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Research Article

AN EMPIRICAL ANALYSIS ON FACTORS INFLUENCING THE BUYING BEHAVIOR OF CONSUMERS TOWARDS MIXER/GRINDER IN UNDIVIDED BALASORE DISTRICT OF ODISHA

Das S.R* and Misra D. P

Department of Business Management, F.M. University, Vyasa Vihar Balasore, Odisha

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ABSTRACT

The object of the present study is to examine the important factors influencing the consumer buying behavior towards mixture/grinder product. This study covered the areas of two municipal towns namely Balasore and Bhadrak, Odisha. A structured questionnaire was administered to obtain information on selected key variables affecting the buying behavior of the consumers towards mixer/grinder. The information from 300 consumer respondents representing cross section of population was collected. The data so collected has been analyzed though appropriate statistical tools. The result reveals that the important demographic variables do not influence significantly the buying behavior of consumers so far as the brand preference for mixer/grinder product is concerned. On the basis of the findings, few important suggestions were offered for the benefit of marketers and consumers.

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INTRODUCTION

Research on consumer behavior is an effective tool in marketing of goods and services for any business organization. It provides clue as how to reach and serve the consumers efficiently. Consumer behavior is basically the study of how individuals, groups and organizations select, buy, use, and dispose goods and services, ideas, or expression to satisfy their needs and wants. The study of consumer behavior not only provides evidence for introducing or improving products and services but also helps in setting prices, devising channels, designing and developing messages and other marketing activities. Successful marketing requires that companies should fully connect with their customers for better delivery of marketing activities and programs. Understanding consumer behavior helps to ensure that right products are marketed to the right consumers in the right way (Kotler and Kevin, 2007). Hence, the study of consumer behavior is mainly concerned with the study of factors that influence a person to buy or not to buy.

Statement of the Problem

Changing consumer behavior remains a major challenge to the manufacturers as it affects their production and marketing decision. However; it may be noted that consumer behavior research today goes far beyond from purchase of goods and services to the use of goods that consumers buy and evaluate the goods after its use.

Corresponding author:* **Das S.R
Department of Business Management, F.M. University, Vyasa Vihar Balasore, Odisha

Hence, every manufacturer and marketer should periodically study the consumer behavior. Further, such studies would provide indication on consumer's preference on products/brands and accordingly, the manufacturer would make necessary changes to the products as per the requirements of the consumers. For this study, undivided Balasore district has been selected by the researchers as the study area. Undivided Balasore District is one of the developed districts of Odisha in which there is a great scope for marketing of household consumer durables. So, an attempt has been made by the researchers to study the behavior of buyers/users of household consumer durables in undivided Balasore district, Odisha.

REVIEW OF LITERATURE

The review of literature is an important aspect in any kind of research work. Review of past research studies reveal the works done by researchers and helps to bridge the research gap and facilitates for further research in the concerned area. Various studies related to consumer behavior, particularly in urban markets have been conducted by different social scientists in India and abroad. While reviewing the literature in the area of consumer behavior, it is revealed that the application of marketing strategies in marketing of consumer durables is of recent development. The research work conducted by the eminent scholars in this area include George and Terry (1982), Losarwar (2002), Harish (2007), Nabi *et al.* (2010), Vyas (2010), Lalitha and Kumar (2011) and others. These studies mainly focused on the buying behavior of consumers on different direction towards consumer durable products. Similarly, the well-known scholars namely Ranganathan and Shanthi (1995), Mahavi and Felix (2000), Felix (2002), Selvaraj and Mahindra (2003), Reddy and Rajalakshmi (2004), Thakur and Hunal (2012) and others carried out the study on buying behavior of consumers towards selected consumer durable products and provided important recommendations for effective marketing of such consumer durables. Most of the studies revealed that factors influencing the consumer behavior have direct and positive impact on the choice and use of durable products. In the light of the above discussion, the current research paper made an attempt to study the factors impacting the buying behavior of consumers towards mixer/griner product of two municipal towns of undivided Balasore district of Odisha.

