

**A STUDY ON FACTORS AFFECTING CONSUMER BEHAVIOUR TOWARDS DURABLE GOODS
IN BANGALORE RURAL AREAS**

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ABSTRACT

Long-term growth of India's consumer durables business is being driven by factors including the country's rising middle class, the expansion of its service and manufacturing sectors, improvements to the country's infrastructure, and other similar factors. Rising demand is being driven mostly by residents of the suburbs and rural areas, thanks to factors such as rising per capita income, improved access to information and communication technologies, and new government policies encouraging rural growth. It is for this reason that many major Indian and multinational corporations are working to expand their operations into rural India.

Demand in rural areas comes primarily from first-time buyers rather than the replacement market. The purpose of this study, which is based on a primary field survey, is to investigate the purchasing habits of rural consumers towards durable products in order to forecast their demand. A set of questionnaires in order to collect data with a random sample of retail customers in rural Bangalore were conducted to acquire the primary data for this study. Researchers found that product availability, price, and brand name recognition all played a role in shaping consumers' decisions in rural areas.

Keywords:

Rural India, consumer behaviour, durable products

1. INTRODUCTION

A consumer's behaviour entails the "decision making and physical activity involved in purchasing, assessing, utilising, and disposing of goods and services," as defined by the Oxford English Dictionary. Webster defines "buying behaviour" as "any psychological, social, and physical activity on the part of a potential consumer in the process of learning about, evaluating, purchasing, consuming, and recommending a product or service." Consumer behaviour, in the words of Walter and Paul, is "the process by which individuals determine what, when, how, and from where to purchase products and services." Thus, consumer behaviour can be thought of as the actions individuals take while deciding what, when, and how to buy from the economic products and services market. Over the past few years, the Indian consumer durables business has seen significant transformation. As a result of a number of factors, including a rise in disposable income, a rise in the popularity of advertising, a boom in the real estate and housing markets, and a rise in the prominence of these sectors, consumers' habits have shifted dramatically. Products such as televisions, washing machines, refrigerators, mixers, grinders, personal computers, mobile phones, water purifiers, microwave ovens, air conditioners, and microwave ovens fall under the category of "consumer durables," which includes any product purchased by consumers that is designed for extended use. A consumer looking to make a purchase in today's market is armed with the knowledge necessary to select the best brand for their requirements. Each and every one of a consumer's purchases requires them to make some kind of choice. A customer is a person who actually does things like shop, think about what to buy, and evaluate how well it works. While many products are designed for one-time use, consumer durables are built to last for multiple years of heavy use before needing to be replaced. There are at least a couple of consumer durables in every home. Consumer durables are one of India's most rapidly expanding sectors because of the country's rapidly expanding middle class.

The product's type, style, brand, and trademark can be greatly informed by research on consumer behaviour. What long products last, what kinds of prices are set, and how useful they are all come down to consumer preferences. Individual and collective reactions among the target consumers, as shown in their purchasing habits, are crucial to the success or failure of any marketing campaign. The study of consumer behaviour focuses on what prompts individuals to make purchases.

2. LITERATUR REVIEW

According to a study published by Hsin Kuang Chi, et al. (2009), there is little doubt that consumer perceptions of quality and brand recognition play a significant role in determining whether or not they would make a purchase. The study relied heavily on hypothesising how several factors—including consumers' impressions of the product's quality, the prevalence of advertising, consumers' loyalty to the brand, and consumers' ability to recall key features of the brand—might affect their decisions to make a purchase. The research used a sample method that didn't rely on random chance: convenience sampling. The research hypothesis was examined using both factor analysis and regression analysis. One conclusion reached by the researchers is that people are more likely to buy a brand that is already well-known to them. Thus, there is a positive connection between familiarity with a brand and a propensity to make a purchase. When consumers are more familiar with a brand, they are more likely to buy that brand. In addition, the study finds that a high degree of action loyalty and a confident sense of self are linked to the intent to buy. Shoppers use their own experiences to form opinions about the products they buy based on its obvious quality. So, a consumer's commitment to a brand is tied to their desire for that brand.

Hitesh D.Vyas (2010) investigated what influences Bhavnagar, India, residents' decisions to buy durable goods and where they got their information. He believes that competition has increased in the consumer durables sector, and that manufacturer's need a deeper understanding of consumer needs to increase their product sales. His research analysed the major determinants and information resources that impact the acquisition of long-lasting products. According to the results, the most significant aspects of a durable purchase are the following: the business or brand name, the guarantee/warranty, the pricing, and the after sales service.

