



## CONSUMER BEHAVIOUR TOWARDS SELECT CONSUMER DURABLES: A COMPARATIVE STUDY BETWEEN RURAL AND URBAN AREAS IN ERODE DISTRICT

**Dr. R. Vijaya Priya**

*Head, Department of BBA (CA), Kongu Arts & Science College, Nanjanapuram, Erode.*

### **Abstract**

Any person engaged in the consumption process is a consumer. These consumers can be identified by the type of markets to which they belong. On the basis of this consumers are divided into two types i.e. Industrial and final consumers. The present study is concerned with the final consumers, individuals who buy for personal consumption or to meet the collective needs of the family and households needs. The consumer behaviour refers to the actions and related activities of persons involved specifically in buying and using economic goods and services. It includes both mental and physical actions. In other words, it reflects the totality of consumer decisions with respect to acquisition, consumption and disposition of goods services, time and idea by decision making units. It also includes whether, why, when, where, how, how much and how often and how long consumption depends. An understanding of the consumer behaviour will help us in understanding different market segments and evolve strategies to effect penetration with these markets.

### **OBJECTIVES OF THE STUDY**

1. To understand the socio-economic profile of the rural and urban consumers of Erode district.
2. To study the factors influencing the Purchase Behaviour of urban and rural consumers towards selected Household Durable Products in Erode district.

### **SAMPLING DESIGN**

Convenient sampling method was employed to select the sample respondents. Erode District comprises of five taluks viz., Erode, Perundurai, Bhavani, Gobichettipalayam and Sathyamangalam. Respondents were chosen from these five taluks in the study. As the population frame could not be defined properly, a sample size of 400 for the urban areas like Erode town, Perundurai town, Bhavani town, Gobi town and Sathyamangalam town and 400 for rural areas around Erode, Perundurai, Bhavani, Gobi and Sathyamangalam were selected. 80 respondents from each area were selected and in total 800 consumers were selected from the five taluks of the District

### **LIMITATIONS OF THE STUDY**

The Universe for the study confined with rural and urban areas of Erode District; therefore findings are applicable for the district. However, some of the findings may be applicable to other areas, with care to take into account the local conditions

### **PROFILE OF THE RESPONDENTS**

#### **AGE OF THE RESPONDENTS**

Age is an important factor that influences the consumer behaviour towards consumer durables. For the purpose of this study, it is into four categories viz., upto 25 years, 26-35 years, 36-45 years and above 45 years. The details are furnished in the following table.

#### **AGE OF THE RESPONDENTS**

S.No.	Age	Rural		Urban	
		No. of respondents	%	No. of respondents	%
1.	Upto 25 years	135	33.8	165	41.3
2.	26-35 years	164	41.0	124	31.0
3.	36-45 years	67	16.7	62	15.4
4.	Above 45 years	34	8.5	49	12.3
	Total	400	100.0	400	100.0

From the above analysis, it is concluded that a significant number (41.0%) of consumers belong to the age group of 26-35 years in rural area and significant number (41.3%) of consumers belong to the age group of upto 25 years in urban area.



### OCCUPATIONAL STATUS OF THE RESPONDENTS

Occupational status is also an important factor to know about their purchasing behaviour. For the purpose of this study, it has been classified into six categories viz., housewife, agriculturist, businessmen, private employee, government employee and student. The details are furnished in the following table.

### OCCUPATIONAL STATUS OF THE RESPONDENTS

S. No.	Occupational status	Rural		Urban	
		No. of respondents	%	No. of respondents	%
1.	Housewife	114	28.5	111	27.8
2.	Agriculturist	81	20.3	84	21.0
3.	Business	61	15.2	72	18.0
4.	Private Employees	56	14.0	48	12.0
5.	Government Employees	52	13.0	42	10.5
6.	Students	36	9.0	43	10.7
	Total	400	100.0	400	100.0

From the above analysis, it is concluded that in rural (28.5%) and urban area (27.8%) of the consumers are housewives

### LEVEL OF INFLUENCE

#### AGE AND LEVEL OF INFLUENCE

The distribution of sample respondents according to the age of the consumer and level of influence towards consumers household durables are shown in the following table.

Null Hypothesis: There is no significant difference between age and level of influence towards household consumer durables.

#### AGE AND LEVEL OF INFLUENCE

S. No.	Age	Rural		Urban	
		Mean score	S.D	Mean score	S.D
1.	Upto 25 years	3.31	0.28	3.24	0.30
2.	26-35 years	3.31	0.30	3.19	0.29
3.	36-45 years	3.20	0.23	3.20	0.31
4.	Above 45 years	3.34	0.28	3.26	0.31
	Overall	3.29	0.27	3.22	0.30
	'F' test	1.571 <sup>NS</sup>		0.138 <sup>NS</sup>	

NS – Not Significant

It is stated from the above table that among the four kinds of age group of the respondents, above 45 years age group of the respondents has the highest average of 3.34 in rural area are having the maximum level of influence while purchasing the household durables. It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference between age and level of influence towards household consumer durables in rural area.

