribute perception of durable household goods, and neither does it influence their choice of durable household goods. It was discovered that a highly significant relationship exists between the gender of a consumer and their satisfaction with the outcome of the purchase decision. Since it has been established that gender has no influence on consumers purchase decisions, the researcher recommended that producers of durable household goods should strive to put in place superior marketing strategies in order to stay connected with happenings in the market.

Gokhan Tekin, Sercan Yiltay and Esra Ayaz\(^9\) (2016) in their article entitled “The Effect of Brand Image on Consumer Behaviour: Case Study of Louiss Vuitton-Moet Hennessy” investigated the effect of brand image on consumer behaviour. The main purpose of this article was to study and analyze the role of brand image in consumer behaviour. The primary data was gathered from the online questionnaire and it was analyzed by using a statistical method with the help of Microsoft Excel. As a result, the data that has been analyzed and presented in the form of cross tables and figures. The questionnaire findings revealed that all 36% of the respondents agreed that one of the
motivators that led them to purchase the luxury product, needed to express their personality and style. The reason that consumers choose luxury product lies mainly on the unique design that luxuries provide, which matches to their personalities and styles.

James U. Mcneal and Chyon-Yeh\textsuperscript{10} (2016) conducted a study entitled “Consumer behavior of Chinese children”. In this study, consumer reactions to unethical consumer behaviour scenarios are investigated using sample data from Austria, Brunei, France, Hong Kong, the UK, and the USA. Nationality is found to be a significant predictor of how consumers view various questionable behaviours. Gender is not a significant predictor, while age and religious affiliation are found to be significant predictors of consumer ethical perceptions.

Murugesan\textsuperscript{11} (2016) in his article entitled “Women Consumers’ Buying Behaviour towards Non-Durable Products in Ramanathapuram District” analyzed the factors influencing women consumers’ attitudes towards purchasing behaviour. Convenience sampling procedure was used for selecting the samples from the huge population of the users of household appliances in the Ramanathapuram district only. Totally 900 interview schedule had been circulated to non-durable consumers conveniently and 752 responses were obtained. The statistical tools used for the purpose of analysis of this study were simple percentage technique and multivariate analysis. From the result of the study, it could be seen that income does not have any influence on the women’s of the purchase oriented cluster that is all income group women’s prevail in this cluster. Income has a very great impact on the women’s of the domestic purchase cluster.

Sinduja\textsuperscript{12} (2016) in her article entitled “A Study of Impact of Advertising on Non-Durable Goods of Household Consumer in Sivagangai District” evaluated the effectiveness of advertisement media on the buying behavior of household consumer
with respect to non-durable goods. The research design of this case study was analytical as well as descriptive in nature. This study has selected 60 household females as a sample age between 32-56 years of age. The results indicated that the buying behavior of household consumers on soap & shampoo is not influenced positively by the advertisement media and the effectiveness of media is insignificant. The results depicted that the buying behavior of household consumers on cosmetic items is positively influenced by the different advertisement media and the effectiveness of media is significant. The results showed that the buying behavior of household consumers on noodles is positively affected by the advertisement media like TV and FM/Radio but negatively affected by the Newspapers.

Subhadeep Chakraborty\textsuperscript{13} (2016) carried out a study entitled “Brand preference of consumers towards selected consumer durables: a case study of Tinsukia town”. The objective of the study was to identify the factors that affect brand preference of consumer durables. As per Tinsukia Municipal Board record, there are 10171 households in the 15 wards of Tinsukia town. Quota sampling technique is adopted for the study. For determination of sample size, the researcher has taken help of the Sample Size Calculator (software) by RaosoftInc (2004). The researcher has taken 95% confidence level and 5% margin of error and these figures are put in the software. The software estimated the sample size as 371 households in Tinsukia town. The present study has been conducted in Tinsukia town taking 371 households among 15 wards as the sample. The study revealed that cost-effectiveness is the most important reason behind brand preference of select consumer durables followed by product design and brand name.

Arpit Saxena and Ankit Saxena\textsuperscript{14} (2015) in their article analyzed the consumer preference towards a particular promotional offer provided by the household appliances companies. They selected 200 customers from the Mathura city as the sample for this
study by using the convenience sampling technique. The data were collected over a month in August – September 2014 by means of the structured questionnaire. The appropriate statistical tool was used with the help of SPSS Software. The results found that maximum of the respondents has interest in some of the promotional schemes such as price discount, warranty, exchange scheme, etc. and also consumers prefer price discount as first when compared to non-price schemes. Most of the consumers in Mathura city (India) have replaced their household's appliances at Exchange offer period and also they are satisfied with the households' appliances, purchased at the time of offer period.

