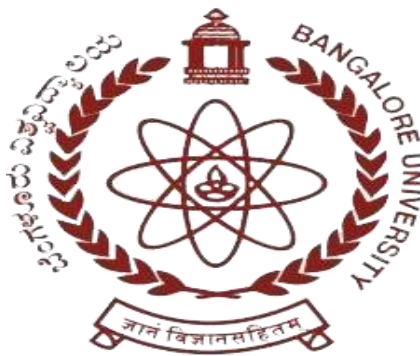


**“A STUDY ON THE ROLE OF DIRECT MARKETING  
STRATEGY IN DETERMINING CONSUMER PURCHASING  
BEHAVIOUR IN A CONSUMER DURABLE MARKET”**

Dissertation report submitted in partial fulfilment of the requirements for the  
award of the degree of

**MASTER OF BUSINESS ADMINISTRATION  
OF  
BANGALORE UNIVERSITY**



*By*

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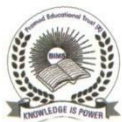
## **DECLARATION**

I hereby declare that **“A STUDY ON THE ROLE OF DIRECT MARKETING STRATEGY IN DETERMINING CONSUMER PURCHASING BEHAVIOUR IN A CONSUMER DURABLE MARKET”** is the result of the project work carried out by me under the guidance of **ASSOCIATE PROFESSOR PRAKASH NAIK** in partial fulfilment for award of masters in business administration by Bangalore University.

I also declared that project is the outcome of my own effort and it has not been submitted to any other university or institution for the award of any other degree or certificate.

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This is to certify that the dissertation titled “A STUDY ON THE ROLE OF DIRECT MARKETING STRATEGY IN DETERMINING CONSUMER PURCHASING BEHAVIOUR IN A CONSUMER DURABLE MARKET” is original work of Mr. ABHISHEK B bearing University Register Number 19QZCMD002 and is being submitted in partial fulfilment for the award of the Master’s Degree in Business Administration of Bangalore University. The report has not been submitted earlier either to this University/ Institution of the fulfilment of the requirement of a course of study Mr. ABHISHEK is guided by ASSOCIATE PROFESSOR. PRAKASH NAIK who is Faculty guide as per the regulations of Bangalore University.

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## **CHAPTER-1**

### **INTRODUCTION**

The nation is going through a stoppage with financial development descending. Our area is incredibly influenced by the overall financial conditions in the country. Because of the lethargic monetary development, the Consumer Electronic Industry has seen a noteworthy development in course of recent years. The interest of hardware in the Indian market is projected to ascend to US \$ 400 billion by 2020. To guarantee that supply stays up with the expansion sought after, the business and the Govt. need to cooperate, to make the Indian business. The customer hardware industry is introducing the beginning of Convergence. It is the conjunction and converging of isolated business sectors of advanced based sound, video and data innovation, eliminating passage hindrances across the market and industry limits. This combination of innovations has brought about a more noteworthy interest for customer gadgets, be they compact, in-home (cell phones, advanced camera) or in-vehicle (CD/DVD players), offering various capacities.

Since, India has been dragging along ASEAN nations as far as creation, quality and commodity of customer machines, execution levels of the majority of components of creation like quality labor, capital venture, framework, innovation and so on, should be upgraded through cognizant approach intercessions and administrative activity to help intensity of the area. In this specific situation, an endeavor has been made to comprehend the efficiency and seriousness of shopper apparatuses eco-framework in India and prescribe strategy answers for make the area universally cutthroat. The concentrate likewise endeavors to recognize the components preventing the advancement of the area and propose measures for upgrading the seriousness of the area. promoting is the moving and invigorating action in everyone exercises. The venders, merchants, publicizing agencies, consultants, carriers, financiers, store offices and each one as a counter are essential for the showcasing framework. Any trade cycle be it shopper, merchandise, middle person products, administrations of thoughts, goes under the see of promoting.



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The Markets consists of 450 million persons who yearly consume Rs. 60,000 crores worth the products and services. It means every household in India spends more or less Rs. 8,000/- annually on average on the purchases of products and services. At same time out of it 25 to 40 percent persons spend their income on consumer durable products for better and standard living. Every year this market swells by 20 million persons. Hence this represents the most lucrative market in the world economy that helps to boost Indian economy. Different approach due to the various reasons The Indian market with its vast span and high potentiality extending about 302 crore people. Compression of the total population, geographically, is scattered over 6.10 lakhs villages 87% of which are small villages having population below 2000 contributing about a half share in the N.P.P. It is still a neglected and unexplored area and offers great challenges and opportunities to the Indian marketers, Whereas Indian market and marketers consist of about heterogeneous culture with linguistic, religious and economic diversities. It has grown upto 20 to 58 percent in size and range with sophistication. At the same time rural market for consumer product have grown nearly threefold from Rs 753 crores in 1984 to Rs. 21183 crores in 1989, and in the year 1998, Rs. 713 crores. Distributives of Indian market comprising 84.59 crore population is very peculiar. The rural sector with 72% of the population widely spread in more than five lakhs of villages in India. Low density of population and inaccessibility makes the marketing net sales difficult but also it is economical Marketing is the modern of modem industry without it the economy is like a rudderless sailing in the stormy sea.

Purchase conduct gives a sound base to distinguishing and understanding buyer needs. Hence, the investigation of customer conduct for any item is of essential significance to advertisers in molding the fortunes of their associations. Other than an investigation of shopper conduct assumes a huge part for managing utilization of merchandise and subsequently keeping up with financial security. Advertising depicts a commonly gainful connection between a firm and a customer.

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A customer could possibly, be a current buyer of the items. A client is one who is effectively occupied with purchasing, or one who will turn into a functioning purchaser sooner rather than later. Subsequently, purchaser is an individual who really devours the items where as, client is the purchaser, if he is buyer. However there is a reasonable qualification between the expressions "shopper and "client" we might utilize them reciprocally in the event that we consider an entire family as one unit in the buyer market, since the purchaser and the client will fall inside a similar family. It alludes to this load of exercises that immediate the progression of products from the producer to the shopper. Absence of information and unpracticed advertising approach would concern itself with the trading of merchandise for more benefit making with no thought for the buyer. This methodology very before long starts to overcome itself on the grounds that the buyer is a vital factor whose prosperity should be a significant worry of a firm closing with objectives of benefit gathering. A definitive target of a business is to make a purchaser. Customer is supposed to be the pier around which the whole business exercises spin Marketing includes the association of a few business exercises, the point of which is to satisfy the necessities and wants of the shoppers. This perspective on advertising has brought forth the thing is known as "Promoting Concept Therefore, we need to concentrate on the idea of "Market" and afterward the showcasing.

#### BUSINESS PHILOSOPHY:

"Peter Drucker once composed showcasing as to make a client for business reason". As far back as 1776, Adam Smith, the dad of present day economies. composed as "utilization is the sole and reason for all creation and the interest of the item should be gone to just safaris, it could be essential expense advancing those of the client", " In the event that the clients are those that utilization, devour, purchase, used, suggest a product or administration, the majority of the associations should keep up with client relationship, regularly with an alternate client. Table 1.1 exhibits that the clients come in various pulses and might be depicted contrastingly by associations in various fields.

---

The advertising dependent on the purchaser needs, above are the situational shopper or client in the mega promoting patterns in this manner, the showcasing idea is buyer arranged and accentuation is more on the customer, then, at that point, on the items and solid promoting requires a steady or further developing relationship with clients throughout some stretch of time. Promoting is in this way future orientated also, subject to execution, as opposed to on guarantees or previous accomplishments. The issues of ideal and great advertising practice can be summed up as picking and focusing on proper purchasers situating you contributions. Communicating with those purchasers Controlling the advertising endeavors Congruity of execution. While advertising idea relies on the client fulfillments. Advertising is likely top new to have fostered a "general hypothesis on primary, dynamic and different to strong methodologies. An illustration of John Howard, an American advertiser, suggests that an underlying methodology lay on six mainstays of good practice.

Shopper conduct alludes to the demonstrations of customers in getting and utilizing labor and products then the choice interaction that decide these demonstrations. Shopper conduct incorporates an immense region including utilization designs, buyer inclinations, customer inspiration, purchaser purchasing measure and furthermore shopping conduct and so forth the investigation of customer conduct is the investigation of how a people settle on choices to spend accessible assets (Money, Time, Efforts) on utilization related things as buyer strong items. The fundamental inquiries which are replied in the investigation of purchaser conduct.

Sometime in the past makers thought about promoting a moderately immaterial sideline movement. A lot of what they made, they was specially made and in actuality was sold before it was made. What they delivered fully expecting getting request, they discarded by selling straightforwardly from their studios or by showing their merchandise out in the open commercial center on the grounds that these shopper solid items were in close contact with their advertisers in the market. They were naturally mindful of clients strong inclinations, their everyday contacts with their customers made it simple for them, to expect the interest for their buyer tough items,

---

In an agrarian or in reverse economy individuals are to a great extent independent. They develop their own food; make their own garments and assemble their own homes and apparatuses. Over the long haul, notwithstanding, the idea of division of work being's to develop and experts focus on the creation of the things in which they dominate. This was bring about individuals creating more than need of same stuffs and legs they need of others. At whatever point, individuals make more they need to need more than they make consequently the establishment is laid for exchange and exchange is the core of promoting. Hence we go to time of mercantilism.