It is found from the above table that among the four kinds of age group of the respondents, above 45 years age group of the respondents has the highest average of 3.26 in urban area are having the maximum level of influence while purchasing the household durables. It is stated from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference between age and level of influence towards household consumer durables in urban area.



### OCCUPATIONAL STATUS AND LEVEL OF INFLUENCE

The distribution of sample respondents according to the occupational status of the consumer and level of influence towards consumers household durables are shown in the following table.

Null Hypothesis: There is no significant difference between occupational status and level of influence towards household consumer durables.

**Occupational Status and Level of Influence**

S. No.	Occupational status	Rural		Urban	
		Mean score	S.D	Mean score	S.D
1.	Housewife	3.31	0.28	3.15	0.32
2.	Agriculturist	3.24	0.32	3.25	0.30
3.	Business	3.28	0.26	3.23	0.26
4.	Private Employee	3.34	0.26	3.24	0.30
5.	Government Employee	3.31	0.31	3.23	0.25
6.	Student	3.29	0.26	3.29	0.34
	Average	3.30	0.28	3.23	0.30
	'F' test	1.195 <sup>NS</sup>		4.305*	

NS – Not Significant, \* - Significant at 5% level

It is obtained from the above table that among the six kinds of occupational status of the respondents, the private employees has the highest average of 3.34 in rural area are having the maximum level of influence while purchasing the household durables. It is noted from the F test analysis that the null hypothesis is accepted. Hence, it is found that there is no significant difference between occupational status and level of influence towards household consumer durables in rural area.

It is noted from the above table that among the six kinds of occupational status of the respondents, the students has the highest average of 3.29 in urban area are having the maximum level of influence while purchasing the household durables. It is noted from the F test analysis that the null hypothesis is rejected. Hence, it is found that there is a significant difference between occupational status and level of influence towards household consumer durables in urban area.

### FINDINGS OF THE STUDY

- It is found from the analysis that more number of the married female housewives belong to the age group of 26-35 years got professional degree having family monthly income of above Rs.20000, above 6 members in their family and they subsist with joint family in rural area.
- It observed from the analysis that in the case of urban area, the consumer are married female housewives whose belong to the age group of upto 25 years educated in college level as their family monthly income of above Rs.20000, upto 3 members in their family and belongs to nuclear family in urban area.
- It is identified from the analysis that upto 25 years aged respondents in rural areas are perceived medium level of satisfaction and the same in urban area by 26-35 years aged respondents. Further, the chi-square test is proved that there is no significant association between age and level of satisfaction in rural area and close significant association in urban area.
- It is found from the analysis that female respondents in rural areas are perceived medium level of satisfaction and the same in urban area by male respondents. Further, the chi-square test is proved that there is a close significant association between gender and level of satisfaction in rural area and no significant association in urban area.
- It is stated from the analysis that college level qualified respondents are perceived medium level of satisfaction in both rural and urban area respondents. Further, the chi-square test is proved that there is a close association between educational status and level of satisfaction in both rural and urban area.
- It is stated from the analysis that students are perceived medium level of satisfaction in both rural and urban area. Further, the chi-square test is proved that there is no significant association between occupational status and level of satisfaction in rural area and close significant association in urban area.



- It is noted from the analysis that in rural area the respondents earned Rs.10001-15000 income category are perceived medium level of satisfaction and the same in urban area respondents are earn upto Rs.10000. Further, the chi-square test is proved that there is a close association between family income and level of satisfaction in both rural and urban area.
- It is found from the analysis that majority of the consumers are well known about the awareness of quality control act in rural area and not aware in urban area.
- It could be observed from the analysis that among the five consumer household durables, fan has highly influenced by the consumers for purchase with the mean score of 3.7 in both rural and urban area.
- It is identified from the analysis that above 45 years age group of the rural and urban area respondents has maximum level of influence on purchasing household durable products. The F test found there is no significant difference between age and level of influence towards household consumer durables in both rural and urban area.
- It is observed from the analysis that both male and female respondents in both rural and urban area are having the maximum level of influence on purchase of durable products. The Z test noticed that there is no significant difference between gender and level of influence towards household consumer durables in both rural and urban area.

### **SUGGESTIONS**

1. The gender wise analysis proved that male respondents have maximum level of satisfaction on purchasing household durable products in using than the female respondents. Hence, it is suggested that the female respondents should be motivated by providing different offers of their choice.
2. It is divulged from the analysis that the middle age category of respondents is satisfied of household durable products than young and old age respondents. People of different age groups have different attitude towards brands. So, it is recommended to the policy makers should promote attractive market products which attract different age groups of respondents

### **CONCLUSION**

The driving purpose behind pursuing this research study was to determine the impact of household durable products regarding consumers buying decision in both rural and urban area. The study had been divided into two major heads viz., level of influence and based on this influence how they are satisfied towards household durable products. Through this research it is noted that there is 93.0 percent predicted the level of satisfaction of the household durable products by all the selected independent variables. Independent variables are positively and significantly linked with the dependent variable, which shows that the consumer satisfaction towards household durable products and the reputation of the companies. More inclination of the companies towards building customer trust through different processes, achieving customer satisfaction by delivering superior products and services and building and maintaining their status through diverse practices will lead them towards consumer satisfaction both in rural and urban area in the study area.