Habib Md. Arif Khan and Mirza A F M Tawhidur Rahman (2015) analyzed the consumer decision-making-styles for nondurable consumer goods in their article. The survey has been conducted among 240 young-adult Bangladeshi consumers with a structured questionnaire; extracted from Consumer Style Inventory (CSI) as suggested by Sproles and Kendall (1986) has been tested to validate the basic characteristics of these styles among young-adult Bangladeshi consumers whereas the eight decision-making style validated are brand conscious, Perfectionist, Price-Value Conscious Consumer, recreational-shopping conscious consumer, confused by Over-choice Consumer, impulsive consumer, habitual consumer, novelty-fashion conscious consumer. It was found that young-adult Bangladeshi consumer is much more fashion conscious and they shop at different stores to find out their best possible outcome. It was from the survey that they don’t give purchases much thought or care and most of the time they are confused what to buy and from where to and with which prices. It was found that young generations are like to buy a product from the same shop again and again if they find suitable condition adjust with consumption power only then they became brand loyal.
Seema Johar\textsuperscript{16} (2015) undertook a study entitled “Consumer Decision Making Behavior to Purchase of Durable Goods” with the objective of knowing the role of the female in purchase decision-making process. A total of 125 respondents residing in the LONI town form the sample. A structured questionnaire was given to the consumers who have visited the Durable Market in LONI town. Convenience sampling method was followed for collecting response from the respondents. The statistical tools used for the purpose of analysis of this study were simple percentage technique, pie diagram, and bar diagram. The study found that majority of the sample respondents give importance to their friends and relatives opinions and suggestions and thus adhere to the advice given by them as per their earlier purchase behaviour of course advertisements do have a better say with lower and middle-income respondents. It is observed that majority of the respondents prefer to purchase products from departmental stores rather than other types of shops, as they feel it is economical and products are of good quality.

Seema Laddha\textsuperscript{17} (2015) conducted a study on “Rural Consumer Buying Behaviour and Brand Awareness of Durable Products”. The research design for the study was quantitative based on primary field survey and conclusions were on the basis of the analyses of the data using statistical tools. Data and information were gathered from primary sources by means of field survey using structured questionnaire covering retail consumers on the random sample basis in Jhunjhunu District of Rajasthan and from secondary published sources. The study concluded that rural consumer awareness and knowledge about the product and brand has the significant impact on consumer behavior. But the loyalty towards the specific brand there was the causal influence on buying behavior of the rural consumer. Study helped marketers to understand how they can use product and brand awareness of consumer in their marketing strategy of growing competitive environment.
Thangasamy\textsuperscript{18} (2015) analyzed the consumer buying behaviour in his article entitled “Factors Influencing Consumer Buying Behaviour. 300 respondents were selected on the basis of simple random sampling without replacement from selected blocks/wards of the districts. The data so collected had been classified, coded and tabulated as per the requirements of the study. Then, the data had been analyzed with the help of appropriate statistical tools such as percentage, mean, average, etc. The result exhibited that necessity tops the list of reasons, as responded by 75.33% of the sample respondents, for the purchase of the selected durables. Thereafter, comfort and convenience becomes the second most important cause for making such purchases, revealing 42.66%, followed by social status (33.33%), time saving (32%), maintenance of autonomy (28%), increasing assets(26.66%), gaining knowledge (25.33%) and avoiding unnecessary expenditure (25.33%).

Valarmathi\textsuperscript{19} (2015) aimed to find out the students' behavior in her research article entitled “Factors Influencing the Students Buying Behavior of Two Wheelers in Tirupur District”. The study was descriptive in nature. It was based on both primary and secondary data. The primary data was collected by using a well-structured questionnaire from 150 respondents residing in and around Tirupur district by using the convenience random sampling method. The study was conducted for a period of five months from January – May 2015. The result showed that regions have the strong influence on better look & style, good mileage, pickup and speed, easy maintenance, after-sales service, price and new models of students buying behaviours. It is observed that when making a two-wheeler purchase decision, the personal factors and product characteristics are important for students' consumers in Tirupur.

Aamir Hasan\textsuperscript{20} (2014) conducted a study entitled “Consumer Brand Preference for Consumer Durable Goods with Reference to Lucknow District”. The purpose of the
study was to examine the factors which are influencing brand preference for different consumer durable goods. Adopting a convenience sampling technique, 350 respondents of the socio-economic class were chosen among the consumer durable goods users in Lucknow City, randomly selected during the month of January and February 2014. The responses were analyzed through chi-square test and Garrett score with the help of SPSS-17. The paper has found that quality, technological innovations and the multitude of brands across price points for price-sensitive consumers are the three dominant factors which influence the consumer preference for consumer durable brands. The researcher has found that quality has emerged as the most dominant factor influencing the consumers’ preference for the consumer durable goods.

Gautam Patikar²¹ (2014) analyzed the consumer buying behaviour in his article entitled“ Factors Influencing Consumer Buying Behaviour: A Case Study”. The study, being empirical, a sample size of 300 respondents has been considered by drawing purposively 100 units (respondents) from each district. The data so collected had been classified, coded and tabulated as per the requirements of the study. Then, the data had been analyzed with the help of appropriate statistical tools such as percentage, mean, average, etc. The analysis revealed that, based on ranking the influences, previous experience is the most inducing factor, especially while making brand preferences for the purchase of television, refrigerator, and furniture which ranks first comparatively. In the purchase of Washing machine and Four-wheeler, advertisement factor has the greatest influence on the buyers. Similarly, the retailers’ recommendation in the purchase of television, refrigerator, washing machine, and furniture was the least stimulating factor; rather it did not induce the buyers at all while making brand preferences in such purchases.
Jakub Niestroj (2014) conducted a study on “Typology of Consumers’ Purchase Behavior on Passenger-Car Market in Poland” The study was carried out in March 2012 via the online questionnaire. The website has been visited by 934 visitors. 70.5% visitors completed questionnaire, which allowed obtaining 659 indexes for further analysis. The electronic records were verified, a material has been collected and controlled. Finally, data have been analyzed on the basis of 600 questionnaires. The result of the study revealed that one of the most important manifestations of impact of certain consumer bahaviour on automotive sector is the nature of attitudes towards economic, functional and emotional determinants of purchase of vehicles reflected in almost every individual decision made on secondary and primary market of cars, goods, and services related with consumption complementary to vehicles.