The assessment of advertising makers being to fabricate purchaser tough item in the enormous amount in the expectation of further and future orders. The division of work happens as a kind of business creates and assists with selling the expanded purchaser durables yields. These money managers that goes about as a mediator between the makers and purchasers are the brokers. To work with correspondence and purchasing and selling the different, intrigued buyers will in general gather the topographically. Exchanging focuses and appropriating offices are subsequently framed. The country today going through these differ phases of monetary turns of events. This works with end that progression and refinements in promoting commonly go inseparably with headways in region its financial turn of events.

The idea of purchaser tough market is relative term of the country metropolitan market in the Indian public market; which is separated into two co relative terms as rustic metropolitan and metropolitan provincial shopper strong items. The items are not day by day utilized in living individuals yet in addition utilized steadily better every day expectation for everyday comforts with the aides of the tough items.

---

The public market into metropolitan and rustic business sectors. Metropolitan business sectors have high populace thickness with the relative of rustic business sectors have low populace thickness due to it the metropolitan business sectors having the correspondence and actual dispersion offices with assistance of method for transportation, for example, Roads, Railways, Air-ports, Marine, Banks, administrations, and so on "Anderson and Eswaran" outlines crafted by metropolitan sociologists in involving metropolitan and provincial man.

The NCAER study, provides a functional meaning of metropolitan regions according to 1971 statistics, which incorporates all spots with a Municipality, Corporation, Cantonment or an informed town region. To decide the rustic metropolitan market, Desai, recommends the plan of separation (initially upheld by Sorolein and Zimmerman) Gilbert attempts to characterize the idea of country, first taking everything into account two constituents of provincial "industrialist space, as lopsided local turn of events, and the method of essential creation, (counting the word related classification) which is recognize by its immediate association with the indigenous habitat. "The provincial market is comprised of two expansive parts .The market for buyer items, which incorporates both durables and nonstrong items. The market of agrarian products or information sources (manures, pesticides seeds, and so on) and other mechanical speculation merchandise. The market rural sources of info are prevailing rustic and metropolitan moderately grounded cloke. employments of factors like, ladies populace; populace change, driving out design, family conveniences, migration, populace thickness, for characterizing the country metropolitan market.

---

India is the second biggest purchaser market on the planet. The Indian buyer profile has been created and changed as far as schooling, pay, occupation, and reference gathering and media propensities. There is a change in buyer brand inclination for durables items for as far back as decade with the convergence of current innovation. The purchaser purchasing inclinations are quickly changing and moving towards very good quality innovation items with assimilation. Items which were once considered extravagance things have turned into a need due to the changing way of life and rising pay levels. With development in dispensable earnings, the interest for very good quality items like TV, clothes washer, cooler, and forced air systems has expanded significantly. It is likewise worked with by the simple accessibility of money and predominance of family units. Expanding sought after for purchaser strong in the market the fall in costs as Indian buyers are keep on appending a high level of significance to an incentive for cash. The purchaser is brand-cognizant, however not really brand-faithful, and may even get a solid private name on the off chance that it offers great cost and quality values. Consumer strong entrance is one of the least in India and the undiscovered potential is obviously huge. The two makers and brokers would be constrained to investigate each possible strategy to work on functional efficiencies, to accomplish generous and productive business development.

The Indian shopper durables market has gone through a significant change since the advancement interaction, started in 1991. The market size, item entrance, the assortment and innovation of items sold, have all accomplished a quantum jump. Further developed item decision and decrease in genuine costs, coordinated by expanded buyer livelihoods have driven the market development rate to dazed statures. Presently marks are turning into the most significant resources that organizations can have. The advertisers are confronting parcel of difficulties: with respect to separation which is esteemed by the clients. Brands in this setting are new business fighters. Brands are abundance generators of the twenty first century. Items are not separated in the plants, however marks are separated in the customers' mind. Brands are fit for changing everyday items into objects of want. Likewise, the market worth of a business is dictated by the number and kinds of brands it holds. Today in a serious market, the inquiry is about the endurance of the organization on the lookout.

---

The appropriate response is endurance of organizations by marking. The appropriate system of marking arranging is expected to accomplish income, deals, quality and portion of the overall industry. A decent technique separates one organization's image from the other contender's brands.

The term Marketing propose various implications to various individuals; to some it is shopping, to others it is selling and still others understanding it is the action attempted by the organizations to make a trade exchange, an achieve and adding one bring out more prominent yield at any rate cost. Advertising in its most broad definition, it is the coordinating of the progression of labor and products from the maker to purchaser or clients. Advertising examination may likewise be characterized as canny device of the board or as an analytical arm of promoting director accommodating in arranging and controlling advertising activities. Accordingly, promoting research has an expansive space of use which portrays its extension. The fundamental reasons for showcasing examination to an advertiser are arranging and control, however one point that should be focused on here that advertiser or a showcasing supervisor has consistently impediments as far as assets and time. There might be various issues or choices to confront and because of the above constraint as it were basic issues regions ought to be distinguished and given needs for the exploration.

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## **CHAPTER-2**

### **BACKGROUND OF THE STUDY:**

The nation is seeing the formation of many new business sectors and a later development of the present ones. With estimate of than 500 million individuals climbing from the classification of rustic poor to provincial lower working class somewhere in the range of 2007 and 2017, country utilization levels are relied upon to ascend to current metropolitan levels by 2020. The Consumer durables items bought by the retail buyers how are made for long period use, as struggle for an excessive amount of merchandise that are to proposed for use for the current time being. Buyer durables are expected to endure standard use for quite some time or more prior to supplanting the necessary buyer item. Each family contains somewhere around a couple of things that might be appropriately viewed as of a purchaser solid nature. A blend of purchaser relies on ways of life; pay, item mindfulness and valuing have been instrumental in changing the example and sum of buyer use prompting solid development of purchaser durables industry. Because of segment; socio - financial and social status of effect the purchasing conduct of shoppers. It is reality that in these perspectives the distinctions are diminishing continuously. Till these distinctions stay, the gatherings require various medicines. These united inquiries call for logical enquiry to discover the possibilities of buyer conduct towards sturdy merchandise. Against this foundation, a humble endeavor is made in this review concerning Bangalore of Karnataka state in India.



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## **OBJECTIVES:**

- Understanding the consumer behaviour towards purchasing a new household appliance.
- To know the factors which can affect the purchase decision.
- To know the consumer's view regarding service and after sales service.
- To know various strategies used by companies to attract consumers.
- To Know whether they would recommend to others or not.

## **Scope of the Study:**

The review targets zeroing in study on buy conduct of purchaser solid merchandise. Analyst restricts its degree to choose customer sturdy, for example, Air conditioners, Fridge, Television, Washing machine and, Wet Grinder. Thus, it is important to think on buyers' discernment, buyers' pre-buy and post-buy social exercises. There are many sides of purchaser conduct that perhaps need elaboration and how ever this review focuses on individual customer buy conduct in regards to the acquisition of shopper sturdy merchandise previously expressed. This examination study is exploratory in nature. Additionally, the space of the review is bound to study area. The review centers around the strong items in metropolitan and country region in seven Taluks in Bangalore region.

The Indian economy is essentially isolated into metropolitan and rustic. Rustic area is presently adjusted for commitment a huge potential to advertisers and vows to be a chance for which are to be snatch by conquering difficulties and dangers. To studies and reviews for various buyer items and administrations have, throughout the long term, plainly featured the arising significance of the provincial also, metropolitan areas. There have been less engaged investigations breaking down the buyer tough market in the foundation of changing situation of rustic and metropolitan business sectors.

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## Literature Review

In a commercial centre where organizations go after clients, buyer conduct is viewed as a critical differentiator and progressively has turned into a vital component of business methodology. Associations are progressively keen on holding existing clients while focusing on non-clients; estimating consumer loyalty gives a sign of how effective the association is at giving items and additionally administrations to the commercial centre.

Customer conduct is a vague and unique idea and the genuine indication of the condition of fulfilment will shift from one individual to another and item/administration to item/administration. The condition of fulfilment relies upon various both mental and actual factors which correspond with fulfilment practices like return and suggest rate. The degree of fulfilment can likewise differ contingent upon different choices the client might have and different items against which the client can look at the association's items.

Since fulfilment is essentially a mental state, care ought to be required in the work of quantitative estimation, albeit an enormous amount of examination in this space has as of late been created. Work done by Berry (Bart Allen) and Brodeur somewhere in the range of 1990 and 1998 characterized ten 'Quality Values' which impact fulfilment conduct, further extended by Berry in 2002 and known as the ten spaces of fulfilment. These ten spaces of fulfilment include: Quality, plan to Value, Timeliness,

Effectiveness, Ease of Access, Environment, Inter-departmental Teamwork, Torment, the Customer and Innovation. These variables are applause. are most Front line Service Behaviours, Commitment stressed for ceaseless improvement and hierarchical change estimation and model. frequently used to foster the design for fulfilment estimation 1985 and 1988 a coordinated Work done by Parasuraman, Zeithaml and Berry (Leonard L) somewhere in the range of 1985 and 8 giving the hole between the reason for the estimation of consumer loyalty with an assistance by utilizing the hole the client's assumption for execution and their apparent experience of execution. This gives the measurer a fulfilment "hole" which is unbiased and quantitative in nature.

