

Socio -Economic, Cognitive Factors and Purchase Pattern on Speciality Goods in Semi – Urban Consumer of Dharmapuri District

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Abstract: The field of marketing is continually changing one. The consumer's expectations are also dynamic in nature because of the entry of new product features in a competitive environment. The success of marketing is to understand the behavioural aspects of consumers in terms of their desires, preferences, tastes and expectations. Consumer or customers are valuable assets for any organization. Consumers who select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and desires. A manufacturer produces what the consumer wants. The study of consumer behaviour helps to know how its takes place at every phase of the consumption process: before the purchase, during the purchase and after the purchase. It is observed from the two different buyers buying the same product for different reasons, paid different prices, used different ways, have different emotional attachments towards the things and so on. Last two decades have witnessed that growing demands for different consumer durable products because a rise in discretionary income and their living standards. Further, a trend for people to utilize their income for more comforts and facilities is also developing. Intense competition among the marketers of consumer durables and the increasing awareness of consumers about their own needs is making a major difference in marketing of consumer durables. Hence, this study will highlight how business organizations to redesign their marketing plans, policies and strategies according to the current requirements of customers. And it helps the organizations to produce and market the products according to the consumers' preferences, tastes and expectations.

Keywords: Buying behaviour, consumer expectations and buying decisions.

INTRODUCTION

The field of marketing is continually changing one. The consumer's expectations are also dynamic in nature because of the entry of new product features in a competitive environment. The success of marketing is to understand the behavioural aspects of consumers in terms of their desires, preferences, tastes and expectations. Consumer or customers are valuable assets for any organization. Consumers who select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and desires. A manufacturer produces what the consumer wants. The study of consumer behaviour is very important to the marketers because it enables them to understand and predict the buying behaviour of consumers in the market place. It is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it, and how often they buy it and also how they consume it and dispose it. The study of consumer behaviour helps to know how its takes place at every phase of the consumption process: before the purchase, during the purchase and after the purchase. It is observed from the two different buyers buying the same product for different reasons, paid different prices, used different ways, have different emotional attachments towards the things and so on. Last two decades have witnessed that growing demands for different consumer durable products because a rise in discretionary income and their living standards. Further, a trend for people to utilize their income for more comforts and facilities is

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also developing. Intense competition among the marketers of consumer durables and the increasing awareness of consumers about their own needs is making a major difference in marketing of consumer durables. Hence, this study will highlight how business organizations to redesign their marketing plans, policies and strategies according to the current requirements of customers. And it helps the organizations to produce and market the products according to the consumers' preferences, tastes and expectations.

STATEMENT OF THE PROBLEM

This study aims to ascertain the influence of demographic and economic factors on buyer behaviour towards speciality goods in Dharmapuri district of Tamil Nadu. The study also aims to analyse the buying behaviour of consumers with respect to source of information, brand comparison with the various factors, consideration of economic and psychological aspects, attitude on purchase decision, learning aspects and perception aspects. Rural population of the district constitutes 82.67% of the total population. The district includes three category of consumers namely, rural, urban and semi-urban consumers. The marketers will have to monitor and comprehend to extent of influence of these factors for addressing the following questions. Why, How, When, from where and How do they respond to the marketing stimuli? Hence, the researcher felt that there is a need to study consumer behaviour towards home appliances with special reference to speciality goods with the following specific objectives.

OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To study the socio-economic profile and the purchase pattern of speciality goods.
2. To study the sources of information on specific brands of home appliance
3. To analyse the factors influencing the level of purchase pattern of speciality goods.

RESEARCH METHODOLOGY

Nature of the Study

The study mainly aims to assess the buyer behaviour on select home appliance with special reference to speciality goods. The study also aims to describe the socio-economic profile of the respondents, to identify the sources of information used by the customer for making decisions and to analyse the purchase pattern of respondents with special reference to speciality goods. Hence, the research design applied for this study is descriptive and analytical in nature.

Nature of Data

Both primary and secondary data were used in this study. The primary data were collected from the respondents who are using speciality home appliances in all the 8 blocks of Dharmapuri district.

Data Collection Instrument

The data collection instrument (A well Structured Interview Schedule) was designed to suit the statement of the problem and objective of the study.

