



STUDY ON CONVICTIONS AND OPINION OF CONSUMER ATTITUDES TOWARDS ONLINE PURCHASING OF DURABLE GOODS (DELHI AND NCR)

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ABSTRACT

The research paper deals with the study on purchase behavior of consumer durable goods in Delhi & Uttar Pradesh NCR. The Indian population has different religious groups. The religions subset large caste has its own culture and customs and given rise in different consumer behaviors towards consumer durable products, use and purchase. The culture and sub culture different region to region. The Indian consumer is not a single homogenous entity and is not possible to draw a generalized characteristic of Indian consumer. The manufacture cannot make single marketing planning and strategy for Indian consumers but will make change in marketing in the marketing planning depending upon the consumer characteristics based on the geographic and religions. The consumer behavior and attitude change towards consumer durable products. The consumer durable goods industry is operating in a highly competitive, complex and rapidly changing business environment. Business leaders of consumer durable white goods organizations know their importance of having ready to access timely, accurate, consistent information and data for the purpose of establishing, nurturing and managing customer relationships across divisions.

Keywords: *Durables Market, Consumers Awareness, Purchase Behavior, Consumer Buying Behavior, Consumer, Consumer Durable Goods,*

INTRODUCTION

Customers will be pleased if the product meets or surpasses their expectations. Meeting the needs and desires of the consumers is the goal of every department in an organization, including those responsible for procurement, personnel, finance, production, and marketing. Consumer items that can be easily and cheaply sold are referred to as fast-moving goods. These products are also referred to as consumer packaged goods. Due to increased customer demand for some products (such soft drinks and confections) or because they are perishable, FMCGs have a limited shelf life (e.g., meat, dairy products, and baked goods). These products are often purchased, swiftly consumed, reasonably priced, and readily available. As they are on the store's shelf, they move about a lot. A

durable good, also known as a hard good or a consumer durable, is one that has a lengthy shelf life or, more precisely, one that accrues utility over time as opposed to being completely consumed at once. Bricks should never lose strength therefore they can be termed completely durable. Long stretches between purchases are frequently a trait of durable goods. Things that are extremely durable, like automobiles and refrigerators, frequently endure three years or more. Cars, books, household items (home appliances, consumer electronics, furniture, tools, etc.), sporting goods, jewellery, equipment for the medical sector, guns, toys, and sporting goods are a few examples of consumer durable products. Consumer purchases behaviour refers to the buying behaviour of ultimate consumer, those persons who purchases product for personal or household use. Buying behaviour is the decision processes and act of people involved in buying and using products. The behaviour of the consumer is influenced by numerous controllable and uncontrollable factors such as product ,price, promotion and distribution, economic, psychological and social factors influence of the consumer behaviours in the own ways.

RESEARCH METHODOLOGY

HYPOTHESES

The term hypotheses are propositions which set up projected and anticipated outcomes. According to M.W. Travers (1971), it is 'firmly rooted in a framework of the theory. Hypotheses consist of both known facts and unknown relationships among attributes. Its basic structure consists of factual as well as conceptual elements. Its functions can be understood as follows:

- As a plausible answer to the questions of research
- As a frame of research
- As a determiner of the direction of research

Hypothesis formulation is an essential process of research. The researcher has to consider all the aspects like experience, reading and observation. Expertise means identifying the tentative answer to problems based on one's dynamic interaction with environments, as perceived in respect of enquiry. Observation suggests a perspective or perspectives on things and events to formulate a potential solution or explanation of the problem. Reading relevant and related studies may also be the source of hypothesis making. In the second chapter of the research, enough light has been thrown into this issue.

The following are the research's hypotheses:

H₀₄: There is not significantly correlate b/w information processing and the consumers'attitude toward buying durable online.

H₀₅: There is not significantly correlate b/w experience processing and the consumers'attitude toward buying

durable online.

H₀₆: There is not significantly correlate b/w decision processing and the consumers'attitude toward buying durable online.