---

## **CHAPTER-3**

### **RESEARCH METHODOLOGY**

Examination strategy is an approach to deliberately show the Research issues. It is a fundamental for the analyst to know the exploration Methods as well as the system. This part comprises the accompanying theme in particular

- Research design
- Source of data
- Types of research
- Tools of data collection
- Sample size
- Sampling technique

#### **Type of Research**

This examination configuration is utilizing to get ready last thesis report dependent on the Descriptive and insightful Research Methods since that strategy includes gathering information that depict occasions and afterward coordinates, organizes and portray the information assortment in suitable manner.

---

## Sources of Data

“The relevant data was collected from both primary sources and secondary sources.

1.**Primary Data Collection**: Essential examination comprises of an assortment of unique essential information gathered by the scientist. It is normal embraced after the exploration has acquired some knowledge into issue by inspecting optional examination or by breaking down recently gathered essential information. The essential information comprise of different polls; perceptions, meetings, and connection with people in general and the board have been wellspring of information.

2.**Secondary Data Collection**: Optional information alludes to that kind of information which is accessible promptly or the information which is now exists. Optional information is economical and it is effectively accessible. Auxiliary information can be acquired through books, diaries, articles, inward records, government distributions, libraries, enumeration reports and reference books also and so forth it is by and large identified with the past information and it is not difficult to get as it is promptly accessible.

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## **Sampling size type**

- Convenience sampling: the sampling procedure of obtaining those people that are most convenient available.
- Convenience sampling is used in exploratory research where the researcher is interested in getting an inexpensive approximate.
- Sampling Frame: All respondents taking sales promotion
- Sampling Unit: Bangalore

## **Tools for Data Collection**

The following tools of data collection were used to get proper information:

- Questionnaire
- Tables,
- Graphs and Charts

## **Limitations of the Study**

- The study has been covered only a limited area.
- The present study is concerned with an academic purpose only.
- The study is restricted to Bangalore only.
- The study is restricted to the time conducted during the study.
- The sample size is restricted to 50 respondents only.

---

## **CHAPTER-4**

### **RESULTS, ANALYSIS AND DISCUSSIONS**

**TABLE-01**

1. The following tables shows the factors which motivated the customer to buy Durable Goods.

FACTORS	CONSUMERS
Friends	8
Brand image	9
Advertisement	9
Relatives	8
Self-decision	16
Total	50

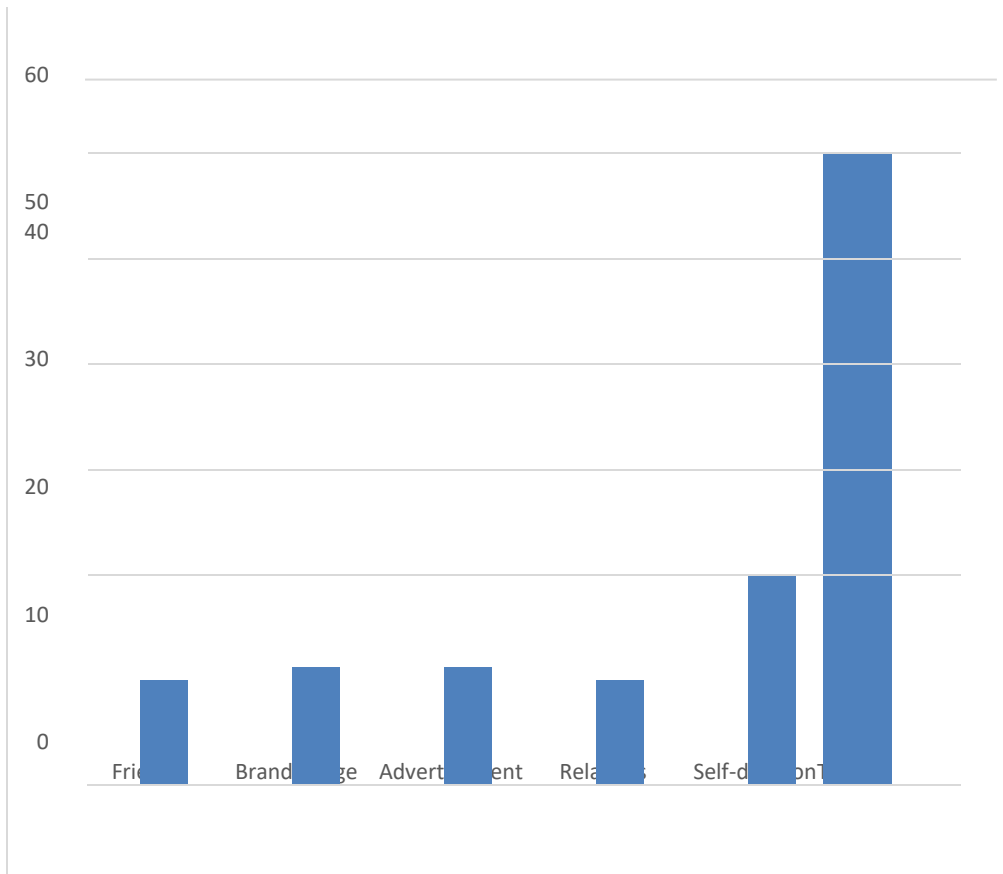
**Analysis:**

- A. 16 customers have purchased Durable Goods by their own decision.
- B. 8 customers have purchased Durable Goods by their Friends recommendation.
- C. 9 customers have purchased Durable Goods by its Brand Image.
- D. 9 customers have purchased Durable Goods on the basis of Advertisement.
- E. 8 customers have purchased Durable Goods on their Relative's recommendation

---

## GRAPH-01

Graph showing the factors which motivated the customer to buy Durable Goods.



### Interpretation:

From the above graph, it is inferred that the majority of the respondents purchased on there self-decision.

---

**TABLE-02**

The following table, shows the level of satisfaction of customer need/purpose of purchasing Durable Goods.

Fully Satisfied	23
Satisfied	17
Dissatisfied	7
Fully Dissatisfied	3
Total	50

**Analysis:**

The above table shows that:

45% of people are fully satisfied with the purchase of Durable Goods.

35% of people are just satisfied with the purchase of Durable Goods.

13% of people are dissatisfied with the purchase of Durable Goods.

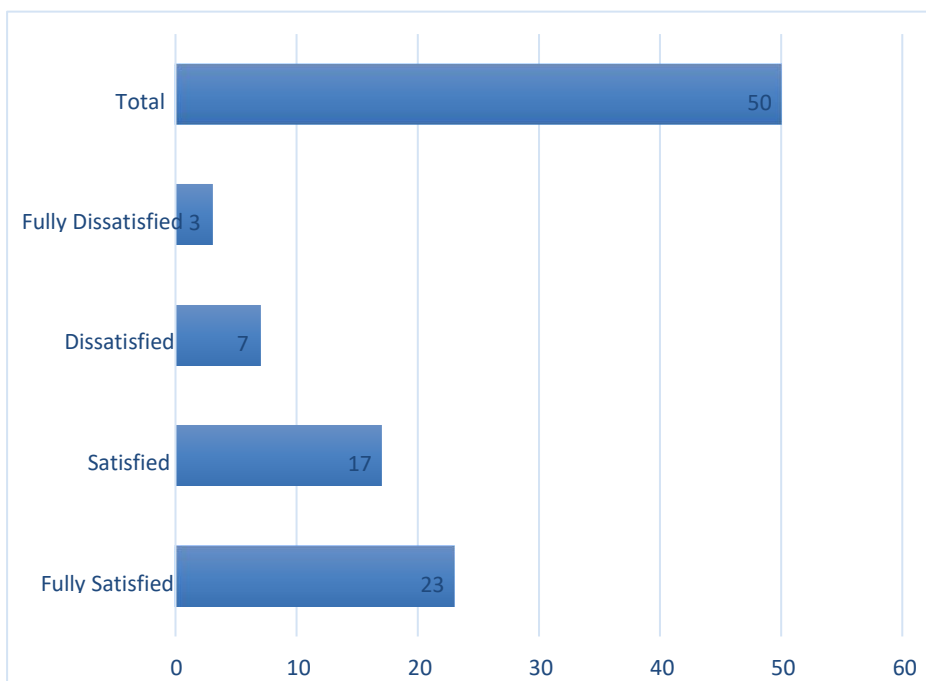
7% of people are fully satisfied with the purchase of Durable Goods.



---

## GRAPH-02

The following Graph shows the level of satisfaction of customer need/purpose of purchasing Durable Goods.



### Interpretation

From the above graph, it is inferred that the majority of the respondents are fully satisfied with need/purpose of purchasing Durable Goods.