Sample Size Determination

The following formula is applied to determine the optimum sample size.

$$n = \frac{Z^2 a / z.p.q}{e^2}$$

$$n = \frac{(1.96)^2 (0.05) (1-0.05)}{(0.02)^2}$$

$$\text{Required Sample Size (n)} = 456$$

Sampling Procedure

The sample respondents who have been using speciality goods were selected by adopting multi stage random sampling process. In Dharmapuri districts the five taluks namely, Dharmapuri, Palacode and Pennagaram from Dharmapuri division and Harur and were considered for sample selection. From the five taluks the 8 blocks namely Dharmapuri, Nallampalli, Palacode, Karimangalam, Pennagaram, Harur, Morapur and Pappireddipatty were considered and from that eight blocks equal 57 samples was collected.

HYPOTHESES

A few reverent hypotheses have been formulated with respect to socio-economic variables, buying behaviour of the respondents, factors considered before finalizing the brand, sources of information for making decision and purchase pattern of the respondents.

Statistical Tools Used

The following statistical tools were used for analysing the primary data.

Frequency, Mean, Correlation, Multiple Regressions and Chi-square Test

REVIEW OF LITERATURE RELATED TO SOCIO-ECONOMIC AND DEMOGRAPHIC FACTORS

Kapoor in his study on "Durable Consumer Goods" examines the growth patterns in actual production and capacities of the consumer goods and concludes that rising income, urbanization and education have a great impact on the Indian consumption pattern and the growing component of discretionary expenditure.

Hundal and Sandhu in their study on buying behaviour of television buyers in Punjab identified reasonable price as the major factor which influences the brand preference among the consumers. They also added that friends and relatives are other major influences in selecting a brand.

Gupta and Verma examined the influence of husband, wife and children and the interaction between them in the purchase decision process. The study also focused on the influence of socio-economic variables like age, education, income and employment in the decision dimensions and found that income of the family and women employment are the major factors influencing family decision making. In the purchase decisions, husbands tend to concern themselves with relatively important and functional product attributes like price while wives concentrate on relatively minor aesthetic product attributes like colour. He also pointed out that financial resources that husband or wife brings to the household also influence household decisions.

Morelli stated that replacement purchases are influenced by socio-economic variables, product characteristics and time factors. Higher income is generally associated with a higher probability of early replacements and households that can afford to often upgrade appliances that are still functional to acquire latest trends and new technology.

The Federation of Indian Chamber of Commerce and Industry (FICCI) has carried out a comprehensive survey of industries in the consumer durable goods sector. The survey is based on feedback and interaction with representatives of consumer durable industry, allied industries, public sector and government agencies. The survey reflects that the changing dynamic of consumer behaviour-luxury goods are now being perceived as necessities with high disposable incomes being spent on life style products.

Seema Gupta and Chundawat revealed in their study "Family and Social Influences in Buying Decision Making - A Study of Refrigerator" that demand initiation for household goods differ from product to product. The rise in the number of dual income families, fewer children per household and nuclear families have made parents more responsive to the needs and demands of children. The social factors mainly family, friends, relatives and acquaintance play a major role in influencing purchase decisions. Information obtained from these sources was considered to be most reliable. The study also revealed that the advertisements that do not reflect the importance of social factors will be in vain.

Himes gained an insight into characteristics of consumers experiencing dissatisfaction with some household appliances. The variables namely number of people in household, educational level of household head, annual household income, age of household, marital status, whether the house hold owns or rents its home, were the prime reasons for the differences in the socio-economic characteristics of households experiencing or not experiencing dissatisfaction with consumer appliances in the preceding 12 month period.

ANALYSIS AND INTERPRETATION

SOCIO ECONOMIC PROFILE AND PURCHASE PATTERN OF RESPONDENTS

1. GENDER:

GENDER LEVEL OF PURCHASE PATTERN (TWO-WAY TABLE)

S.No.	Gender of the Respondents	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Male	84(53.8%)	55(39.0%)	59(37.1%)	198(43.4%)
2	Female	72(46.2%)	86(61.0%)	100(62.9%)	258(56.6%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It could be divulged from the above table that (The percentage of high level of purchase pattern possessed on home appliances was the highest (62.9%) among the female respondents and the same was lowest (37.1%) among the male respondents. In order to find the relationship between the gender of the respondents and level of purchase pattern possessed on home appliances, chi-square test was used and the result of the test is shown in the following table.

Hypotheses (H₀): There is no association between gender and their level of purchase pattern on home appliances.

Hypotheses (H₁): There is an association between gender and their level of purchase pattern on home appliances.