Priyanka Sharma (2014) carried out a study entitled “Marketing of Consumer Durables in Rural India with Special Reference to Eastern Rajasthan”. In her research thesis, she explained that the rural Indian market has gained significance in the recent times as the overall economic growth of the country has led to an improvement in the living standard of the rural people. Every consumer as an individual was different from others. Across the world, the rural consumer buying behaviour was considerably different from the urban consumer. Rural consumers varied not only in their behaviour and practices but also in their conviction and beliefs. Their thought process was simpler as compared to the urban masses. The rural market was quite different in terms of the price-value equation, product usage pattern etc. because the meaning of convenience differs with market segments.

Rajeswari and Pirakatheeswari (2014) carried out a study entitled “A Study on Consumer Behaviour and Factors Influencing the Purchase Decision of Durable Goods with Reference to Salem District”. They aimed to identify the factors influencing
the consumers in the selection and use of particular products. The data for the purpose of the present study have been collected through primary and secondary data. Primary data has been collected through structured questionnaire. A total of 50 respondents residing in the Salem city form the sample. The statistical tools used for the purpose of this study are simple Percentages, Mean, Standard Deviation and Mean Rank. From the result it is clear that a majority of 44% of the respondents are agreed with the factor of “Price” and “Quality”, 42% of the respondents are agreed with the factor of “Offers/Discounts” and “Brand Image”, 40% of the respondents are agreed with the factor of “Colour”, “Technical Features” and “Model / Design”. 36% of the respondents are agreed with the factor of “Brand Preference” and “Celebrity”.

Sakthivel Murugan and Shanthi (2014) analyzed the perception of women consumers in their research entitled “Perception of Women Consumers towards the Purchase Decision of Two Wheelers in India – A Study With Reference to Metropolitan Cities”. The study aimed to examine the influence of regions on women consumers on their preference, attitude, decision-making, and satisfaction. The data collected through the questionnaire were scrutinized and SPSS package was used for analysis. The finding revealed that the perception of women consumers towards the two-wheeler purchase decision differ widely. The researcher found that region effect is an insubstantial factor in two-wheeler users’ evaluation. Other factors such as promotional schemes, performance, utilitarian benefits, personal factors and value-added benefits were perceived by women consumers in four cities as more important than regions.

Shrirang Altekar and Anil Keskar (2014) conducted a study on “A Study of the Factors Impacting the Buying Decision Process vis-a-vis Specified Consumer Durables in NOIDA” which aimed to determine the factors impacting shopper decision making in three stages of the buying decision process – Introduction, Influencing and
Decision Making in respect of certain consumer durables. Convenience sampling technique was used. 250 adults were given questionnaires outside malls and shopping places of NOIDA. The results of the study indicated that while advertising plays a predominant role during the introduction stage, in introducing the brand to the consumer, family members play the most important role in stages, influencing the choice of the brand pre-store and in the decision making as regards the brand choice. The study also showed that for home appliances, the spouse is the pre-dominating influencing element whereas children are the dominating factor in the family as regards electronic goods.

Shumeet Kaur and Ashita Chadha\textsuperscript{27} (2014) investigated the consumer behaviour in their article entitled “Consumer Behaviour for Durable Goods: A Case Study of Rural Punjab” The objective of the study was to analyze the factors affecting the purchase of consumer durables. The study, descriptive in nature, has been carried out in rural Punjab in September - October 2011. Forty-one households were selected for study on the basis of non-probability convenience sampling. A structured questionnaire was used having closed-ended and ranking based questions. Chi-square test and the additive property of Chi-square were used to conduct comparative analysis. The study revealed that the reason for the buying of additional consumer durables like television, refrigerator, car or motorcycle is that surplus funds are available with the household. It is observed that promotional schemes do not allure the consumer to buy an additional product or change the present one and prestige played an important role while changing automobiles like cars and motorcycles but home appliance is not changed because of prestige issues.

Arun Bhatia\textsuperscript{28} (2013) conducted a study on “Consumer Behaviour towards Durable Goods in Rural Areas of Himachal Pradesh with special reference to Induction Stove”. The main objective was to find the consumer behaviour of the rural population in
the region with the special inference to Induction Stove new method of cooking food. The study is confined to the education level of the individuals in the rural areas and for the same 100 respondents’ were questioned through a structured questionnaire and they are selected for answering questions like selection of the induction stove as an alternative method of cooking food, selection criteria and reasons for selection of Induction stove as a method of cooking food. The result of the study found that most of the customers prefer an outlet and a service centre close to their house to make a decision of the Induction stove though, at the time purchase, they are buying due to manufacturer outlet close to their household or influenced by the buying pattern of the neighbor's household.

Dorota Roszkowska–Hołysz (2013) has written an article in the title of “Determinants of consumer purchasing behaviour in the light of the theory of consumer behavior”. This article presented some considerations on chosen determinants of the consumer purchasing behaviour. He explained that the consumer purchasing behaviour is affected by different factors associated with living in a society, an organized community as well as factors of personal nature, which can be grouped into collective categories. Psychological, socio-cultural, economic and demographic determinants were presented in the article. An attempt to identify interrelationships amongst groups of factors as well as internal relations within the group was made.

Kanwal Gurleen, Varun Nayyar and Ajwinder Dhillon (2013) analyzed the role of advertisements in purchase of the product by rural consumer in their article entitled “A Study on Purchase Behavior of Rural Consumers of Jalandhar”. The present study was based on primary data and the same has been collected through a non-disguised structured questionnaire consisting of questions of dichotomous type, multiple choices and open ended type. 425 rural respondents have been selected from various villages of Jalandhar with different demographic characteristics using simple random
sampling method sample selection. The data has been analyzed by using statistical tools like median, etc. These mathematical tools were employed using statistical software like SPSS meticulously. The study showed that majority of the respondents feel that they get influenced by television advertisements for the purchase of a particular toiletry followed by Hoardings, Radio, own experience and friends correspondingly.