---

---

**TABLE-03**

The following table, shows consumer satisfaction with the service department.

Particular	No Of Respondents	No Of Respondents %
Very Good	30	60%
Good	10	20%
Very Bad	5	10%
Bad	5	10%
Total	50	100%

**Analysis**

The above table shows that

60% of the people rate very good for the service department

20% of the people rate good for the service department

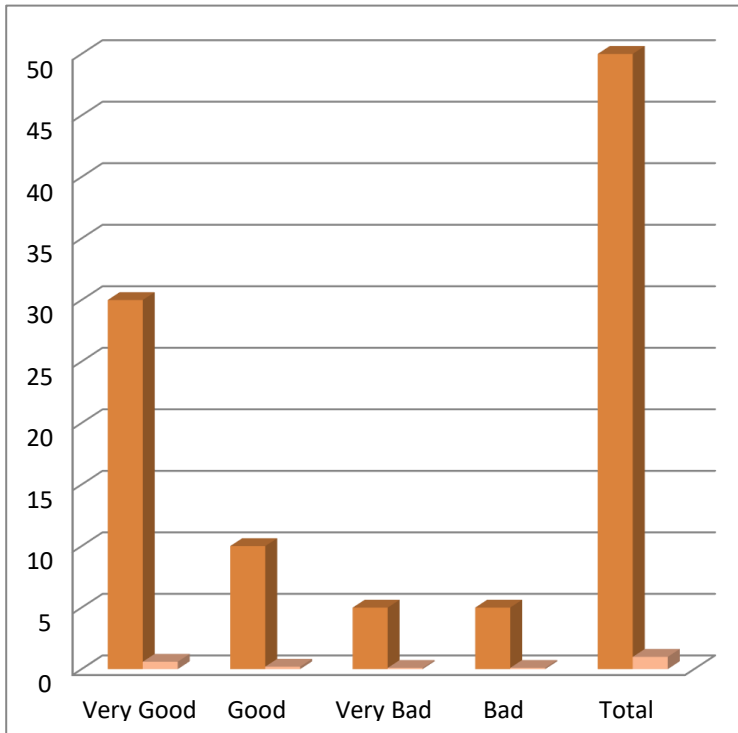
10% of the people rate very bad for the service department

10% of the people rate bad for the service department

---

### GRAPH-03

The following graph showing consumer satisfaction with the service department.



#### Interpretation –

From the it is inferred that majority of the people rate very good for the service department

---

**TABLE-04**

The following tables shows from where did consumers buy Durable Goods from.

Particular	No Of Respondents	No Of Respondents %
Showroom	25	50%
Retailer	10	20%
Wholesaler	10	20%
Other	5	10%
TOTAL	50	100%

**Analysis**

The above table shows that Showroom

50% of the people purchased from Showroom

20% of the people purchased from Retailer

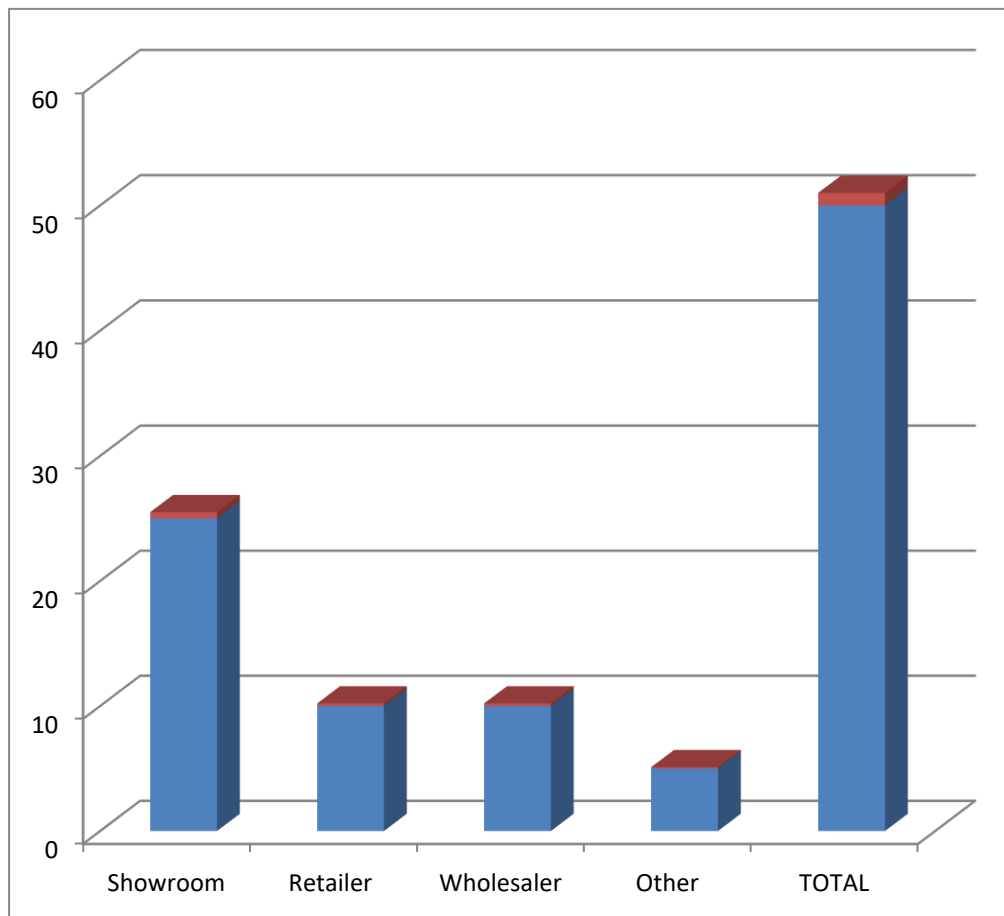
20% of the people purchased from using Wholesaler

10% of the people purchased from Others

---

## GRAPH-04

The following Graph, shows from where did consumers buy Durable Goods from.



### Interpretation

From the above graph, it is inferred that majority of the consumers purchased from Showroom.

---

**TABLE-05**

The following tables shows that Influence of quality on purchasing decision .

Particular	No Of Respondents	No Of Respondents %
Strongly Agree	35	70%
Agree	5	10%
Strongly Degree	6	12%
Disagree	4	8%
TOTAL	50	100%

**Analysis**

The above table shows that

70% of the people Strongly Agree on Influence of quality on purchasing decision

10% of the people Agree on Influence of quality on purchasing decision

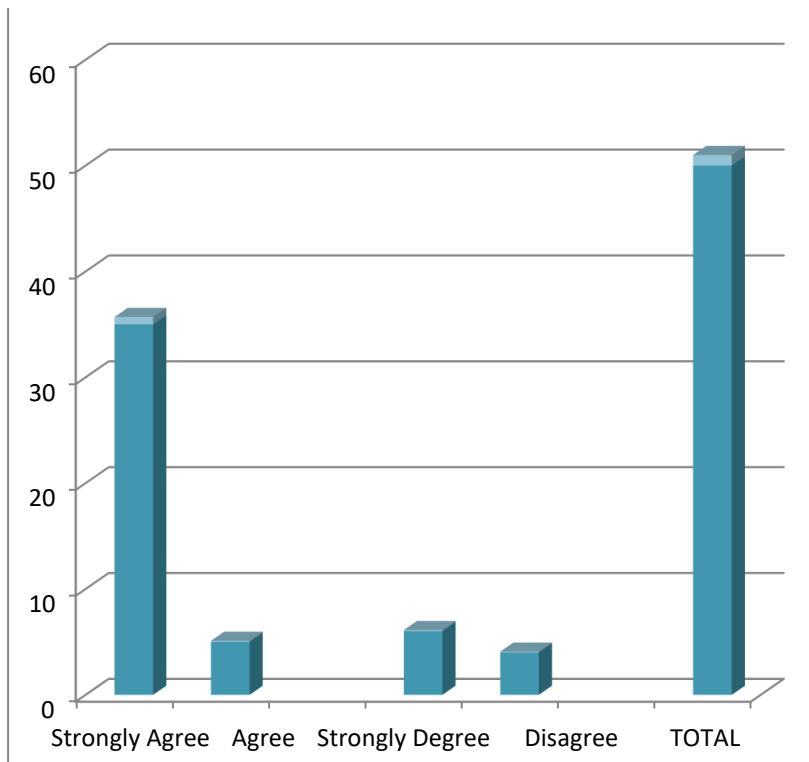
12% of the people Strongly Degree on Influence of quality on purchasing decision

8% of the people Disagree on Influence of quality on purchasing decision

---

### GRAPH-05

The following graph shows Influence of quality on purchasing decision



#### Interpretation-

From the above graph it is inferred that majority of the people Strongly Agree on Influence of quality on purchasing decision

---

**TABLE-06**

The following tables shows Influence of price on purchasing decision

Particular	No Of Respondents	No Of Respondents %
Strongly Agree	30	60%
Agree	10	20%
Strongly Degree	6	12%
Disagree	4	8%
TOTAL	50	100%