(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Gender	10.600	9.210	2	Significant at 1% level

It is divulged from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. From the analysis, it is concluded that there is a close relationship between gender of the respondents and their level of purchase pattern possessed on home appliances.

2. AGE

AGE AND LEVEL OF PURCHASE PATTERN (TWO-WAY TABLE)

S.No.	Age of the Respondents	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Up to 20	29(18.6%)	33(23.4%)	36(22.6%)	98(21.5%)
2	21 – 30	102(65.4%)	77(54.6%)	75(47.2%)	254(55.7%)
3	31 – 40	12(7.7%)	15(10.6%)	35(22.0%)	62(13.6%)
4	41 – 50	8(5.1%)	5(3.5%)	8(5.0%)	21(4.6%)
5	Above 50	5(3.2%)	11(7.8%)	5(3.1%)	21(4.6%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It could be seen from the above table that the percentage of high level of purchase pattern possessed on home appliances was the highest (47.2%) among the 21-30 years age group respondents and the same was the lowest (3.1%) among the above 50 years age group respondents. In order to find the relationship between age of the respondents and level of purchase pattern possessed on home appliances, chi-square test was employed and the result of the test is shown in the following table.

Hypotheses (H₀): There is no association between age and their level of purchase pattern possessed on home appliances.

Hypotheses (H₁): There is an association between age and their level of purchase pattern possessed on home appliances

(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Age	23.900	20.090	8	Significant at 1% level

It is observed from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. From the analysis, it is concluded that there is a close relationship between age of the respondents and their level of purchase pattern possessed on home appliances.

3. EDUCATION

EDUCATION AND LEVEL OF PURCHASE PATTERN (TWO-WAY TABLE)

S. No.	Educational Qualification	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Illiterate	5(3.2%)	5(3.2%)	5(3.2%)	15(3.3%)
2	School level	10(6.4%)	10(7.1%)	5(3.1%)	25(5.5%)
3	Diploma	21(13.5%)	20(14.2%)	30(18.9%)	71(15.6%)
4	Under graduate	67(42.9%)	73(51.8%)	92(57.9%)	232(50.9%)
5	Post graduate	53(34.0%)	33(23.4%)	27(17.0%)	113(24.8%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It could be observed from the above table that the percentage of the high level of purchase pattern possessed on home appliances was the highest (57.9%) among the respondents of under graduate level category and the same was the lowest (3.1%) among the respondents of school level education. In order to find the relationship between educational qualification of the respondents and level of purchase pattern possessed on home appliances, chi-square test was employed and the result of the test is shown in the following table.

Hypotheses (H₀): There is no close relationship between educational qualification and their level of purchase pattern.

Hypotheses (H₁): There is an close relationship between educational qualification and their level of purchase pattern.

(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Educational Qualification	17.074	15.507	8	Significant at 5% level

It is evident from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. From the analysis, it is concluded that there is a close relationship between educational qualification of the respondents and their level of purchase pattern possessed on home appliances.

4. MARITAL STATUS

MARITAL STATUS OF THE RESPONDENTS AND THEIR LEVEL OF PURCHASE PATTERN (TWO-WAY TABLE)

S.No.	Marital Status	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Married	31(19.9%)	53(37.6%)	50(31.4%)	134(29.4%)
2	Unmarried	125(80.1%)	88(62.4%)	109(68.6%)	322(70.6%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It is limelighted from the above table that the percentage of high level of purchase pattern possessed on home appliances was the highest (68.6%) among the unmarried respondents and the lowest (31.4%) among the married respondents. In order to find the relationship between the marital status of the respondents and level of purchase pattern possessed on home appliances, chi-square test was used and the result of the test is shown in the following table.

Hypotheses (H₀): There is no close relationship between marital status of the respondents and their level of purchase pattern possessed on home appliances.

Hypotheses (H₁): There is a close relationship between marital status of the respondents and their level of purchase pattern possessed on home appliances.

(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Marital status	11.702	9.210	2	Significant at 1% level

It is witnessed from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. From the analysis, it is concluded that there is a close relationship between marital status of the respondents and their level of purchase pattern possessed on home appliances.

