

# A Study on Consumer Behaviour towards Purchase Decision of Household Furniture in Dharmapuri District

<sup>1</sup>S. PRIYANKA, <sup>2</sup>Dr. V.GOVINDARAJ

**ABSTRACT** -Today furniture is necessity for any household and it has been considered as essential household items. Furniture facilitates comfort to relax and to carry out domestic affairs for the family members. To accommodate visitors, offices and business houses are also equipped with trendy furniture. Any organization like educational institutions, meeting halls and marriage halls, also use plastic furniture to enhance their ambiance. Today there are many branded furniture company which are manufacturing plastic furniture. The plastic furniture observed by the customers is portable and attractive and it enhances the social status of customers. Earlier steel and wooden furniture used where users find difficulties. However, the hassle free plastic furniture has replaced steel and wooden furniture. Plastic furniture is easy to maintain and occupy little space and easy to accommodate. In this study, an attempt is made to study the customers' attitude towards branded furniture in Dharmapuri district.

**Key words--** Household furniture, buying behaviour, purchase decision, household appliances, etc.

## I. INTRODUCTION

The consumer behaviour was rooted in the marketing concept which was a marketing strategy evolved in the late 1950s. After that marketers passed through service of marketing approaches like production concept, product concept and selling concept. Consumer-oriented marketing approach came to be known as marketing concept which focused on the needs and preferences of the consumers. The firms must therefore concentrate on the needs and wants of specific market in order to be a successful and produce those products that consumers would buy. The term 'consumer behaviour' refers to the behaviour of both the personal consumer and the organizational consumer. The personal consumer buys goods and service for his or her own use, for the use of the house hold or as a gift for friends. In each of these contexts, the products are bought for final use by individuals, who referred to as end user or ultimate consumer. Understanding the consumer behaviour is not an easy job because of complexity involved the difficult in fully understanding of consumers' needs which is often a costly and inexact process.

---

<sup>1</sup> Assistant Professor, Department of Commerce, Morappur Kongu Arts & Science College, Morappur, Tamil Nadu – 635 305

<sup>2</sup> Assistant Professor, Department of Commerce, Morappur Kongu Arts & Science College, Morappur, Tamil Nadu – 635 305

## **II. CONSUMER BEHAVIOUR**

The term consumer behaviour is defined as ‘the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products, services and ideas which they expect, will satisfy their needs’. The study of consumer behaviour is an attempt to understand and predict actions in the buying role. Engel Roger and D. Blackwell say that “buying behaviour is the decision in buying and using products”. Consumer behaviour was a new field of study in the mid to late 1960s. The new discipline is borrowed heavily from the concept developed in other scientific disciplines, such as, psychology, sociology, social psychology, cultural anthropology and economics. Consumer behaviour is defined as the behaviour exhibited by people in planning, purchasing and using economic goods and services. Consumer behaviour is an integral part of human behaviour and cannot be separated from it. Human behaviour refers to the total process by which individuals interact with their environment.

## **III. PURCHASE DECISION**

In many purchase situations, the consumer is confronted with a complex set of alternatives. He has to choose among a variety of products. From a variety of products, he makes selection, based on size, colour, style, model and brands. Also, the consumer can make decision about when and where to buy a certain product, how much he want to pay and how will to pay a certain for it. Some purchase decisions are routine and may not require much attention. Some other purchase situation involving more cash outlays, safety and health have to examine. Many product purchases require the evaluation of a variety of economic, social, and psychological factors as by the consequences of a wrong decision can be costly. The economic concept of consumers’ sovereignty points out that consumer is a king in the market. According to this concept, all the productive resources are deployed so as to fulfill the needs of the consumers. Consumers’ tastes and choices are supposed to be fulfilled by the process of market forces. Even though each and every need of the individual consumer is not fulfilled the general or overall trend in the consumer tastes and choices reflected in the market trends are fulfilled by the market forces. Otherwise, markets cannot exist. In this context, an attempt has been made to study the consumer behaviour of buyers towards purchase of house hold furniture in Dharmapuri district.