**Analysis**

The above table shows that

70% of the people Strongly Agree on Influence of price on purchasing decision

10% of the people Agree on Influence of price on purchasing decision

12% of the people Strongly Degree on Influence of price on purchasing decision

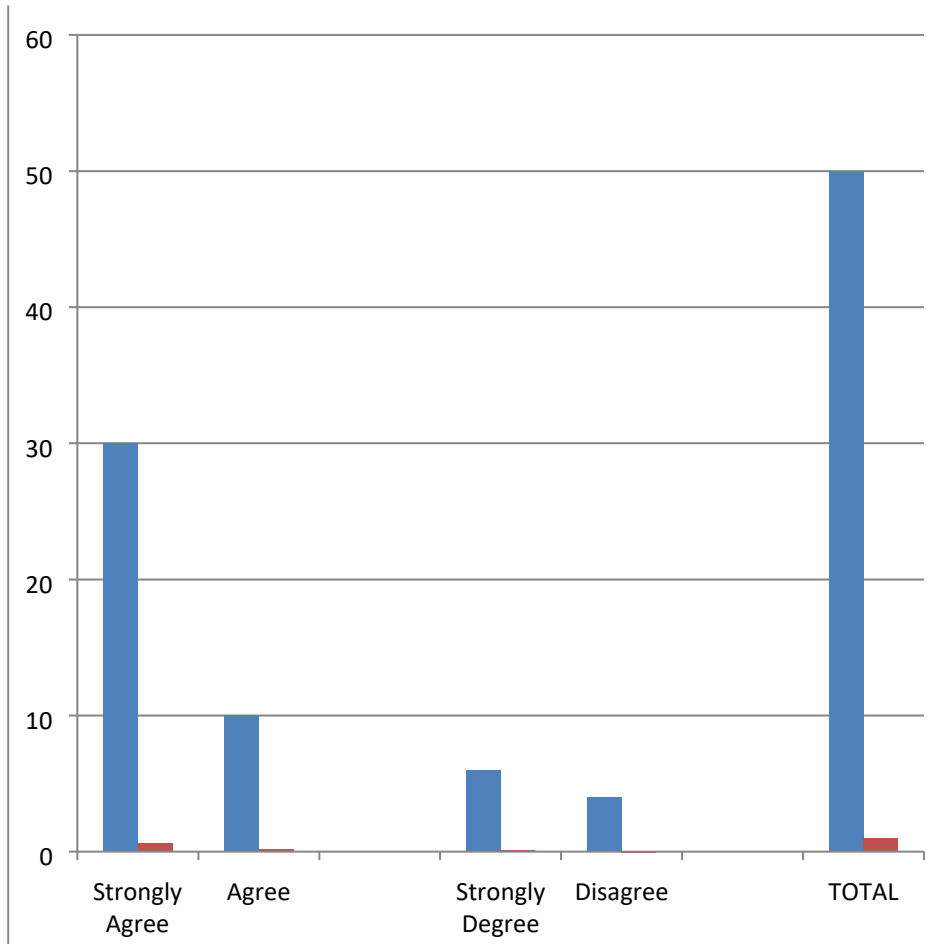
8% of the people Disagree on Influence of price on purchasing decision



---

## GRAPH-06

The following Graph shows Influence of price on purchasing decision



### Interpretation-

From the above graph it is inferred that majority of the people Strongly Agree on Influence of price on purchasing decision

---

**TABLE-07**

The following tables Influence of brand on purchasing decision

Particular	No Of Respondents	No Of Respondents %
Strongly Agree	25	50%
Agree	10	20%
Strongly Degree	10	20%
Disagree	5	10%
TOTAL	50	100%

**Analysis**

The above table shows that

50% of the people Strongly Agree on Influence of brand on purchasing decision

20% of the people Agree on Influence of brand on purchasing decision

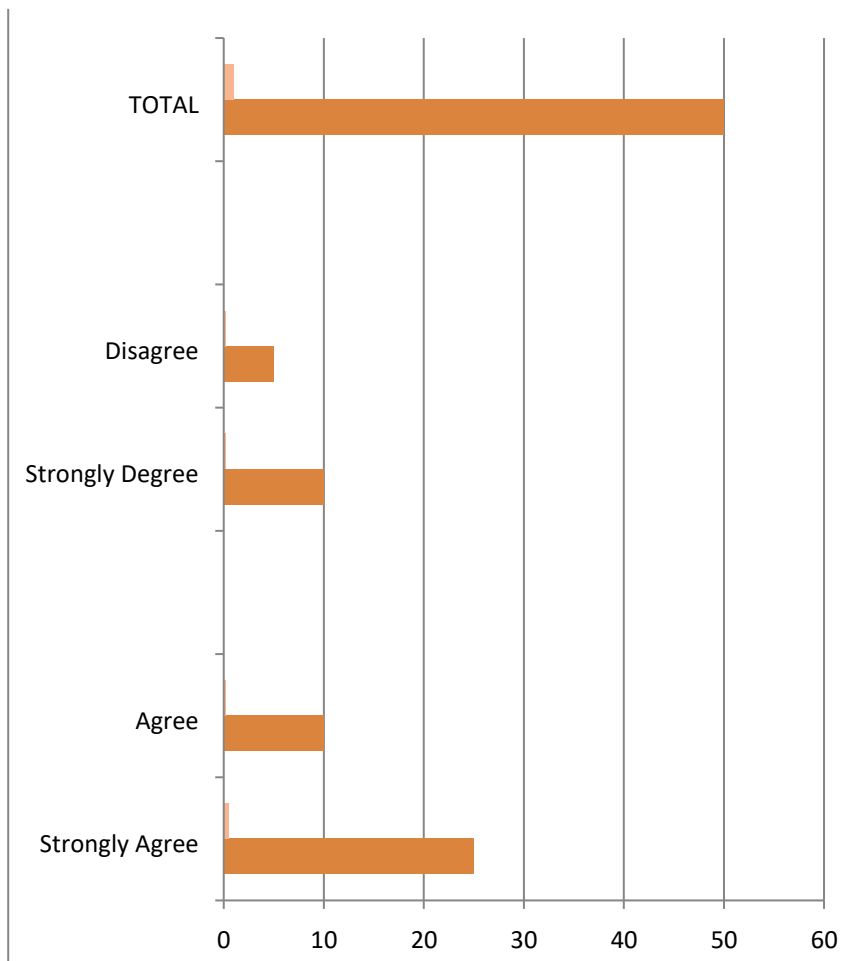
20% of the people Strongly Degree on Influence of brand on purchasing decision

10% of the people Disagree on Influence of brand on purchasing decision.

---

### GRAPH -07

The following graph shows Influence of brand on purchasing decision



#### Interpretation-

From the above graph it is inferred that majority of the Strongly Agree on Influence of brand on purchasing decision

---

**TABLE-08**

The following tables shows what is your opinion about Durable Goods.

Particular	No Of Respondents	No Of Respondents %
Excellent	24	48%
Very Good	10	20%
Good	10	20%
Bad	6	12%
TOTAL	50	100%

**Analysis**

The above table shows that

48% of the people ate excellent on Durable Goods.

20% of the people are rate very good on Durable Goods.

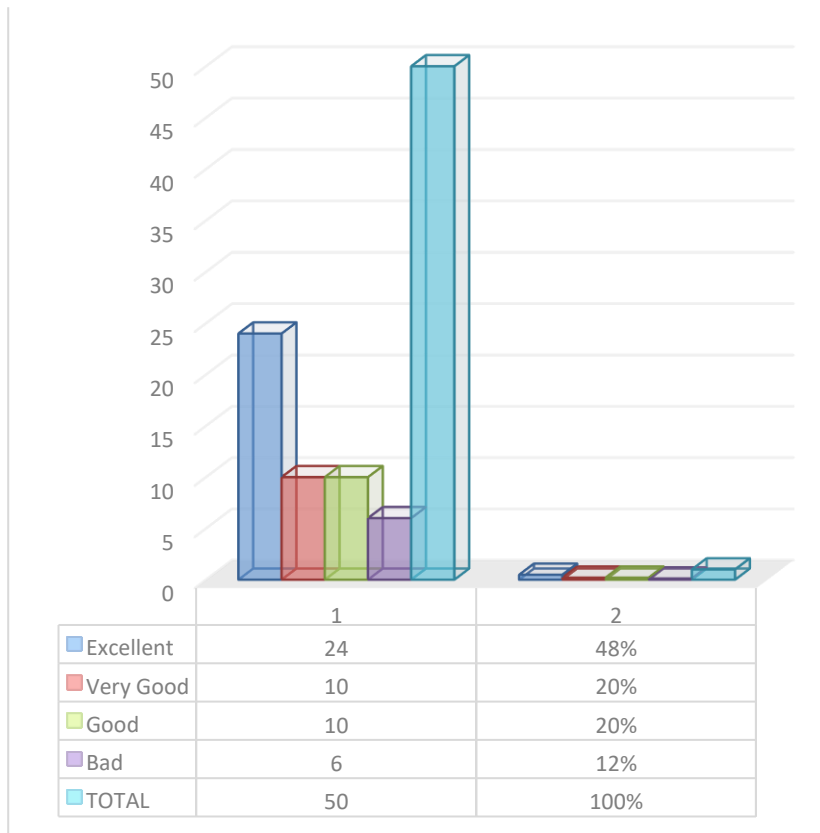
20% of the people are good on Durable Goods.