Patel and Jaykumar R. Joshi\textsuperscript{31} (2013) conducted a study entitled “An Empirical Study of Purchase Pattern Consumer Durable Products with Special Reference to Anand District”. The present study tried to concentrate on important factors & various sources of information in the purchase decision for consumer durable goods by consumers of Anand District. This study was the descriptive type of research. The survey was based on convenience sampling having 100 consumers as the sample size from the same region. It revealed that company or brand name, guarantee or warranty, price, and after-sales service are the important factors in the purchase decision of consumer durable goods. While, sources of important information collected through the authorized dealers' shop, technical expert advice, the role of TV as media and influence of friends, relatives, and neighbors found important in the purchase of durable goods by respondents.

Ratna\textsuperscript{32} (2013) conducted a study on “Rural Consumer Behaviour Towards Durable Goods in India”. The purpose of the study was to identify the pre-purchase rural consumer behaviour towards consumer goods. This study has selected six villages from Guntur, Narasaraopet and Tenali revenue divisions in Guntur district. Totally 600 samples collected from six villages in Guntur district, Andhra Pradesh. The result of the study revealed that more than one-third respondents took two to six months and another more than one-third respondents took six or more months for pondering over selecting their desired brands. Only 11\% respondents and 14.3\% of respondents purchased their selected brands just below two months take time to purchase, they might be rich people.
But it appeared that almost nearly 75% of the respondents took more than two months to be engaged in the actual purchase.

Ritesh K. Patel\textsuperscript{33} (2013) in his study entitled “A Study on Consumer Preference towards Purchase of Electronic Consumer Durables from Retail Malls” aimed to find the way the particular product of electronic product sale from the retail mall and which factor influence more consumer preference in purchasing a particular product from the organized retail mall. Descriptive research was undertaken and close-ended questionnaires were administered through personal interviews and telephonic interviews with consumers who had purchased electronic consumer durables from organized retail malls within past six months. The researcher has used statistical techniques such as Chi-square analysis and ANOVA to reach the conclusion of this study. The study found that the factors like specific cost-benefit, technological factors, promotional factors, social-culture, trust factors, satisfaction with retail mall are most important factors which influence the consumer buying preference. Demographical factors such as age, occupation, education, income and family structure also play a key role in selecting a retail mall and mall layout preferences also differ based on these demographical factors.

Yuvraj L Lahoti and Alfred S.J. Jacob\textsuperscript{34} (2013) carried out a study entitled “A Study of Indian Rural Buying Behaviour for Selected Consumer Durables” with the objective of studying the rural buying behaviour for selected consumer durables. The study was undertaken in Satara district. The research design selected for this study was the combination of exploratory and descriptive research designs. 137 consumers were selected for the study by using judgment sampling technique. The study found that rural consumers have typical buying behavior where they prefer to associate with reference group for purchasing high involvement products. It revealed that the Indian rural social classes are mostly based on income levels. It also found that the reference groups differ
as per the income levels and in a rural family for material comfort products; husband and his parents are dominating and influential.

**Arul Rajan** (2012) investigated in his article entitled “A Study on Buying Behaviour of Rural Families with the Purchase of Durable goods in Tamil Nadu” to find out the factors influencing the buying of consumer durable product. A total of 600 samples were selected from four districts comprising of seventy villages in Tamil Nadu by using the non-probability purposive sampling. The research instrument used for deriving rural buying behavior model was a structured interview schedule. Factor analysis was used to find the factors influencing the rural customers in the purchase of durable goods. The study found out that the criteria in selecting the durable goods are the price of the product, dealer reputation and their advertisement in local papers, special discount, and gifts given by the local dealers, brand name, warranty given to the product and the operational ease.

**Eva Bednarik** (2012) investigated consumer behaviour in his article entitled “Consumer Behaviour Model on the Furniture Market”. The method of research was a descriptive, quantitative, personal interview based on a structured questionnaire. The study aimed to obtain statistically valid, quantifiable data on a sample representing Hungarian furniture purchasers, the population of the research. It used quota sampling. The sample size was 1300 persons. The result showed that counseling, personal relations are equally important for both sexes at the point of information obtaining when making furniture purchase decisions.

**Gowri** (2012) conducted a study on ‘Impact of brand factors on the purchase of various brands of television’ with the objectives of knowing the background characteristics of households using television and also to assess the influence of brand factors like brand heuristic, brand knowledge, brand loyalty, perceived value, brand
association, etc. 500 samples were taken in Coimbatore city by purposive sampling. The study found that brand heuristic, brand knowledge, and brand trust had the significant influence on the purchase of specific brands while others like brand loyalty, perceived quality and the brand association had not influenced the purchase decision.

Janaki and Premila (2012) conducted a study on “Customer involvement in the purchase of home appliances”. The objectives of the study were to understand the socio-economic profile of consumers and also to study purchase decision behaviour. The study analyzed the factors influencing customers' purchase decision making. A total of 200 samples were taken for the study from Coimbatore city by using the convenience sampling. The study found that brand was the most influential determinant which affects customers' decision to purchase home appliances. In addition to that search and information processing was the most important factor that affects brand preference and thereby purchases decision making.