## **IV. OBJECTIVES OF THE STUDY**

1. To find out the factors influencing the buyers to purchase household furniture in Dharmapuri district.
2. To examine the purchase decision of the buyers of household furniture in Dharmapuri district.
3. To ascertain the level of post-purchase satisfaction of the buyers towards household furniture in Dharmapuri district.
4. To suggest suitable measures for the effective purchase decision of household furniture based on the findings of the study.

## V. SCOPE OF THE STUDY

The present study attempts to examine the perception of the buyers towards purchase of household furniture in Dharmapuri district. The study is confined only to the buyers in 5 taluks of Dharmapuri district, namely, Dharmapuri, Palacode, Harur, Pannagaram, and Pappireddipatti. Buying behaviour involves numerous aspects. The most common attributes of buying behaviour of household furniture only are studied in the present work.

## VI. RESEARCH DESIGN

The study is empirical in nature based on survey method. The present study aims at examining the consumer behaviour of the buyers of household furniture in Dharmapuri district. For the purpose of the study, multi-stage sampling was adopted. At the first stage, 5 taluks of the Dharmapuri district were selected on random basis. In the second stage, from each of the taluks, 10 village panchayats were selected out of the selected taluks on the purposive basis. In the final stage, from each of the sample villages, 10 buyers were selected on the purposive basis. Therefore, the sample size consists of 500 buyers. As an essential part of the study, the primary data are collected from 500 respondents with the help of questionnaire. The secondary data were collected from books, journals, and published reports. In order to study the perception of the buyers, analysis of variance, multiple regression analysis and percentage analysis have been employed.

## VII. ANALYSIS AND INTERPRETATIONS

**Table 1:** Demographic Profile of the Respondents

Demographic Profile		No. of Respondents	Percentage
Gender	Male	464	92.80
	Female	36	07.20
Age (years)	Up to 30	48	09.60
	31-40	88	17.60
	41-50	229	45.80
	Above 50	135	27.00
Educational status	Uneducated	44	08.80
	Up to primary education	105	21.00
	S.S.L.C	233	46.60
	H.Sc	89	17.80
	Degree and above	29	05.80
Up to 100000		76	15.20

Annual income (Rs.)	100001-200000	114	22.80
	200001-300000	206	41.20
	300001-400000	94	18.80
	Above 400000	10	02.00
Occupation	Employed	47	09.40
	Business	115	23.00
	Agriculturists	244	48.80
	Students and house wives	94	18.80

Source: Primary Data.

Out of 500 respondents, 92.80 per cent are male and 7.20 per cent are female. The predominant age group of the respondents (45.80 per cent) is 41-50 years. A good majority of the remaining respondents (27 per cent) are scattered in the age group above 50 years. 9.60% and 17.60% of the respondents are dispersed in the age groups up to 30 years and 31-40 years in that order. Out of 500 respondents, the principal literacy group (46.60 per cent) of the respondents is S.S.L.C qualification. 21 per cent of the respondents have up to primary education. 8.80% of the respondents are uneducated and 17.80% of the respondents have H.Sc qualification. 5.80 per cent of the respondents have degree and above qualifications. About 15.20 per cent of the respondents are in the annual income range up to Rs.100000 and 22.80 per cent of the respondents have Rs.100001-200000 as annual income. 41.20% and 18.80% of the respondents have annual income in the range Rs.200001-300000 and Rs.300001-400000 respectively. 2 per cent of the respondents have above Rs.400000 as annual incomes. Out of 500 respondents, 9.40% and 23% of the respondents are employed and businessmen respectively. 48.80% and 18.80% of the respondents are agriculturists, and students and housewives respectively.