Objectives of the Study

The following objectives are framed for the present research work.

1. To study the demographic profile of the consumer respondents in relation to the purchase of mixer/grinder in two municipal towns of undivided Balasore district.
2. To examine the factors affecting the purchasing behavior of consumers of mixer/grinder in the said area.
3. To offer suggestions based on the findings of the study for the benefit of consumers and manufacturers.

Scope of the Study

The present study takes into account the factors affecting consumer behavior of consumer durable product i.e. mixer/grinder. The study is mainly associated with urban consumers residing at two municipal towns namely, Balasore and Bhadrak. Hence, the scope of the study is limited to two municipal towns and one consumer durable product.

Hypotheses for the Study

Keeping in mind the objectives set for the study, the following hypotheses are framed to test them in due course of analysis.

1. H_0 There is no significant association between the respondents' age and preference of mixer/grinder brands.
2. H_0 There is no significant association between the respondents' educational qualification and preference of mixer/grinder brands.
3. H_0 There is no significant association between the respondents' income and preference of mixer/grinder brands.

Research Design

The research design adopted for the present research work is presented below.

The researcher has used a structured questionnaire for the purpose of collecting primary data from the consumer respondents. The secondary data were collected from books, journals, periodicals and reports published by different agencies. For collection of primary data, purposive random sampling method was followed. The reliability of the data set was tested by using Cronbach's Alpha whose test value was found to be 0.736 and considered highly reliable for the present study. Finally, the researcher has collected responses from 300 consumer respondents. The collected data were analyzed and interpreted by using the statistical tools such as Percentage, Scaling Technique (Measurement of attributes), Chi-square test, Crosstab etc.

Analysis and Interpretation of Data

The demographic variables namely, gender, age, education, occupation, and annual income are taken into account to study the status of the respondent consumers.

Descriptive Analysis

Table 1 Demographic Variables of Consumer Respondents (N=300)

Variables	No. of consumers	Percentage
Gender:		
Male	197	65.67
Female	103	34.33
Age (in years):		
20 to 30	121	40.33
31 to 45	93	31.00
46 to 60	74	24.67
Above 60	12	4.00
Qualification:		
Literate	12	4.00
10^{th} pass	16	5.33
12^{th} pass	11	3.67
Graduate	97	32.33
Post-graduate	143	47.67
Others	21	7.00
Occupation:		
Agriculture	18	6.00
Government service	109	36.33
Private service	63	21.00
Business	77	25.67
Others	33	11.00
Annual income (Rs. in lac):		
2 or less	86	28.67
2 to 4	92	30.67
4 to 6	76	25.33
6 to 8	33	11.00
Above 8	13	4.33

Source: Data compiled from survey.

Table-1 reveals the distribution of sample respondents by their demographic variables. From the above table, it is observed that the total number of respondents is 300. Maximum respondents are male constituting 65.67 percent. The share of female respondents is 34.33 percent. It means the sample is unequally distributed gender wise with male dominance in the sample respondents. It is further revealed that the maximum respondents i.e. 121 are in the age group of 20-30 years constituting 40.33 percent. It is followed by age group of 31-45 years with 31 percent. It is observed that among the 300 respondents, 143 i.e. 47.67 percent are post-graduates followed by 32.33 percent graduate respondents. It can be said that majority of the sample respondents are from graduate and post-graduate category. From the above table, it is also observed that 36.33 percent of the consumer respondents are government service holders followed by 25.67 percent from business category. From this, it can be stated that government service holders are the maximum participants in the total sample. The table further discloses that there are 92 consumer respondents i.e. 30.67 percent in the annual income group between Rs. 200001 and Rs. 400000. Consumer respondents numbering to 86 are in the income group of less than Rs.200000. It can be stated that majority of the consumer respondents are in the annual income group of Rs. 200001- Rs. 400000.

Inferential Analysis

The consumer behavior towards purchase of mixer/grinder has been discussed below taking into account selected key variables influencing the buying behavior of consumer respondents.