According to Anjum Ara M.K. Ahmed's (2017) research on the purchasing habits of people in rural areas, several of them have mentioned hair oil. The study was designed to identify the most influential aspects of the hair oil purchase decision. Researchers employed descriptive research methods and picked a sample size of 150 participants using a non probability convenience sampling strategy to obtain the necessary data from participants. The components have also been measured using the percentage technique. According to the study's findings, aroma is the most important factor, followed by the quality of the packaging, the number of packets, and the price. When it comes to purchasing hair oil, most respondents believe that price matters more than brand loyalty or convenience.

Researchers Rashmi ranjan and Sangeetha Sahney (2017) analysed the impact of culture on rural customers' devotion to particular brands. The effect of culture on brand loyalty was examined using exploratory factor analysis and regression analysis. It has been observed that cultural elements including virtue, sociability, religion, and ethnocentrism play a key role in helping MNCs break into the rural market. Additionally, it was determined that the inclusion of other elements may have a more binding effect on brand loyalty.

Wahab Ali et al. (2017) conducted study that analysed the connection between brand loyalty and customer purchasing behaviour and found that brand image, brand trust, and advertising all have a role. The study's final findings confirmed the importance of brand trust, brand image, and advertising in influencing consumer loyalty and purchase decisions. Kids these days care more about what their peers think of them, and that means they're more likely to buy name brands and put more faith in those brands. The impact of advertising on consumer behaviour is substantial. Advertising, consumer confidence in the brand, and the perception of the brand's credibility all contribute to a company's bottom line.

Fast-moving consumer items are the focus of the study conducted by Vasantha Reena et al. (2018) in the city of Mysore, Karnataka. The study is both descriptive and exploratory in its focus. The sample size was limited to 100 people, 50 of whom were chosen at random from the urban consumer population. The study's authors also draw a conclusion about the effect of advertising: they say it encourages people to buy higher-quality products, which improves people's lives in both rural and urban areas. In addition, establishing a brand identity will put an end to the widespread use of counterfeit goods in rural areas.

What C Kanimozhi et al. (2019) found in their study of consumer behaviour in the rural context with respect to a subset of FMCGs is interesting. Advertisements, product availability, offers, and discounts are only few of the factors that were taken into account when designing this study. Descriptive research was the primary method of analysis in this study. The degree of familiarity with a fast-moving consumer goods brand is directly correlated with that brand's sales volume. Some respondents had been using just specially labelled products and had failed to consider switching to others. The rural consumer is adapting his consumption habits to suit his shifting preferences.

Linganna's (2020) research focused on the way people behave while purchasing long-lasting products. The research quantified consumer behaviour by examining the interplay of monetary advantages, quality, after-sale service, brand, and technology as independent variables. When compared to other major home appliance manufacturers, research shows that Samsung stands out as a clear winner. Customers who are familiar with a certain brand rarely make such a transfer in response to financial considerations or time constraints. A lot of people base their decisions on advertisements while shopping for kitchen and laundry appliances. The television system becomes a major medium for public awareness. Since a result of businesses' broad and convincing commercial goals, and as all customers tend to choose branded products for their subsequent use, this may be an indication of rising literacy rates and better means of communication.

In their research, Avinash pawar et al., (2020) analysed consumers' and retailers' ever-changing attitudes and behaviours in relation to electronic items. The questionnaire used to gather information from customers and merchants alike was entirely primary in nature. Scientists have discovered that tvs and fridges are no longer considered luxuries, but rather needs. As can be seen from the data, sales and other forms of advertising have a major role in deciding which brand a consumer ultimately chooses to buy. Most merchants are partial to using freebies as a customer acquisition strategy. Paper, flyers, and other forms of print media play a key role in the advertising campaign. The majority of sellers had a favourable response to the staff's level of preparation. After the administration of discounts, almost no exceptions are made, therefore every shop does this.

3. OBJECTIVE OF THE STUDY

1. To study the socio-economic profile of the selected consumers.
2. To identify the factors influencing the consumers in the selection of durable products.

Background of the study

Liberalization in India began in 1991, and since then the country's consumer durables sector has seen a dramatic and positive shift. There has been a tremendous increase in the overall size of the market, the rate of product adoption, and both the number and sophistication of available products. The market expansion rate has skyrocketed due to rising consumer incomes and better product options. Real prices have also fallen. Today, a company's brand is its most important asset. With so much competition, it can be difficult for marketers to stand apart in a way that customers would appreciate. In this era, brands have emerged as the new corporate heroes. In the twenty-first century, the most effective way to build wealth is through a company's brand. While manufacturers may produce identical goods, consumers may distinguish between similar products by their choice of brand. Products can be elevated from the banal to the desirable with the help of brands. A company's worth in the marketplace is proportional to the quantity and quality of its brands. The question now is whether or not the company can survive in today's cutthroat marketplace.