5. OCCUPATION

OCCUPATION AND LEVEL OF PURCHASE PATTERN (TWO-WAY TABLE)

S.No.	Occupation	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Employee	53(34.0%)	49(34.8%)	57(35.8%)	159(34.9%)
2	Agriculturist	38(24.4%)	27(19.1%)	32(20.1%)	97(21.3%)
3	Professionals	47(30.1%)	48(34.0%)	30(18.9%)	125(27.4%)
4.	Business	18(11.5%)	17(12.1%)	40(25.2%)	75(16.4%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

The above table reveals that the percentage of high level of purchase pattern possessed on home appliances was the highest (35.8%) among the respondents of employee category and the same was the lowest (18.9%) among the professional respondents. In order to find the relationship between occupation

of the respondents and the level of purchase pattern possessed on home appliances, a chi-square test was employed and the result of the test is shown in table

Hypotheses (H₀): There is no close relationship between occupation of the respondents and their level of purchase pattern possessed on home appliances.

Hypotheses (H₁): There is a close relationship between occupation of the respondents and their level of purchase pattern possessed on home appliances.

(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Occupation	19.363	16.812	6	Significant at 1% level

It could be divulged from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. From the analysis, it is concluded that there is a close relationship between occupation of the respondents and their level of purchase pattern possessed on home appliances.

6. MONTHLY INCOME

MONTHLY INCOME AND LEVEL OF PURCHASE PATTERN (TWO-WAY TABLE)

S. No.	Monthly Income	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Up to 15,000	87(55.8%)	61(43.3%)	71(44.7%)	219(48.0%)
2	15,001- 25,000	35(22.4%)	43(30.5%)	38(23.9%)	116(25.4%)
3	25,001-35,000	16(10.3%)	12(8.5%)	31(19.5%)	59(12.9%)
4	35,001-45,000	9(5.8%)	14(9.9%)	9(5.7%)	32(7.0%)
5	Above 45,000	9(5.8%)	11(7.8%)	10(6.3%)	30(6.6%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It is revealed from the above table that the percentage of high level of purchase pattern possessed on home appliances was the highest (44.7%) among the low income group of the respondents and same was the lowest (6.3%) among the high income group of the respondents. In order to find the relationship between the income of the respondents and the level of purchase pattern possessed on home appliances, chi-square test was used and the result of the test is shown in the following table.

Hypotheses (H₀): There is no close relationship between monthly income of the respondents and their level of purchase pattern possessed on home appliances.

Hypotheses (H₁): There is a close relationship between monthly income of the respondents and their level of purchase pattern possessed on home appliances.

(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Monthly income	16.362	15.507	8	Significant at 5% level

It is witnessed from the above table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. From the analysis, it is concluded that there is a close relationship between monthly income of the respondents and their level of purchase pattern possessed on home appliances.

7. FAMILY TYPE

FAMILY TYPE AND LEVEL OF PURCHASE PATTERN (TWO- WAY TABLE)

S. No.	Family Type	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Nuclear family	98(62.8%)	58(41.1%)	82(51.6%)	238(52.2%)
2	Joint family	58(37.2%)	83(58.9%)	77(48.4%)	218(47.8%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It is highlighted from the above table that the percentage of high level of purchase pattern possessed on home appliances was the highest (51.6%) among the respondents belonging to joint family and the same was the lowest (48.4%) among the respondents belonging to nuclear family. In order to find the relationship between the family type of the respondents and the level of purchase pattern possessed on home appliances, chi-square test was used and the result of the test is shown in the following table.

Hypotheses (H₀): There is no close relationship between family type of the respondents and their level of purchase pattern possessed on home appliances.

Hypotheses (H₁): There is a close relationship between family type of the respondents and their level of purchase pattern possessed on home appliances.

(CHI - SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Family type	13.996	9.210	2	Significant at 1% level

It is divulged from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. From the analysis, it is concluded that there is a close relationship between family type of the respondents and their level of purchase pattern possessed on home appliances.

8. FAMILY SIZE

FAMILY SIZE AND LEVEL OF PURCHASE PATTERN (TWO- WAY TABLE)

S.No.	Family Size	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Up to 3	35(22.4%)	32(22.7%)	29(18.2%)	96(21.1%)
2	4 - 6	97(62.2%)	85(60.3%)	94(59.1%)	276(60.5%)
3	Above 6	24(15.4%)	24(17.0%)	36(22.6%)	84(18.4%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It is highlighted from the above table that the percentage of high level of purchase pattern possessed on home appliances was the highest (59.1%) among the respondents belonged to medium size family and the same was the lowest (18.4%) among the respondents belonged to large size family. In order to find the relationship between the family size of the respondents and the level of purchase pattern possessed on home appliances, chi- square test was used and the result of the test is shown in the following table.