Choice of Brand

Table 2 Distribution of consumers based on mixer/grinder brand

Brand name	No. of consumers	Percentage
Bajaj	109	36.33
Philips	66	22.00
Prestige	29	9.67
Preethi	03	1.00
Kenstar	18	6.00
Videocon	10	3.33
Morphi Richadrs	07	2.33
Havells	03	1.00
Usha	41	13.67
Inalsa	01	0.33
Others	13	4.34
Total	300	100%

Source: Data compiled from survey.

Table-2 presents the distribution of respondents by their grinder brands. It reveals that mixer/grinder with brand name Bajaj has maximum number of consumers constituting 36.33 percent of the total. It is followed by Philips and Usha having 66 consumers (22 %) and 41 (13.67 %) respectively. Some other brands namely Preethi, Havells and Inala have less number of users. It may be concluded that majority of consumer respondents use Bajaj mixer/grinder.

Type /model Used

Table 3 Distribution of consumers based on type of usage of mixer/grinder

Type/model	No. of consumers	Percentage
Blenders	69	23.00
Mixies	76	25.33
Mixer/grinder	134	44.67
Juicer	14	4.67
Others	7	2.33
Total	300	100

Source: Data compiled from survey.

The above table-3 shows that maximum consumers numbering to 134 possess mixer/grinder (44.67%). It is followed by mixies and blenders with 76 and 69 number of consumer respondents respectively. Some other brands used by consumer respondents are found to be negligible. On the whole, mixer/grinder has more demand than other types/models listed in this category.

Period of Use

Table 4 Distribution of consumers based on period of using mixer/grinder

Period of use	No. of consumers	Percentage
More than 5 years	155	52
3 to 5 years	70	23
1to 3 years	50	17
Less than 1 year	25	8
Total	300	100

Source: Data compiled from survey.

The above table-4 presents the number of years of using mixer/grinder by the consumer respondents. 52 percent consumer respondents are using the product for more than 5 years. 8 percent consumer respondents are using it for less than one year. On the other hand, 23 percent and 17percent consumer respondents use the mixer/grinder for 3-5 years and 1-3 years respectively. It can be inferred that majority of the consumers are using the product for more than 5 years.

Change of Brand

Table 5 Distribution of consumers based on change of brands of mixer/grinder

Change of brand	No. of consumers	Percentage
No	246	82.00
Yes	54	18.00
Total	300	100

Source: Data compiled from survey.

The table-5 infers that 82 percent consumer respondents say yes for changing the brand and 18 percent consumer respondents say no. It means maximum consumer respondents change their product when they find new ones with more features.

Medium of Purchase

Table 6 Distribution of consumers based on medium of purchase of mixer/grinder

Medium of purchase	No. of consumers	Percentage
Cash	249	83.00
Installments	30	10.00
Credit	21	7.00
Total	300	100

Source: Data compiled from survey.

In the table-6, it is seen that 83 percent consumer respondents prefer to purchase the product by paying cash. Whereas less number of consumer respondents i.e. 7 percent purchase on credit basis. However, still 10% consumer respondents go for installment purchase. From this, it can be concluded that maximum consumer respondent purchase the mixer/grinder product on cash payment.

Sources of Information

Table 7 Distribution of consumers based on sources of information on mixer/grinder brands

Source	No. of consumers	Percentage
Television advertisement	146	48.66
Ad in the news paper	28	9.34
Radio advertisement	15	5.00
Magazine	20	6.66
Neighbors	40	13.34
Friend s	30	10.00
Colleagues	13	4.34
Others	08	2.64
Total	300	100

Source: Data compiled from survey.

The above table-7 shows that most consumer respondents come to know about brands of mixer/grinder through television advertisement (48%). The second most important source of information about the product is neighbors (13.34%) and the third in the order is friends (10%). The above information reveals that television advertisement and neighbors are the important sources of information about the mixer/grinder product for maximum consumer respondents.