That's why effective branding is crucial to a company's continued existence. Achieving revenue, sales, quality, and market share requires the right strategy of branding planning. Effective branding strategies set one organisation apart from its rivals. Favourable consumer demographics, overall growth in services and industrial sectors, and infrastructure development in suburban and rural areas will all contribute to the consumer durables industry's continued expansion in India over the long term. Many studies have been done to learn more about the factors that are driving rising demand in rural areas, as evidenced by a survey of the relevant literature. With an ever-increasing number of purchases being made in rural areas, it's crucial to learn more about how these customers think and feel about purchasing name-brand products. Studying how consumers in rural areas make purchasing decisions, perceive brands, and remain loyal to those brands is a key goal of this study.

Research Hypotheses

There is no significant influence of various factors like, availability, affordability, awareness and brand loyalty on buying behaviour of rural consumer

2. RESEARCH METHODOLOGY

These consumers are representative of those in Bangalore who live in the rural side and use durable items. There were 242 people in the sample. In order to analyse the data, the study used both primary and secondary sources. Field surveys were used to gather primary data. The present work focuses primarily on the most typical aspects of consumer behaviour with respect to consumer durable goods. These include seeking out information, becoming familiar with a brand, being influenced to make a purchase, making a purchase, being satisfied with the purchase, and remaining loyal to the brand. There is opportunity for sales of consumer durables in a country like India, with its massive population. Therefore, the researcher has focused on four long-lasting products for this study. Items such as televisions, refrigerators, washing machines, and air coolers were selected for this study.

4. Results and Discussions:

4.1 Descriptive information:

From the total of 242 respondents, we can see in Table 1 that 192 (79.42%) were male and 50 (20.6%) were female. Most respondents (109, or 44.55 percent) were aged 26 to 35, and 109 of them (44.5 percent) had attained the undergraduate level of education. Conclusions can be drawn about the age and level of education of the typical decision-maker from this data.

Table 1: Demographic information of the respondents

Measures	Items	Frequency	Percentage
Gender	Male	192	79.4
	Female	50	20.6
Age (Years)	Below 25	27	11
	26-35	94	39
	36-45	58	24
	Over 46	63	26
Education	Basic/secondary	10	4.2
	Undergraduates	109	44.5
	Master's	47	19.5
	Other	76	31.5
Occupation	Housewife	61	25
	Agriculture	82	34.2
	Self employed	69	28.5
	Professional	30	
Income	Below 20000	44	18
	20000-30000	135	56
	Above 30000	63	26

Source: Primary Survey

48% of the respondents were from agriculture sector. 11% of the respondents were professionals. Annual Incomes of 56% of the respondents were between 20000-30000 per month

H1: There is no significant influence of various factors like accessibility, availability, affordability, awareness and brand loyalty on buying behaviour of rural consumer

4.3.3 Correlation analysis: The correlation coefficients for all the variables related to factors influence on consumer behaviour is positive and significant as the p value is less than 0.05.

Table 2: Correlation of all variables (N=242)

		CB	Awareness	Availability	Affordability	Brand loyalty
CB	Pearson Correlation	1	.583**	.531**	.585**	.549**
	Sig. (2-tailed)		.000	.000	.000	.000
Awareness	Pearson Correlation	.583**	1	.411**	.544**	.521**
	Sig. (2-tailed)	.000		.000	.000	.000
Availability	Pearson Correlation	.531**	.411**	1	.558**	.521**
	Sig. (2-tailed)	.000	.000		.000	.000
Affordability	Pearson Correlation	.585**	.544**	.558**	1	.586**
	Sig. (2-tailed)	.000	.000	.000		.000
Brand loyalty	Pearson Correlation	.549**	.521**	.521**	.586**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Primary survey

4.3.4 Multiple Regression Findings

Table 3: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.146	2	17.037	61.192	.000
	Residual	69.046	238	.278		
	Total	137.192	242			

(Source: Primary Survey)

The result of the ANOVA table 5 indicates F-test value =61.19 with a significance level of $p < 0.05$ ($p = 0.000$) indicate the regression model is statistically significant in predicting the consumer behaviour (dependent variable).