Hypotheses (H₀): There is no close relationship between family size of the respondents and their level of purchase pattern possessed on home appliances.

Hypotheses (H₁): There is a close relationship between family size of the respondents and their level of purchase pattern possessed on home appliances.

(CHI - SQUARE TEST)

Factor	Calculated Value	Table Value	D.F	Remarks
Family size	3.512	9.488	4	Not significant

It is lime lighted from the above table that the calculated chi-square value is lesser than the table value and the result is not significant at 1% and 5% level. Hence, the null hypothesis (H₀) is accepted and the alternative hypothesis (H₁) is rejected. From the analysis, it is concluded that there is no close relationship between family size of the respondents and their level of purchase pattern possessed on home appliances.

SOURCES OF INFORMATION

SOURCE OF INFORMATION AND LEVEL OF PURCHASE PATTERN (TWO WAY TABLE)

S.No.	Source of Information	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Radio advertisement	21(13.5%)	11(7.8%)	13(8.2%)	45(9.9%)
2	Television advertisement	106(67.9%)	102(72.3%)	124(78.0%)	332(72.8%)
3	Magazine advertisement	5(3.2%)	9(6.4%)	6(3.8%)	20(4.4%)
4	Newspaper advertisement	7(4.5%)	8(5.7%)	5(3.1%)	20(4.4%)
5	Posters and hoarding	8(5.1%)	6(4.3%)	6(3.8%)	20(4.4%)
6	Family members	9(5.8%)	5(3.5%)	5(3.8%)	19(4.2%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It is revealed from the above table that the percentage of high level of purchase pattern possessed on home appliances was the highest (78.4%) among the respondents influenced by television advertisement and same was the lowest (3.17%) among the respondents influenced by newspaper advertisement. In

order to find the relationship between the source of the information and the level of purchase pattern possessed on home appliances, chi- square test was used and the result of the test is shown in the following table.

Hypotheses (H₀): There is no close relationship between source of information of the respondents and their level of purchase pattern possessed on home appliances.

Hypotheses (H₁): There is a close relationship between source of information of the respondents and their level of purchase pattern possessed on home appliances.

(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Source of information	9.046	18.307	10	Not significant

It is evident from the above table that the calculated chi-square value is lesser than the table value and the result is not significant at 1% and 5% level. Hence, the null hypothesis (H₀) is accepted and the alternative hypothesis (H₁) is rejected. From the analysis, it is concluded that there is no close relationship between source of information of the respondents and their level of purchase pattern possessed on home appliances.

COGNITIVE FACTOR

1. ECONOMIC FACTORS

Economic aspects have a great impact on home appliances. The home appliances like Electrical Cooker, Electrical Induction Stove, Micro Oven, Multipurpose Mixer, Refrigerators, and Wet Grinder were once considered as life purchase but now people become more open to the idea of exchanging their old appliances for new ones.

ECONOMIC ASPECTS AND LEVEL OF PURCHASE PATTERN (TWO - WAY TABLE)

S. No.	Economic Aspects	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Time	43(27.6%)	38(27.0%)	30(18.9%)	111(24.3%)
2	Usage	32(20.5%)	20(14.2%)	45(28.3%)	97(21.3%)
3	Demand	20(12.8%)	14(9.9%)	9(5.7%)	43(9.4%)
4	Supply	14(9.0%)	20(14.2%)	21(13.2%)	55(12.1%)
5	Cost	47(30.1%)	49(34.8%)	54(34.0%)	150(32.9%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It is revealed from the above table that the percentage of high level of purchase pattern possessed on home appliances was the highest (34.0%) among the respondents who considered the cost factor while taking purchase decision and same was the lowest (5.7%) among the respondents who considered the demand factor.

In order to find the relationship between the economic aspect and the level of purchase pattern possessed on home appliances, a chi - square test was used and the result of the test is shown in the following table.

HYPOTHESES

Hypotheses (H₀): There is no close relationship between economic aspects of the respondents and their level of purchase pattern possessed on home appliances.

Hypotheses (H₁): There is a close relationship between economic aspects of the respondents and their level of purchase pattern possessed on home appliances.