Final Decision Maker for Selecting Brand

Table 8 Distribution of consumers based on final decision maker for selection of mixer/grinder brand

Decision maker	No. of consumers	Percentage
Friends	45	15.00
Relative	23	7.66
Senior family members	8	28.33
Self	132	44.00
Others	15	5.00
Total	300	100

Source: Data compiled from survey.

The table-8 shows the final decision maker for selection of brands of mixer/grinder. The highest percentage i.e. 44 percent consumer respondents take self-decision on finalizing the Brands. The second highest i.e. 28 percent respondents take final decision with the help of their senior family members. It can be inferred here that for purchasing the mixer/grinder product, maximum consumer respondents take self decision.

Preferred of Place of Purchase

Table 9 Distribution of consumers based on preference of place to purchase mixer/grinder

Purchase place	No. of consumers	Percentage
Known Retailer	117	39.00
Multi Brand Retailer	75	25.00
Company's show Room	72	24.00
Nearby Retailer	25	8.34
other place	11	3.67
Total	300	100

Source: Data compiled from survey.

The table-9 shows the consumer respondents' preference of place where they would like to purchase grinder. There are 39 percent respondents who prefer to purchase mixer/grinder from known retailers. 25 percent respondents prefer to purchase the same from multi brand retailers. Similarly, 24 percent respondents prefer to purchase the product from company's show room. However, low percentage of consumer respondent numbering to 25 and 11 do purchase the same from nearby retailers and other places respectively. From this, it can be concluded that maximum consumer respondents purchase the mixer/grinder product either from known retailer or multi brand retailer.

Level of Satisfaction of Consumer Respondents

Table 10 Satisfaction level of consumer respondents towards mixer/grinder Brand

Response	No. of consumers	Percentage
Highly satisfied	27	9
Satisfied	135	45
Neutral	84	28
Dissatisfied	45	15
Highly dissatisfied	9	3
Total	300	100

Source: Data compiled from survey.

The table-10 depicts the level of satisfaction of consumer respondents on the performance of mixer/grinder. It is seen from the above table that 49 percent consumer respondents feel either satisfied or highly satisfied on the performance of the mixer/grinder sets used by them. However, only 4 percent consumer respondents express their dissatisfaction on the product performance.

Testing of Hypotheses

In order to test the association between the selected consumer demographic variables and the preference for mixer/grinder brand, the Chi-square test has been performed.

H_0 There is no significant association between the respondents' age group and the preference for mixer/grinder brand.

Table 11 Chi-Square test result on age vs. mixer/grinder brand

Sl. No	Particular	Chi-square calculated value	Degree of freedom	Chi-square tabulated value(5% level significance)	Inference
1	Age and mixer/grinder	0.515	33	58.25	Accepted

The association between the age of respondents and preference for mixer/grinder brands is shown in the table-11. It is observed that the Pearson Chi-square is 0.515 which is less than 58.25. Since the calculated value is less than the critical value at 5% level of significance, the null hypothesis is accepted. It means there is no significant association between the respondents' age and preference of mixer/ grinder brand.

H_0 There is no significant association between the respondents education and preference for mixer/grinder brand

Table 12 Chi-Square test result on education vs. mixer/grinder brand

Sl. No	Particular	Chi-square calculated value	Degree of Freedom	Chi-square tabulated value(5% level significance)	Inference
1	Education and mixer/grinder	0.58	55	73.3	Accepted

The association between the education of respondents and preference for mixer/grinder brands is shown in the table-12. It is revealed from the test result that the Pearson Chi-square is 0.58 which is less than 73.3. Since the calculated value is less than the critical value at 5% level of significance, the null hypothesis is accepted. That means there is no significant association between the respondents' educational qualification and preference of mixer/grinder brand.

H_0 There is no significant association between the respondents income and preference of mixer/grinder brand

Table 13 Chi-Square test result on income vs. mixer/grinder brand

Sl. No	Particular	Chi-square calculated value	Degree of freedom	Chi-square tabulated value(5% level significance)	Inference
1	Income and mixer/grinder	0.83	44	47.48	Accepted

The association between the income of respondents and preference for mixer/grinder brands is shown in the table-13. It is noticed that the Pearson Chi-square is 0.83 which is less than 47.48. Since the calculated value is less than the critical value at 5% level of significance, the null hypothesis is accepted. It means there is no significant association between the respondents' income and preference of mixer/grinder brands.