12% of the people are bad on Durable Goods.

---

## GRAPH -08

The following graph shows what is your opinion about " Durable Goods.



### Interpretation-

From the above graph it is inferred that majority of the people rate excellent on Durable Goods.

---

**TABLE-09**

The following tables shows behaviour of show room people while taking quotations or while Purchasing Durable Goods.

Particular	No Of Respondents	No Of Respondents %
Very Friendly	30	60%
Friendly	16	32%
Not-Friendly	2	4%
Don't Know	2	4%
TOTAL	50	100%

**Analysis**

The above table shows that

60% of the people rate very friendly behavior of show room people while taking quotations or while Purchasing " Durable Goods."

32% of the people rate friendly on Durable Goods.

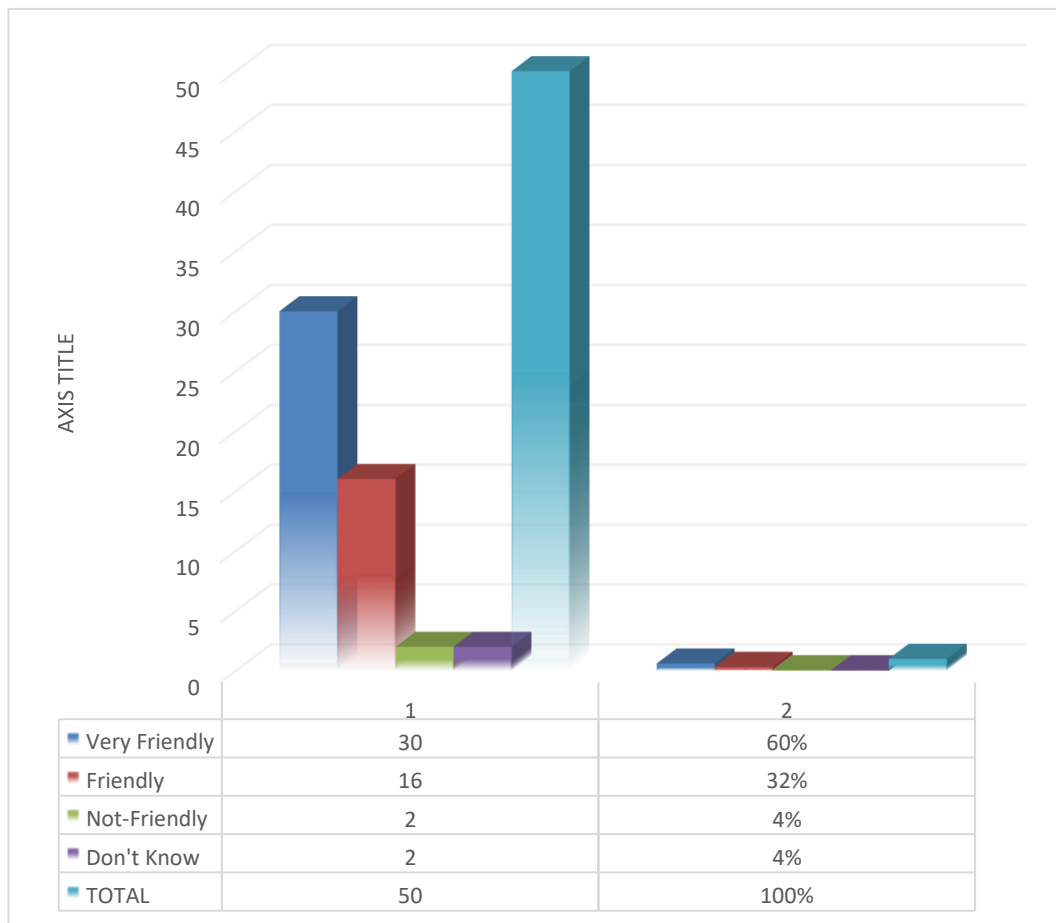
4% of the people rate not-friendly on Durable Goods.

4% of the people says don't know on Durable Goods.

---

### GRAPH -09

The following graph shows behaviour of show room people while taking quotations or while Purchasing "Durable Goods.



#### Interpretation-

From the above graph it is inferred that majority rate very friendly behavior of show room people while taking quotations or while Purchasing Durable Goods

---

**TABLE-10**

The following tables shows your opinion about Durable Goods.

Particular	No Of Respondents	No Of Respondents %
Very Reasonable	35	70%
Reasonable.	10	20%
Costly	2	4%
Very Costly	3	6%
TOTAL	50	100%

**Analysis**

The above table shows that

70% of the people rate very Reasonable "service charges" in the show room

20% of the people rate only Reasonable costly service charges" in the show room

4% of the people rate Costly" service charges" in the show room

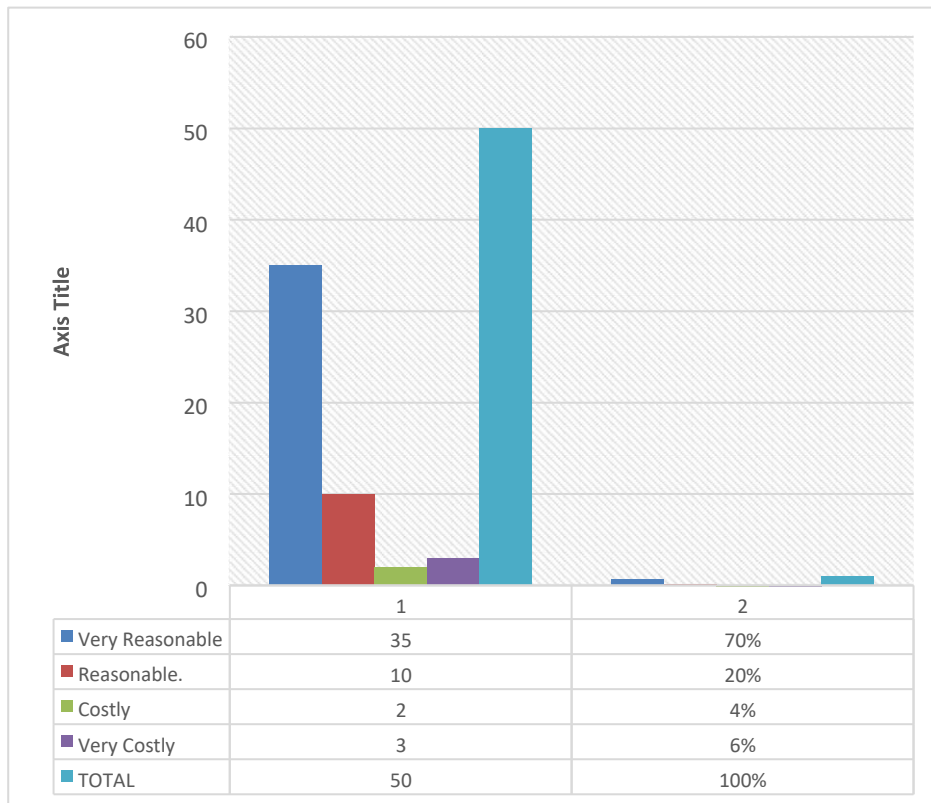
6% of the people rate very Costly" service charges" in the show room



---

## GRAPH -10

The following graph shows your opinion about "service charges" in the show room?



### Interpretation-

From the above graph it is inferred that majority rate very Reasonable "service charges" in the show room

---

**TABLE-11**

The following table shows problems faced while purchasing Durable Goods.

Particular	No Of Respondents	No Of Respondents %
Lack of information's	10	20%
Non co- operations of show room peoples	10	20%
Delay	10	20%
No problem	20	40%
TOTAL	50	100%

**Analysis**

The above table shows that

40% of the people faced no problem while purchasing Durable Goods.

20% of the people faced delay while purchasing Durable Goods.