(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Economic aspect	16.916	15.507	8	Significant at 5% level

It is evident from the above table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. From the analysis, it is concluded that there is a close relationship between economic aspect of the respondents and their level of purchase pattern possessed on home appliances.

2. PSYCHOLOGICAL ASPECTS

The psychological aspect has been classified into three categories viz., cognitive factor, conative factor, feeling and emotional factors. The sample consists of 173 (37.9%) respondents considered cognitive factor while making purchase decision, 169 (37.1%) respondents considered conative factor and 114 (25.0%) respondents who had considered feeling and emotional factors while making purchase decision.

PSYCHOLOGICAL ASPECTS AND LEVEL OF PURCHASE PATTERN (TWO- WAY TABLE)

S. No.	Psychological Aspects	Level of Purchase Pattern			Total
		Low	Medium	High	
1	Cognitive factor	49(31.4%)	62(44.0%)	62(39.0%)	173(37.9%)
2	Conative factor	78(50.0%)	43(30.5%)	48(30.2%)	169(37.1%)
3	Feeling and emotional factors	29(18.6%)	36(25.5%)	49(30.8%)	114(25.0%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It is highlighted from the above table that the percentage of high level of purchase pattern possessed on home appliances was the highest (39.0%) among the respondents who considered cognitive factor at the time of making decision on purchasing home appliances and same was the lowest (30.2%) among the respondents who considered conative factor.

In order to find the relationship between the psychological aspect and the level of purchase pattern possessed on home appliances, chi – square test was used and the result of the test is shown in the following table.

Hypotheses (H₀): There is no close relationship between psychological aspect of the respondents and their level of purchase pattern possessed on home appliances.

Hypotheses (H₁): There is a close relationship between psychological aspect of the respondents and their level of purchase pattern possessed on home appliances.

(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Psychological aspect	18.597	13.277	4	Significant at 1% level

It is lime lighted from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. From the analysis, it is concluded that there is a close relationship between psychological aspect of the respondents and their level of purchase pattern possessed on home appliances.

3. LEARNING ASPECTS

Learning is one of the important psychological processes determining the human behaviour. The complex way in which the human beings behave is all learned. In fact, practically all human behavior is either directly or indirectly affected by learning. For the purpose of this study, the learning aspects has been classified into five categories viz., advertising, salesman demo, family members and relatives, outsiders and existing users.

LEARNING ASPECTS AND LEVEL OF PURCHASE PATTERN POSSESSED ON HOME APPLIANCES (TWO- WAY TABLE)

S. No.	Learning Aspects	Level of Purchase Pattern			Total
		Low	Medium	High	
1	By advertising	65(41.7%)	61(43.3%)	66(41.5%)	192(42.1%)
2	By salesman demo	14(9.0%)	13(9.2%)	9(5.7%)	36(7.9%)
3	By family and relatives	40(25.6%)	34(24.1%)	38(23.9%)	112(24.6%)
4	By outsiders	6(3.8%)	7(5.0%)	11(6.9%)	24(5.3%)
5	By existing users	31(19.9%)	26(18.4%)	35(22.0%)	92(20.2%)
	Total	156(100.0%)	141(100.0%)	159(100.0%)	456(100.0%)

It is revealed from the above table that the percentage of high level of purchase pattern possessed on home appliances was the highest (41.5%) among the respondents who learned by advertising and same was the lowest (5.7%) among the respondents who learned by salesman demo. In order to find the relationship between the learning aspect and the level of purchase pattern possessed on home appliances, a chi – square test was used and the result of the test is shown in the following table.

Hypotheses (H₀): There is no close relationship between learning aspect of the respondents and their level of purchase pattern possessed on home appliances.

Hypotheses (H₁) : There is a close relationship between learning aspect of the respondents and their level of purchase pattern possessed on home appliances.

(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Learning aspect	3.659	15.507	8	Not significant

It is noted from the above table that the calculated chi-square value is lesser than the table value and the result is not significant at 1% and 5% level. Hence, the null hypothesis (H₀) is accepted and the alternative hypothesis (H₁) is rejected. From the analysis, it is concluded that there is no close relationship between learning aspect of the respondents and their level of purchase pattern possessed on home appliances.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