Pandey and Pandey (2012) conducted a study on the relationship between lifestyle and brand preference - a case study of television. The objectives of the study were to evaluate the relationship between lifestyle and brand preference and to examine the relation between price and brand. The study also conducted to know how the role of family members and expert opinion affect the purchase decision. A total of 100 consumers from Haridwar were taken. It was found that during the selection of durable goods people wanted to buy highly priced branded durables. It is clear that during the selection process, the role of family members and expert opinion played a big role.

Ratika Rastogi and Sonia Chaudhary (2012) examined the buying behavior of rural consumers in their research paper entitled “Psychology and Buying Behaviour of Rural Consumers with Special Reference to Television, Washing Machine and Refrigerator in the Rural Areas of Meerut Region”. The study was based on primary data
collected from 160 households from rural areas of Meerut. These households were interviewed through a pretested, well-structured questionnaire. According to the survey done maximum rural consumers preferred to buy the new product of the same brand keeping in mind the quality of the product they are already using the same company. Second preference was given by the consumers to the price of the product while purchasing a new product. Third preference was given by the consumers to the special offers of the company while purchasing a new product. And lastly, preference was given by the consumers to the after sales service and discount offered by the company while purchasing a new product.

Sardar (2012) conducted a study on ‘Brand preference of passenger cars in Aurangabad district’ with the objective of finding out the factors influencing the brand preference of passenger cars and also to assess the profile of passenger car consumers. The study was also intended to analyze the satisfaction level of consumers of passenger cars. A total of 150 respondents from Aurangabad district of Maharashtra were taken as the sample with the help of judgment sampling. The study found that personal factors like age, educational qualification, gender, occupation, income status had significant influence over factors affecting brand preference. The study also found that 70% of the respondents were satisfied with the car which they were using.

Indushri (2011) conducted a study entitled “Buying Roles in the Purchase Decision Making Process of Consumer Durables”. The study aimed to examine the purchase behavior of family members towards the consumer durables. Specifically, five consumer durables (television, washing machine, microwave oven, refrigerator, Air conditioner) were taken into consideration. Data were collected from 210 female respondents. They were asked to indicate the family member on who are the initiator, influencer, decider, purchaser, and user. The result showed that in almost in all consumer
durables the initiator and influencer, as well as decider and purchaser, are the same family member. Other roles are played by different members of the family for all consumer durables.

Sathyapriya and Suganesh\(^4\) (2011) conducted a study on ‘Factors influencing brand preference of passenger cars among existing car owners’. The objectives of the study were to identify brands of cars preferred by prospective consumers and also to understand factors that influence their choice in different segments of cars. The study also intended to assess the impact of demographic variables on the brand of passenger car preferred. A total of 603 samples were taken from Chennai. The study found that Maruti was the most preferred brand in mid car segment while Hero Honda was the most preferred brand in the premium car segment. The study also found that performance safety and brand name of cars were the most influential factors in their purchase decision making. Age and income did have a direct role to play in influencing brand preference.

Hitesh D. Vyas\(^4\) (2010) explored the important factors and sources of information in the purchase of consumer durables among households in Bhavnagar city in his study entitled “Consumer Purchase of Consumer Durables: A Factorial Study”. He opined that the market for consumer durables has become more competitive and the producers of durable products should understand consumers’ interest much to find the higher sale of their products. This study analyzed the important factors and sources of information that influence the purchase of durable goods. The study revealed that company or brand name, guarantee/warranty, price and after sales service were the important factors in the purchase of durables. The sources of important information were authorized dealers’ shop, technical expert advice, the role of TV as media and influence of friends, relatives, and neighbors. The study concluded that the competitive market
provides the opportunity on one hand and threats on the other hand to both the consumer and the producer.

**Judit Pakaine Kovats** (2010) investigated consumer behaviour in his study entitled “Consumer Behaviour Model on the Furniture Market”. The method of research was a descriptive, quantitative, personal interview based on a structured questionnaire. The study aimed to obtain statistically valid, quantifiable data on a sample representing Hungarian furniture purchasers, the population of the research. It used quota sampling. The sample size was 1300 persons. The study revealed that price is still a very important factor in decision making. However, the trend of social responsibility, environmental protection and appraising human health may also be apprehended. The study found out that the impact of personal information sources is greater on furniture purchase decisions, which comes along with the entry of a trend indicating the increase in interest in the origin of the product.

**Lilly** (2010) conducted a study on “Customer perception and preference towards branded products with special references to television sets” with the objectives of examining customers’ perception of the promotional factor of purchase towards branded products and also to understand whether the demographic variables of the customers had the influence on brand preference of television sets. A total of 200 respondents were taken as samples. The study found that demographic variables like age, gender, educational qualification, occupation and monthly income had the impact on the customers' perception towards the brand.

**Makkar and Dhyani** (2010) explained consumer perception in their paper entitled “Consumer perception towards different media options - An empirical study of rural and urban perspective”. The study helped the marketers to focus attention on the diverse media vehicles in general and media specifically which are the key buying guides
for the customers in urban markets. It provided insight in the formulation media strategy regarding the consumer perception. The marketers enabling them to focus on right media choice and media mix. The study showed that the media is having a dramatic impact on the consumption patterns of the consumers irrespective of their affiliation to certain geographical location rural and urban and their gender.