**Table 2:** Relationship between Demographic Variables and Factors Influence to Purchase Household Furniture

Demographic Variables	Source of Variation	Sum of Squares	D.F	Mean Squares	Calculated Value	Table Value at 5 %	Result
Age	Between groups	724.985	3	241.662	2.253	2.623	Not significant
	Within groups	53207.773	496	107.274			
	Total	53932.758	499				
Education	Between groups	721.350	4	180.337	1.678	2.390	Not significant
	Within groups	53211.408	495	107.498			

	Total	53932.758	499				
Annual income	Between groups	436.297	4	109.074	1.009	2.390	Not significant
	Within groups	53496.461	495	108.074			
	Total	53932.758	499				
Occupation	Between groups	390.116	3	130.039	1.205	2.623	Not significant
	Within groups	53542.642	496	107.949			
	Total	53932.758	499				
Taluk	Between Groups	3907.248	4	976.812	9.666	3.357	Significant
	Within Groups	50025.510	495	101.062			
	Total	53932.758	499				

Source: Primary Data.

There is no significant relationship among the respondents belonging to different age groups, educational status groups, annual income groups and occupations towards factors influence to purchase household furniture in Dharmapuri district. However, a significant relationship is found among the respondents belonging to different taluks towards factors influence to purchase household furniture in Dharmapuri district.

**Table 3:** Effect of Personal Variables on the Factors Influence to Purchase Household Furniture

Personal Variables	B	Std. Error	t	Result
(Constant)	42.772	3.154	-	-
Gender	1.507	1.522	0.991	Ns
Age	0.225	0.433	0.521	Ns
Educational status	0.362	0.400	0.906	Ns
Annual income	-0.028	0.390	-0.072	Ns
Taluk	8.141	0.566	14.393	**
Occupation	0.727	0.456	1.596	Ns

Source: Primary Data

Ns: Not significant \*\* Significant at 1 % level

R	R Square	F	Result
---	----------	---	--------

0.548	0.300	35.233	Significant
-------	-------	--------	-------------

There has been moderate correlation (0.548) between the factors influence to purchase household furniture and the selected personal variables. The R square indicates that 30 per cent of variation is explained by all personal variables taken together. The F value indicates that the multiple correlation coefficients are significant at 1% level. Gender, age, education, annual income and occupation have no significant effect on the factors influence to purchase household furniture.

**Table 4:** Relationship between Demographic Variables and Post-Purchase Satisfaction

Demographic Variables	Source of Variation	Sum of Squares	D.F	Mean Squares	Calculated Value	Table Value at 5 %	Result
Age	Between groups	443.711	3	147.904	1.145	2.623	Not significant
	Within groups	64096.817	496	129.227			
	Total	64540.528	499				
Education	Between groups	911.140	4	227.785	1.772	2.390	Not significant
	Within groups	63629.388	495	128.544			
	Total	64540.528	499				
Annual income	Between groups	358.464	4	89.616	0.691	2.390	Not significant
	Within groups	64182.064	495	129.661			
	Total	64540.528	499				
Occupation	Between groups	413.937	3	137.979	1.067	2.623	Not Significant
	Within groups	64126.591	496	129.287			
	Total	64540.528	499				
Taluk	Between Groups	3709.228	4	927.307	7.546	3.357	Significant
	Within Groups	60831.300	495	122.892			

	Total	64540.528	499				
--	-------	-----------	-----	--	--	--	--

Source: Primary Data.

There is no significant relationship among the respondents belonging to different age groups, educational status groups, annual income groups and occupations towards post-purchase satisfaction of household furniture in Dharmapuri district. Nevertheless, a significant relationship is found among the post-purchase satisfaction of the respondents belonging to different taluks towards household furniture in Dharmapuri district.

## VIII. FINDINGS

1. Out of 500 respondents, 92.80 per cent are male and 7.20 per cent are female. The predominant age group of the respondents (45.80 per cent) is 41-50 years. A good majority of the remaining respondents (27 per cent) are scattered in the age group above 50 years. 9.60% and 17.60% of the respondents are dispersed in the age groups up to 30 years and 31-40 years in that order.