Findings of the study

The major findings of the descriptive and inferential analysis of the study are presented below.

Descriptive Analysis

The demographic profile of the consumer respondents discloses that out of the total respondents, 65.67 percent are male and the remaining 34.33 percent are female respondents. There are 121 respondents (40.33%) whose age group is in between 20 and 30 years. Similarly, the maximum respondents' i.e.143 (47.67%) educational qualification is post graduate. Out of the total respondents, 109 (36.33%) are from government service. Further, nearly 60 percent of the respondents belong to the income category of Rs. 200000 – Rs. 400000 or below Rs. 2,00,000.

Inferential Analysis

In respect to purchase behavior of consumer respondents towards mixer/grinder product, 36.33 percent respondents choose Bajaj grinder followed by Philips brand with 22 percent consumer respondents. Maximum respondents use mixer/ grinder whose number is 134 i.e. 44.67 percent. Further, maximum respondents numbering 155 (52%) use the product for more than 5 years. With regard to change of mixer/grinder brand, 82 percent respondents stated that they changed the brand. On the issue of medium of purchase of grinder, 83% respondents said that they purchased the product by paying cash. Consumer respondents constituting 48.66 percent come to know about the product through television advertisement. Regarding final decision to purchase the product, 44 percent consumer respondents take the decision by themselves. Apart from these, more than two third consumer respondents prefer to purchase the mixer/grinder either from known retailer or multi brand retailer. Finally, with regard to the level of satisfaction, 54 percent consumer respondents express either satisfied or highly satisfied on the product performance.

CONCLUSION

The buying behavior of consumer respondents reveals that they are very much conscious about the brand. When there is availability of new brands with additional features, they switch over to other brands. Most of the consumer respondents rely on television advertisement for getting information on the product. Similarly, they are very much dependent on their known retailers or friends for selecting the product. The final decision to select the product in majority cases lies on the respondents themselves. With regard to the level of satisfaction of consumer respondents on the performance of the mixer/grinder set, majority of the respondents feel satisfied. Further, it is noticed that the important demographic variables such as age, educational qualification and income do not have significant impact on the brand preference of the consumers. However, brand name, retailing outlet, special features of the product etc. are the key factors that influence the consumers while purchasing the mixer/grinder product.

Suggestions

1. As the market share of the consumer durable products is growing, the marketer should focus on the potential markets. The strategy should be formulated based on the interrelationship between demographic factors and marketing-mix.
2. It is observed that majority of the consumers are giving less importance to other leading brands/ products. Hence, the marketers should try to position their brands through innovative marketing strategies.
3. It is observed from the study that most of the consumer respondents seek advice from retailers to select a brand. In other words, retailers play an important role as consultants for brand selection. Keeping this fact in view, the manufacturers should educate and involve the retailers in all promotional activities. This will yield result because from manufacturing to consumption, the retail outlet is the key intermediary that is interacting with the ultimate consumers.
4. The product attributes and more particularly the brand awareness play a vital role in determining consumers' behavior. Therefore, the manufacturers should advertise the products by giving more emphasis on product attributes, nature and characteristics.
5. It is notice from the study that brand has played an important role in the psyche of customers; brand building is more important in marketing of consumer durables as compared to other promotional tools. Companies producing durable products should devise suitable brand building exercise to attract more and more customers into their fold.

Limitations of the Study

The present research work has been carried out on the basis of data collected from the consumer respondents. The views expressed by the respondents may be biased one. Hence, the inference drawn on such information is one of the limitations of the study. The selection of two municipal towns i.e. Balasore and Bhadrak where the present research work has been carried out is another limitation of the study from the limited area coverage point of view. The statistical tools and techniques used in the study do have their own limitations. In view of the above mentioned limitations, the users are advised to make use of the findings and suggestions carefully.

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