SAMPLING

“Population”: The research of the online purchasing habits of FMCD products can benefit greatly from the input of online FMCD buyers. Customers of FMCD items who purchased them online make up the study's population. Customers are thought to reflect similar characteristics equally and to be equally important for response gathering, according to the study.

“Sampling Technique”: A researcher will never be able to contact every responder in a large population. A tiny representative portion referred to as a sample is chosen in order to assess the feasibility and goals of the research. Several sample methods have been provided by many writers for various research aims. In his book Marketing Research (an Applied Perspective), Naresh K. & Malhotra provides taxonomy of sampling methods.

RESULT & DISCUSSION

DATA ANALYSIS

Present research details in one Segment:

(a) Hypothesis testing

Testing of hypothesis

H₀₄: There is not significantly correlate b/w information processing and the consumers'attitude toward buying durable online.

H_{a4}: There is a significant relationship b/w information processing and the consumers'attitude toward buying durable online.

Table 4.53:Correlation table for hypothesis 04

Correlations			
		Consumer Buying Behaviour	Information Processing
Consumer Buying Behaviour	Pearson Correlation	1	.286**
	Sig. (2-tailed)		.000
	N	500	500
Information Processing	Pearson Correlation	.286**	1
	Sig. (2-tailed)	.000	
	N	500	500

** . Correlation is significant at the 0.01 level (2-tailed).

These two factors have a .286 connection. As it is both low and positive, the null hypothesis is chosen. Values of correlation range from -1 to +1. Stronger correlations are those that are nearer to 1. Low correlation has been defined as 0.00 to 0.400, and moderate correlation as 0.400 to 0.600. High correlation is defined as 0.60 or above. The way in which respondents processed the information and their perception of consumers' attitudes regarding purchasing durable goods online can be stated to be significantly correlated.

H₀₅: There is not significantly correlate b/w experience processing and the consumers' attitude toward buying durable online.

H_{a5}: There is a significant relationship b/w experience processing and the consumers 'attitude toward buying durable online.

Table4.54: Correlation table for hypothesis 05

Correlations			
		Consumer Buying Behaviour	Experience Processing
Consumer Buying Behaviour	Pearson Correlation	1	.997**
	Sig. (2-tailed)		.000
	N	500	500
Experience Processing	Pearson Correlation	.997**	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

These two factors have a .997 connection. It is so high that the null hypothesis is chosen. Once consumers receive the nice goods, it is clear why the price is so high—they will make additional purchases. Values of correlation range from -1 to +1. Stronger correlations are those that are nearer to 1. The attitude of customers on purchasing durables online can be stated to be unrelated to the respondents' processing experience.

H₀₆: There is not significantly correlate b/w decision processing and the consumers' attitude toward buying durable online.

H_{a6}: There is a significant relationship b/w decision processing and the consumers' attitude toward buying durable online.

Table4.55: Correlation table for hypothesis 06

Correlations			
		Consumer Buying Behaviour	Decision Processing
Consumer Buying Behaviour	Pearson Correlation	1	.587**
	Sig. (2-tailed)		.000
	N	500	500
Decision Processing	Pearson Correlation	.587**	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

These two variables have a correlation of .587. Since it is very high, the null hypothesis is chosen. Once consumers receive the nice goods, it is clear why the price is so high—they will make additional purchases. Values of correlation range from -1 to +1. A greater value is one that is nearer to +1 correlation. The decision-making of respondents and consumers' attitudes on purchasing durables online can be said to be significantly

correlated.

Conclusion

Researcher has identified the factors influencing consumer behaviour in selecting and using particular products. Researcher has established major objectives as the study the factors changing consumer buying behaviour for selecting consumer durables through e-commerce. The researcher has also studied that how Socio-Demographic profiles, beliefs, preferences, and opinions affect the Consumer's Attitude toward buying durables online. The established objectives have been achieved with the examination of hypothesis and development of model related with consumer buying behavior. The overall finally examined the purchase perception influence consumers' attitude toward online shopping.

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