Natarajan and Thiripurasundari\textsuperscript{48} (2010) focused on the consumer preference in their article entitled “Local brand vs. Global brand syndrome - A study with reference to Indian car industry”. The customers' preference towards local and global brands was studied by administering a structured interview schedule with one hundred and fifty customers in Pondicherry city. The study explained that consumers made favorable perceptions of the country wherein they tend to associate factors such as superior quality, technical advancements, modernization etc. to the country from which the brand had taken its origin. The study also explained that consumers who owned a local brand evaluated the local brand in a favourable manner, wherein they tended to associate the brand to India’s strong automobile sector making quality and technically efficient cars. The findings of the study advised that the consumers who possessed global car brands preferred their car brands due to factors such as global presence, worldwide reputation and the quality of being imported.

Sarvana\textsuperscript{49} (2010) in his article entitled "A study on consumer behavior of woman with special reference to durable goods in Coimbatore city - Tamil Nadu", found that education plays a key role in shopping behavior and higher income group respondents shop as and when they like; In majority women play a major role in purchase decision and they prefer to prepare an item list before purchasing. Family influenced the consumer’s behavior to a greater extent while purchasing. Majority of the respondents preferred to purchase products from the departmental store rather than any other shop.
Most of the people recommend the product purchased by them to others. People gave preference to product quality. Most of them satisfied with the factors such as price, quality, and availability of service and design of durable goods.

Subadra, Murugesan, and Ganapathi (2010) conducted a study entitled “Consumer perception and behaviour: A study with special reference to car owners in Namakkal district”. The study carried out with the objective of evaluating car owners’ perception and behaviour pertaining to the purchase and use of cars and also to analyze the factors influencing the purchase of cars. A total of 300 respondents from Namakkal district were taken as the sample. The study found that driving comfort, fuel economy, availability of spare parts, price, brand image are some of the important factors that influence consumers to purchase. Age, family income, occupation, education, family size made an impact on those factors.

Avinash Kapoor and Chinmaya Kulshrestha (2009) in their article, “Consumers' Perceptions: An Analytical Study of Influence of Consumer Emotions and Response”, explained that companies are increasingly attempting to offer customers an experience of availability range, affordable cost, shopping convenience, and ambiance. The purpose of this paper was to determine the impact of salesperson behavior on motivation, cognition, emotions, and responses of the consumers and to identify different responses to sales interaction according to their different perceptions. This paper has significant implications in terms of not only understanding the mechanisms that underlie selling effectiveness but also the role of consumer psychographics, sales encounter experience, and salespersons behavior influencing purchase decision making. From a managerial perspective, the paper contributed from a prescriptive standpoint in terms of enabling salespeople to select effective selling behaviors based on more than overt demographic characteristics.
Mateja Kos Koklic and Irena Vida\textsuperscript{52} (2009) conducted a study entitled “A Strategic Household Purchase: Consumer House Buying Behavior”. The aim of this study was to examine consumer house-buying behavior from the consumers’ perspective. In this research, six semi-structured in-depth interviews were carried out; three interviews with recent owners of a custom-made prefabricated house and another three interviews with potential buyers of the same product. The sample was composed of household with 2 to 4 members from different areas of Slovenia. The results of our in-depth interviews with recent owners and potential buyers of a custom-made prefabricated house suggested that cognitive and rational factors do not offer sufficient explanation of consumer behavior in the case of a high-involvement product such as a house. The study suggested that in addition to the idiosyncratic characteristics of the customer, his/her personal situation and environmental factors, the role of feelings, experience, subconscious factors, needs, and goals should be taken into account to better understand this kind of decision making.

Anand and Hundal\textsuperscript{53} (2008) undertook a study entitled "Perceptions of consumers towards Promotional schemes for durables in Punjab”. This study was conducted to gain insight into the perceptions of rural and urban consumers about various promotional measures adopted by durable goods manufacturing companies. The sample size was 600. The major findings were though both the groups seem to have considered all the factors as important in sales promotion. The study stated that urban respondents have assigned high priority for these schemes: installment purchase, off-season discount free gift. The study suggested that all the promotional measures have to be enforced to capitalize the opportunities in this highly growing Indian market.

Bhagaban Das, Sangeeta Mohanty and Nikhil Chandra Shil\textsuperscript{54} (2008) carried out a study entitled “Categorizing Consumers’ Buying Behavior: A Factor Analysis in
Consumer Durable Market". Keeping objectives of the research in mind, 80 consumers were selected at random by using simple random sampling technique from the Balasore town of Orissa called as the Sand City of India. Factor analysis is a multivariate technique and was employed in the study for the purpose of analyzing the data. The data was analyzed by using SPSS, version – 11. This research found that consumers' perception of buying the color television is mostly affected by the factors, such as structural add-ons, words of mouth, technical features, durability, ground reality etc. The above results have far-reaching implications for the Television marketers, dealers and advertising agencies as it gives insight into the minds of consumers and how they view their televisions.

Christopher P. Blocker, Daniel J. Flint (2007) has analyzed the relationship between Satisfaction, Loyalty and Buying Intention Perceived by Spanish Consumers in their research paper entitled “Do Your Customers Really Want a Relationship with You?” Scale development was based on the review of the most relevant literature regarding food marketing and agribusiness. Data were collected through a structured questionnaire. A structural equations model was applied to analyze the relationships among consumer satisfaction, loyalty and buying intention. The results showed that a higher satisfaction leads to greater levels of loyalty and buying intention of the consumers.