Table 4: Coefficients of Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.344	.269		1.278	.202
	Awareness	.318	.060	.204	5.281	.000
	Availability	.306	.060	.298	3.586	.000
	Affordability	.239	.069	.216	3.455	.001
	Brand loyalty	.171	.064	.161	2.667	.008
a. Dependent Variable: Consumer Behaviour						

(Source: Primary Survey)

Another important finding of regression coefficients is β values those are named as standardized coefficients. These β values indicate the impact of independent variable on dependent variable, which means higher the β value higher the impact of that particular predictor variable. From the above table it can be interpreted that availability of the products in the rural market plays a vital role in deciding the durables in rural area. As Beta value shows that 0.298 which higher which depicts that the consumer prefers availability of the products while buying the durables over others parameters like, Brand awareness, brand loyalty and affordability

The other factors that influence consumer behaviour are affordability ($\beta = 0.216$, $p = 0.00$), followed by awareness ($\beta = 0.204$, $p = 0.000$) and brand loyalty with $\beta = 0.161$, $p = 0.008$. All of the predictor variables have t values that are more than the tabular value of 1.96, and their p-values are smaller than $= .05$, suggesting that the predictors are statistically significant. These quantitative findings provide credence to the study's conclusions concerning the importance of identifying the elements influencing consumers' choice of durable items.

The regression equation for consumer behaviour decision:

$$\text{Consumer behaviour} = 0.344 + 0.318 (\text{awareness}) + 0.216 (\text{availability}) + 0.239 (\text{availability}) + 0.171 (\text{Brand loyalty})$$

Consumer behaviour towards durable products in rural area have a combine significant effect.

5. Discussion and Implications:

Table 5: Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.721	.520	.512		.52196
a. Predictors: (Constant)					

Table 5 shows that there is a very high degree of correlation, as indicated by the R value of 0.721, which stands for the simple correlation. $R^2 = 0.520$, which means that the independent variables, explains 52% of the variability of the dependent variable, consumer buying behaviour. From the above table, it can be interpreted that Brand loyalty, Brand awareness, availability of products will cover to the extent of 72.1% while buying the durables in rural area. There is significant relationship between the accessibility, brand loyalty, affordability, brand awareness, availability of products in rural area and buying behaviour in study area

The term "brand knowledge" refers to the sum of all the mental associations that a customer has made with a company's name. A lot of thought is given to the idea of buyer brand connections as well as the level and depth of brand awareness, the quality and positivity of brand affiliation and brand reactions held in customers' minds, and the diversity of these. What consumers have learned about the brand over time through their own experiences is also revealed in the data collected. This allows the whole scope of brand knowledge and image to be conveyed to the target audience. As a result, consumers are more likely to try a product, increase their encoding capacity, and produce higher-quality procedural information.

Features or properties of a product that are tied to customer-desired benefits or necessary prices are often used as evaluation criteria. As a result, many people choose for completely automatic washing machines so they don't have to exert themselves.

One criterion these consumers use to judge a product is whether or not it is totally automatic. Because reducing time spent is only valuable if it aids in avoiding physical exertion, which is not the same thing as the evaluative criterion in this situation. Rather than focusing solely on the feature itself, marketers should stress the value it adds to the product. When making a purchase for usage in a social setting, it's not always about the product's features but rather the reaction you think it will get from the people you're with. These situations call for an evaluation based on how one expects to feel or react.

There is a wide variety of evaluative criteria that can be used. A consumer's evaluation of a product or service can be based on a wide range of criteria, from the purely rational (such as price and performance), awareness, availability and affordability to the more subjective (such as perceived quality or emotional resonance with the brand).

Conclusion

Consumers in rural areas often have a greater need for long-lasting products like refrigerators, air conditioners, and televisions. They do not, however, blindly buy into the established products aimed at the metropolitan market. There is a demand among rural consumers for consumer durables like these that can withstand the harsh conditions found in the countryside. What this means is that manufacturers serving the rural market must take into account the specific characteristics of rural areas and the preferences of rural residents. Before attempting to promote and sell to people in rural areas, it is important to gain an awareness of those areas. The rural market cannot be entered with a push tactic, and neither can the hearts and minds of rural consumers.

While the urban market has matured and reached saturation point, the rural market for consumer durables such washing machines, refrigerators, air coolers, and televisions is still developing. The metropolitan market has lost interest in these goods. This means that the consumer durables market needs to branch out into the rural areas. But they can't just sell the same thing to the same people in the countryside without first learning about the unique needs of rural consumers.

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