SOCIO-ECONOMIC PROFILE AND PURCHASE PATTERN OF RESPONDENTS

1. It is found that the percentage of high level of purchase pattern possessed on home appliances was the highest (62.9%) among the female respondents and the same was lowest (37.1%) among the male respondents. It is learnt that there is a close relationship between gender of the respondents and their level of purchase pattern possessed on home appliances.
2. It is learnt that there is a close relationship between age of the respondents and their level of purchase pattern on home appliances.
3. It is observed that there is a close relationship between educational qualification of the respondents and their level of purchase pattern possessed on home appliances.
4. It is noted that there is a close relationship between marital status of the respondents and their level of purchase pattern possessed on income appliances.
5. It is found that there is a close relationship between occupation of the relationship and their level of purchase pattern possessed on home appliances.
6. It is noted that there is a close relationship between monthly income of the respondents and their level of purchase pattern possessed on home appliances.
7. It is learnt that there is a close relationship between family type of the respondents and their level of purchase pattern possessed on home appliances.
8. It is observed the percentage of high level of purchase pattern possessed on home appliances was the highest (59.1%) among the respondents belonged to medium size family and the same was the lowest (18.4%) among the respondents belonged to large size family.

Sources of Information and Level of Purchase Pattern

It is found that 72.8% of the respondents are influenced by family members. The level of purchase pattern possessed on home appliances was the maximum among the respondents influenced by family members (Average 111.63). It is also found from the chi-square test there is no close relationship between sources of information of the respondents and their level of purchase pattern possessed on home appliances.

Cognitive Factors Influencing the Level of Purchase Pattern

1. It is found that there is a close relationship between economic aspect of the respondents and their level of purchase pattern possessed on home appliances.
2. In respect of psychological aspects, it is found that there is a close relationship between psychological aspects of the respondents and their level of purchase pattern possessed on home appliances.
3. It is noted from learning aspects that there is no close relationship between learning aspects of the respondents and their level of purchase pattern possessed on home appliances.

SUGGESTIONS

Based on the findings of the study conducted the following suggestions are given.

1. Marketing messages about home appliances can be focused more on female buyers with regional languages, product specifications, pricing, credit facilities, making the home appliances available at nearby stores, promotions should be designed and executed to attract this age group, people who are handling them in stores should be qualified to convince and get the things done, newly married people needs and economic position should be identified and they should be satisfied and EMI facilities and other easy payment methods will

- influence the middle income group to buy repeatedly and buy more and avoid postponing buying decisions.
2. Emotional appeals can be used in advertisements and visuals kept on point of purchase in stores should appeal to families prominently, customers consider television advertisements as a major source of information and to create awareness on new products and new arrivals and to communicate any type of persuasive messages, demonstrating a product, television is the right choice of medium.
 3. Marketers can offer attractive price discounts during seasons and off seasons to attract customer and they can sales of home appliances. This effort is suitable for price sensitive customers, promotional offers in the mode of gifts and contest will attract more buyers when there is slow moving of products.
 4. Marketers can make profit by appointing appropriate and effective distribution channels, Peer group learning and positive word of mouth should be encouraged and authorized service centers and availability of spare parts should be communicated to the buyers, because they are influence factors in buying home appliances.
 5. Durability of the goods, life of the home appliances and giving guarantee to the products are the responsibilities of the showrooms and outlets to the buyers and brand image plays a crucial role in deciding a brand on home appliance. Brand building should be a continuous and consistent process to increase the market share of the brand.

CONCLUSION

This research study focused to understand the purchase patterns of buyers of Dharmapuri district towards home appliances. Buyer behaviour has a great impact on the home appliance products. Decisions are made by the buyers on various grounds. Every aspect is given importance in this study and a detailed analysis is presented. Role of gender play a major role in deciding the household products. Youth have more preferences on buying home appliance products than other age group. Buyers with standard income are more inclined to go for home appliances. Similarly other demographic factors are also studied and the results are discussed. Specialty goods were considered for the study, the purchase patterns of the buyers is also studied in details. Demographic variables such as gender age occupation, income, family type, size of the family play crucial role and the purchase pattern differs in each variable. Therefore customized marketing efforts are required in place of general marketing strategies. Customers are more emotional than being rational in purchase decisions of home appliances. Emotional appeals in advertisements will bring in results for the marketers. This research study concludes that consumer behavior and preferences of buyers have a great impact on the home appliance products. The marketers should also focus on emotional factors viz. affective and conitive that influence buyer behavior. Therefore the crucial need for the day for the companies to be successful is to satisfy the buyers by crating brand image for the products and emotional bonding with the appliances through effective marketing messages.

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