James H. Leigh and Youngtae Choi (2007), in their study ‘The impact of attributions about life events on perceptions of foreign products” aimed to analyze how consumer attributions made about a life events occurring in a foreign country vary across individuals from individualist and collectivist cultures, which serve to moderate the impact of the event on product perceptions. The authors adopted the methodology based on empirical evidence. The proportionate random sampling method with sample size 300 was selected and required to complete the questionnaire and considered for the primary
data analysis. The authors used factorial designs, cluster analysis, and one-way analysis to analyze the data to arrive the desired result. The researcher analyzed cross-cultural differences life events, attribution theory to derive results. The authors concluded that an event important to a consumer that occurred in a foreign country may serve to affect perceptions about the products from the country and life events represent important experiences or circumstances that tend to exert a major influence on the individuals.

Kabadayi Ebru Tumer, Aygun Inci, and Cipli Cigdem (2007) investigated the effects of selected marketing mix strategies in their study entitled “The Effects of Marketing Mix Strategies on Brand Equity: Mobile phone sector”. 300 samples were selected for the study by quota sampling in the study area. The appropriate statistical tools used for analyzing the collected data. The study showed that perceived price, the intensity of distribution, advertising campaigns and sponsorship activities conducted for the brand were proposed to be positively effective on the building brand equity. It is cleared that the perceived intensity of price deals performed for that brand was proposed to be negatively effective on the brand. The findings also revealed that distribution intensity is relatively the most important factor in developing brand equity. It provided some insights into marketing strategies that are utilized to create brand equity.

Mohanram and Mahavi (2007) evaluated the factors influencing teenagers informing purchase decision in their paper entitled “Product Related Characteristics, Promotion and Marketing Mix are Key Tools in Determining Purchase Behaviour & Purchase Decision by Teenagers - An Empirical Study”. They found that teenager was influenced by updated information of the product like price, technology and peer compulsion and ales talk of the dealers. Teenagers employ two types of strategies to convince their parents emotional and logical. They gave top priority to quality, durability, utility and long-term benefits. They also look at colors, popularity, physical appearance
and brand value. The emotional teenagers gave the least importance to sales promotion like offers and schemes whereas teenager who approach logically consider offer and schemes as important.

Mirela Mihic and Gordana Culina\textsuperscript{59} (2006) conducted a study on “Buying Behavior and Consumption: Social Class versus Income”. The aim was to determine which of the two analyzed concepts - social class or income - has more influence over the buying behavior, i.e. consumption of certain products/services. The research was conducted on a sample of 270 respondents. The results confirmed two of them entirely and one part, showing that both social class and income significantly influence buying behavior. Among 19 analyzed cases, social class proved to be more significant in eight of them and income in four. The research showed that income better explains purchasing habits and behavior with less visible products associated with significant expenditures, while social class matters more with products reflecting lifestyle values, i.e. more visible and expensive products associated with class symbols. Since members of different social classes and income categories differ significantly in buying preferences with all analyzed products/services, it can be concluded that both variables, depending on specific situations and types of products/services, constitute important market segmentation criteria.

Kumari, Reddy, and Kameswari\textsuperscript{60} (2005) conducted a study on “Consumer buying behaviour in two-wheelers industry - with special reference to Hero Honda motorbikes”. The study intended to make a complete analysis of Indian two wheeler industries and also to find out awareness levels of consumers regarding different brands of two-wheelers in the market. It was also to identify the factors affecting purchase decision of buyers. A sample of 20 dealers and 150 consumers were taken. The study found that Hero Honda was the market leader in two-wheeler industry and it was due to
factors like declining prices of motorbikes, rising aspiration levels of westernization, fuel efficiency, etc. which gave Hero Honda the recognition of market leader.

Ganesamurthy\textsuperscript{61} (2003) conducted a survey through his research entitled “A Survey of Selected Consumer Products in Rural Market Areas”. The area of study was Erode district of Tamil Nadu and thesis of the sample taken was 50 respondents and the simple random survey was conducted. He concluded that now day's products are flowing from rural to urban areas and urban to rural areas. Even premium brands are gaining wide acceptance in the rural bastions. Increasing awareness has led to significant changes in buying behavior and consumption habits. The urban market is getting increasingly competitive and saturated. There is less scope for growth in the urban markets, especially for the already established categories. The researcher concluded that today, the rural market is blooming with an increase in the disposable incomes of the households.

Sarwade\textsuperscript{62} (2002) conducted a study on “Emerging dimensions of buyer behaviour in rural area”. The researcher selected Adul, Paithan and Sangvi villages of Marathwada region as study area. and the author concluded that majority of the respondents owned consumer durables. More than half of the respondents owned television, radio, tape recorder, bicycle, fan, clock, and wristwatch in all the three villages, least percentage of them owned sofa, camera, motorcycle and sewing machine. The study showed that price was the most important factor which influenced the purchasing decision as against the quality of the product. A standard or quality mark on the equipment is itself an indication of guarantee of safety in its use. Minimum standards of performance and safety precautions have been prescribed for many consumers’ durables by authorities and institutions. The study concluded that when these labels or marks are present on the product the products gain more value at the time of purchase.
Shivkumar and Arun\textsuperscript{63} (2002) investigated a study entitled “Buying Behaviour in the Hinterland”. They examined in rural Pondicherry to understand the buying behaviour on two products; wrist watches and footwear. The study revealed that rural consumers consider only one brand and visit one shop before making a purchase decision. Though buyer himself takes decision for buying watches, yet retailers and advertisements have been found important influencers. Unlike urban areas, where watches are treated as gift items, these are bought as and when necessity is felt. Brand name and price were the important considerations in buying watches. Utility and longevity (quality) were the prime considerations for footwear and no significant influence of brand was observed in this category. The study concluded that the respondents used to buy both the items based on the necessity felt rather than waiting for any offer or festive season.