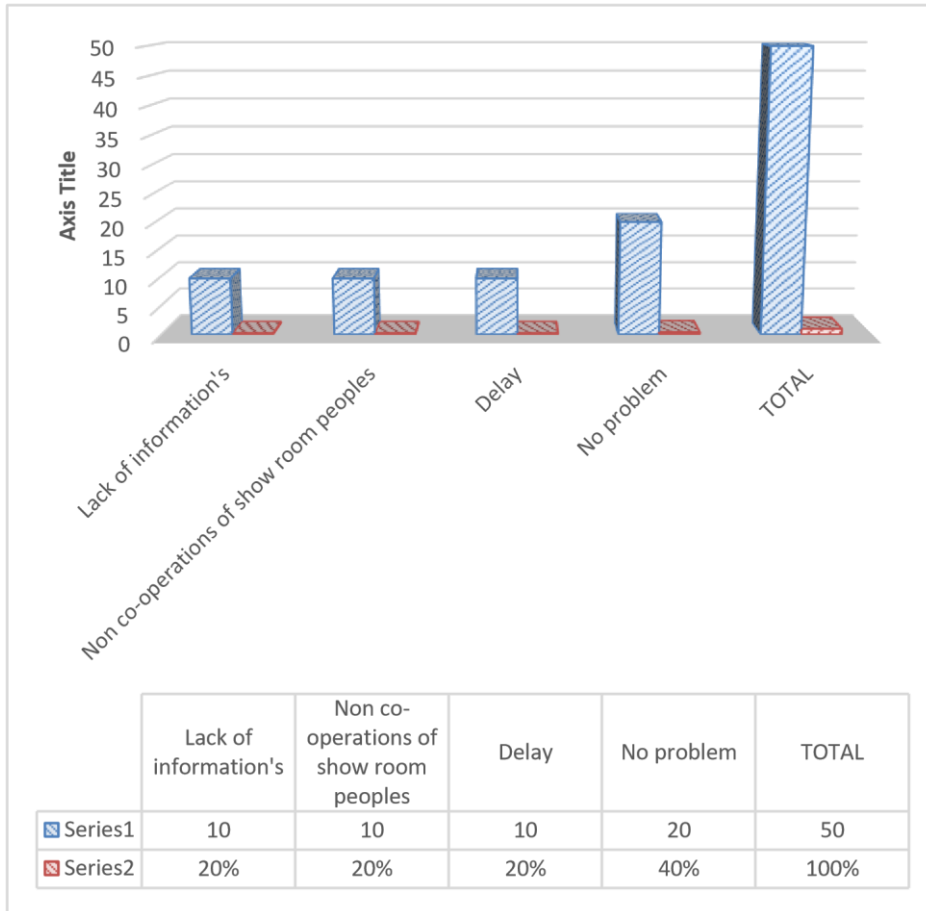
20% of the people faced Non co-operations of show room peoples while purchasing Durable Goods.

20% of the people faced Lack of information's of show room peoples while purchasing Durable Goods

---

## GRAPH -11

The following graph shows problem faced while purchasing Durable Goods.



### Interpretation-

From the above graph it is inferred that majority people faced no problem while purchasing Durable Goods.

---

**TABLE-12**

The following table shows how many of the respondents solely buy a product on brand image.

Particular	No Of Respondents	No Of Respondents %
Yes	40	80%
No	10	20%
Total	50	100%

### **Analysis**

The above table shows that

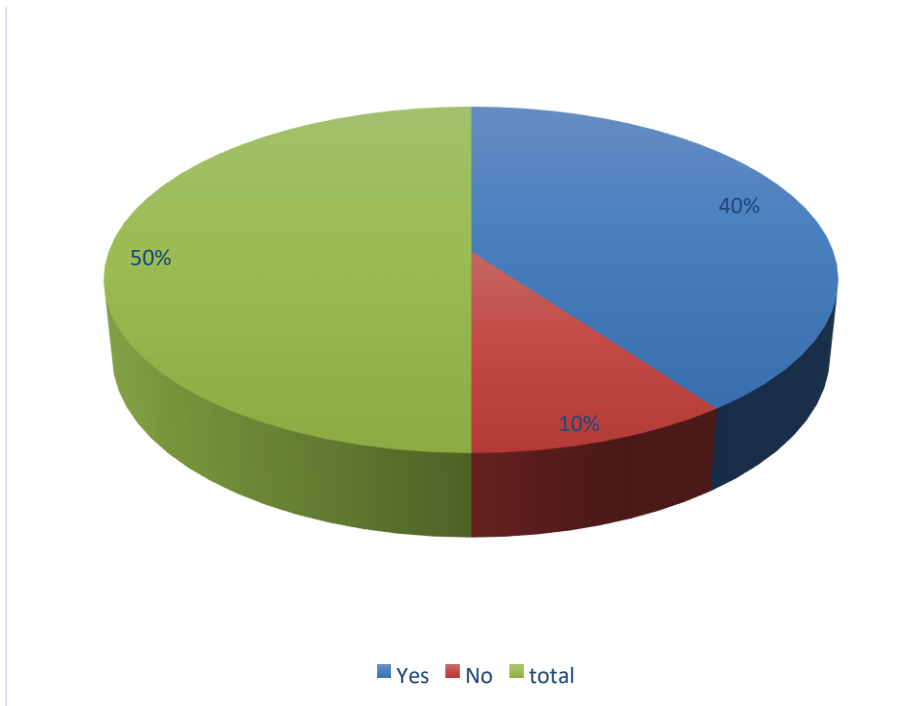
80% of the people says yes they solely buy a product on brand image.

20% of the peoples says no that they don't buy a product on brand image.

---

## GRAPH -12

The following graph shows how many of the respondents solely buy a product on brand image.



### Interpretation-

From the above graph it is inferred that majority says yes they solely buy a product on brand image.

---

**TABLE-13**

The following table shows consumer buying online

Particular	No Of Respondents	No Of Respondents %
Both at once	45	90%
One at a time	5	10%
Total	50	100%

### **Analysis**

The above table shows that

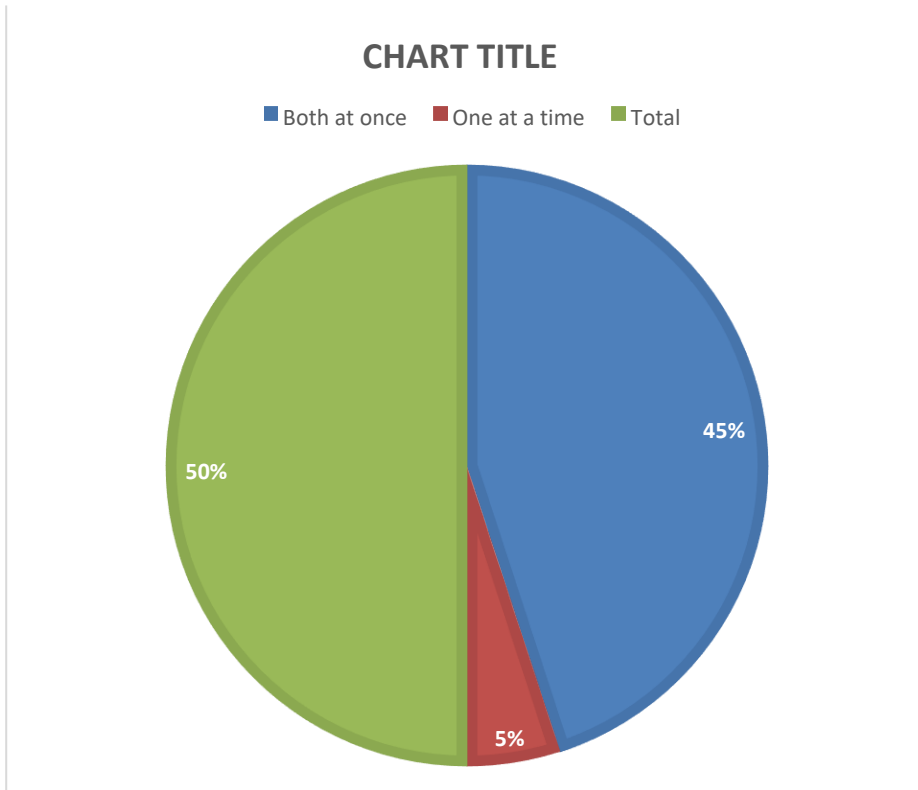
90% of the people says yes they prefer buying online.

10% of the peoples says they don't prefer online goods.

---

### GRAPH -13

The following graph shows consumer buying online



#### Interpretation-

From the above graph it is inferred that majority people says yes they prefer buying online.

---

**TABLE-14**

The following table shows age group of the respondents

Particular	No Of Respondents	No Of Respondents %
18-25	30	60%
26-35	11	22%
36-50	6	12%
Above 50	3	6%
Total	50	100%