2. The principal literacy group (46.60 per cent) of the respondents is S.S.L.C qualification. 21 per cent of the respondents have up to primary education. 8.80% of the respondents are uneducated and 17.80% of the respondents have H.Sc qualification. 5.80 per cent of the respondents have degree and above qualifications.

3. Out of 500 respondents, 15.20 per cent of the respondents are in the annual income range up to Rs.100000 and 22.80 per cent of the respondents have Rs.100001-200000 as annual income. 41.20% and 18.80% of the respondents have annual income in the range Rs.200001-300000 and Rs.300001-400000 respectively. 2 per cent of the respondents have above Rs.400000 as annual incomes.

4. Out of 500 respondents, 9.40% and 23% of the respondents are employed and businessmen respectively. 48.80% and 18.80% of the respondents are agriculturists, and students and housewives respectively.

5. No significant relationship is found among the respondents belonging to different age groups, educational status groups, annual income groups and occupations towards factors influence to purchase household furniture. However, there is a significant relationship among the respondents belonging to different taluks towards factors influence to purchase household furniture.

6. There has been moderate correlation (0.548) between the factors influence to purchase household furniture and the selected personal variables. The R square indicates that 30 per cent of variation is explained by all personal variables taken together. The F value indicates that the multiple correlation coefficients are significant at 1% level. Gender, age, education, annual income and occupation have no significant effect on the factors influence to purchase household furniture.

7. There is no significant relationship among the post-purchase satisfaction levels of the respondents belonging to different age groups, educational status groups, annual income groups and occupations towards household furniture. However, a significant relationship is found among the post-purchase satisfaction of the respondents belonging to different taluks towards household furniture.

## IX. CONCLUSION

Now days, the consumers are increasingly buying more and using different brands of consumer durable products for domestic purpose rather than other consumer products. Hence, an understanding of the consumer behaviour enables the marketers to take marketing decision which are compatible with consumer needs. There are four major classes of consumer behaviour determinants and expectations, namely, cultural, social economic, personal and psychological. The demographic factors such as age, gender, qualification, marital status, income, occupation, type of family and size of family, etc. also influencing the consumer behaviour. Hence, the marketers should consider the demographic factors of consumers while marketing their products. The manufacturers of consumer goods should concentrate on these features as they may be the choice of a few more prospective buyers. With growing technological improvements in the world, the producers should introduce new models of consumer durables.

## REFERENCES

1. Lakshmi, G., & Rengarajan, P. (2013). A study on women consumer decision making behaviour with special reference to purchase of durable goods in Udumalpet town. *Journal of Research in Commerce & Management*, 2 (8), 32-40.
2. Losarwar, S.G. (2002). Consumer behaviour towards durable products: A study with reference to Marathwada region. *Indian Journal of Marketing*, 32 (8), 6-9 & 13.
3. Mujahid Mukhtar., & Mukhtar, E. (1991). Female participation in household decision-making: An analysis of consumer durables' acquisition in Pakistan. *Pakistan Development Review*, 30 (4), 953-962.
4. Roopa, J. (2014). A study on impact of advertising on consumer behaviour with specific reference to consumer durables. *Asia Pacific Journal of Management & Entrepreneurship Research*, 3 (1), 220-228.
5. Shumeet Kaur., & Ashita Chadha (2014). Consumer behaviour for durable goods: A case study of rural Punjab, *Journal of International Academic Research for Multidisciplinary*, 2 (2), 10-17.
6. Sudarasan Reddy, G., & Rajarashmi, P. S. (2004). Buyer behaviour of home appliances with special reference to microwave products in Bangalore city. *Indian Journal of Marketing*, 34 (5), 19-24.
7. Venkatesan, V., & Natarajan, C. (2013). Buying behaviour of urban women in Kancheepuram district: A study with special reference to consumer durables. *MIRROR*, 3 (2), 200-208.
8. Venkatrama Raju, D., & Saravanan, S. (2005). A study on consumer behaviour in the marketing of a household appliance in Chennai city of Tamil Nadu state. *Indian Journal of Marketing*, 35 (3), 33-34.