Brucks, Marrie, Valarie A. Zeithaml, and Gillian Naylor\textsuperscript{64} (2000) conducted a research entitled “Price and Brand Name as Indicators of Quality Dimensions for Consumer Durables” to understand the critical dimensions and cues that the consumers employ to judge quality. Using a qualitative study the author first developed a generalized typology of quality dimensions for durable goods that includes ease of use, versatility, durability, serviceability, performance, and prestige. Second, the author conducted a process-tracing laboratory experiment to examine how key marketing variables such as price, brand name and product attributes affect consumers’ judgment processes and inferences about how products perform on the six quality dimensions. Results indicated that consumer’s use price and brand name differently to judge the quality dimensions, searching for price and brand name much more frequently when evaluating prestige than when evaluating any other quality dimension. Results suggested
that managers must determine the relevant quality dimensions for a product category and the cues that are salient for judging those dimensions.

**Klaus G Grunert, Tino Bech-Larsen and Lone Bredahl Jensen** (2000) conducted a study on “Three issues in consumer quality perception and acceptance of dairy products”. The result of the study showed that consumer quality perception of the dairy product is characterized by four major dimensions: hedonic, health-related, convenience – related and process-related quality. Two of these viz., health and process-related quality, are credence dimensions, i.e. a matter of consumer trust in communication provided. Drawing on five different empirical studies on consumer quality perception of dairy products, three issues related to the communication on credence quality dimensions are discussed: Providing credible information, the role of consumer attitudes, and inference processes in quality perception. Organic products, functional products, and products involving genetic modification are used as examples.

**Srinivasan** (2000) examined the consumer perception in his research entitled “Consumer perception towards processed fruits and vegetable products”. The aim of the paper was to study the identification of consumers with high educational qualification highly prefer to buy processed products. Besides, processed fruits and vegetables are highly preferred by consumers belonging to the high-income group. The tolerable limit of price increase identified is less than five percent and any change in the price above this limit, would result in discontinuance of the use of the processed product. Majority of the consumers preferred processed products because of their ready- to- eat form.

**Nayak and Reddy** (1999) in their book entitled “Consumer Behaviour” observed the role of women purchasing pattern on durable household goods. They surveyed different magazines to study the role of women purchasing pattern on durable household goods. They studied the role of advertisement on consumers purchasing
pattern. It was found that women are rarely shown engaged in purchasing durable household goods. They appear only for inexpensive purchases. For expensive purchases, men are brought into the advertisement of durable goods.

**Agneta Marell**\(^\text{68} (1998)\) carried out a study entitled “The household decision-making process in replacement of durable goods”. This thesis’ focus on the process is reflected in and emphasized by the choice of method; both a cross-sectional and a longitudinal study have been undertaken. In order to test the questionnaire and to get an indication of the strengths in the proposed relationships, a pre-test of 100 households and a cross-sectional study with almost 600 households were undertaken. The study indicated that problem identification initiated through a change either in aspiration level or in current level might evoke different decision strategies and consequently, the problem identification stage might be more important for marketing strategies than previously assumed. The results also highlighted the importance of considering the consumers' present stage in the decision process for achieving an efficient segmentation for market communication as product attributes important early in the process might not be important later in the process.

**Robert T. Green and Isabella C.M. Cunningham**\(^\text{69} (1975)\), in their study "Feminine role perception and family purchase decisions" analyzed family decision making patterns under different conditions of female role perceptions. The authors adopted the methodology based on empirical evidence. 257 married women from Houston and Texas were selected by the simple random method and required to complete the self-administered questionnaire. The authors used F-test to find the desired results. It is found that changes in purchasing behaviour within the family like perceptions of family members and financial resources are associated with changes occurring in the
female role perceptions. And also found that demographic factors like age and income
groups are the main factors influencing female purchase decision making.

2.3 Research Gap in the Literature

The literature review is a significant step in each and every research process. Review of earlier studies discloses the works and studies done by individual researchers and institutions help to establish further the need for the study. The researcher has reviewed 70 studies, which include 49 Indian studies and 21 foreign studies. The previous studies identified the important gap that will be explored in this thesis. Analyzing the above literature reveal that research on durable goods has been existing since 1975 (Robert Green, Isabella and Cunningham) - emphasizing the importance of durable product marketing and the need for consistent research. Researches on durable goods were mainly based on post-purchase behaviour, buying behaviour, replacement, the impact of environmental factors, advertisement, decision making, perceived product and its quality, the reason for purchase, purchase attitude, etc., providing an opportunity for a new area of research. Among the research on durable goods, very few researches have been conducted on household durable goods expose the essence of research. In this research special attention being given to the perception of the consumer, consumer buying behavior, impact of various influencing factors on buying behavior of consumers towards the household durable goods.

Based on the literature analysis the researcher has identified and confirmed the research gap that there were no studies conducted on consumer buying behaviour on household durable goods based on marketing stimuli in Tirunelveli district. Hence the researcher has selected the topic “Buying Behaviour of Consumer : A study with reference to household Durable Goods in Tirunelveli District”.
2.4 Chapter Summary

This chapter refers to the studies related to consumer buying behaviour towards the household durable goods. In this context, the literature review was done to identify the gaps that existed between relevant available matters and the proposed study. The reviewed literature collected were related to consumer perception, consumer buying behavior and influencing factors on buying behaviour. It was found that there was a need for evaluating the consumer buying behavior towards the household durable goods in an integrated manner. The review concludes that the standardization argument that predominates in the literature is flawed with respect to consumer buying behavior towards the household durable goods.