**Analysis**

The above table shows that

60% of the people belong to 18-25

22% of the people belong to 26-35

12% of the people belong to 36-50

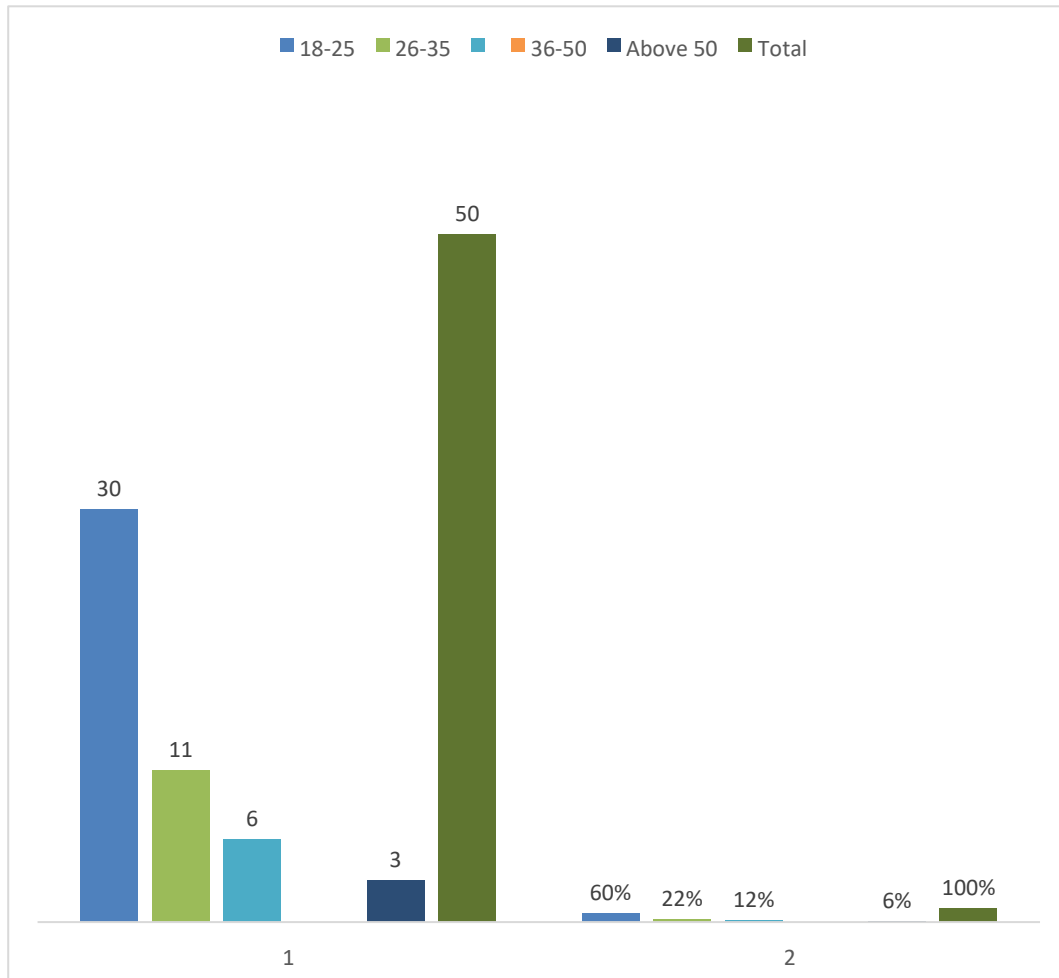
6% of the people are above 50 age



---

## GRAPH -14

The following graph shows age group of the respondents



### Interpretation-

From the above graph it is inferred that majority of the people belong to 18-25

---

**TABLE-15**

The following table shows family income (Rs. per month)

Particular	No Of Respondents	No Of Respondents %
Less than 20000	15	30%
20000-30000	20	40%
30000- 40000	10	20%
Above 50000	5	10%
Total	50	100%

**Analysis**

The above table shows that

40% of the people belong to income of 20000-30000

30% of the people belong to income of less than 20000

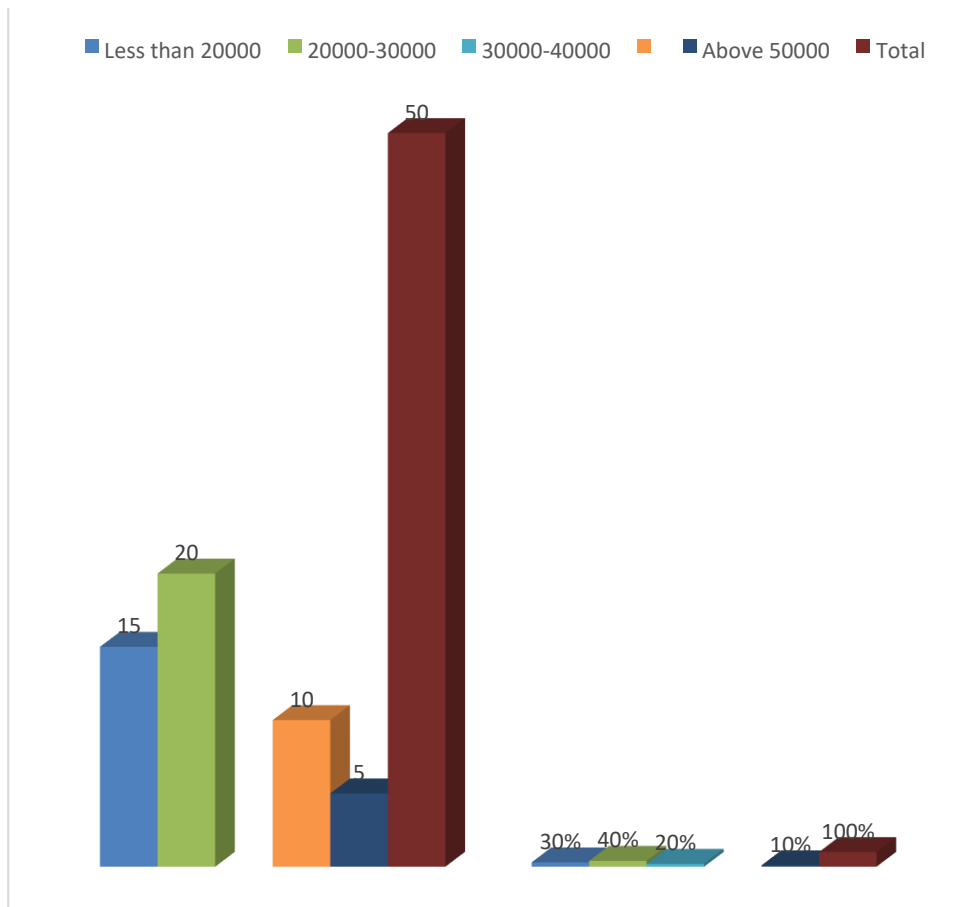
20% of the people belong to income of 30000-40000

10% of the people belong to income of 50000.

---

## GRAPH -15

The following graph shows family income (Rs. per month)



### Interpretation-

From the above graph it is inferred that majority of the people belong to income of 20000-30000

---

**TABLE-16**

The following table shows educational qualifications of the respondents

Particular	No Of Respondents	No Of Respondents %
Graduate	30	60%
Post Graduate	15	30%
Any other qualification,	5	10%
Total	50	100%

**Analysis**

The above table shows that

60% of the people are graduates

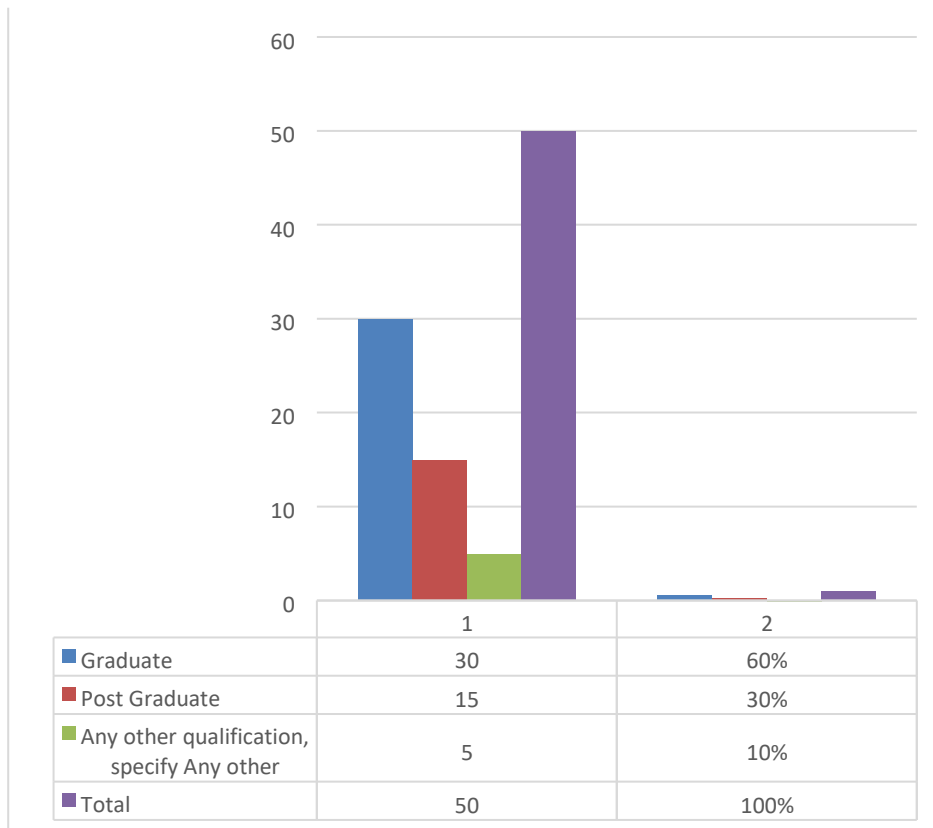
30% of the people are Post Graduate

10% of the people belong to Any other qualification

---

## GRAPH -16

The following graph shows educational qualifications of the respondents



### Interpretation-

From the above graph it is inferred that majority of the people are graduates

---

## **CHAPTER-5**

### **KEY FINDING**

From the responses of consumers collected, findings can be listed as follows:

1. As per the analysis, in this modern age everyone is using Durable goods (mainly mobile phones, laptops, bikes) in their day-to-day life irrespective of their age, income, occupation
2. Majority of the people are making purchase decisions by their own self decision.
3. From the findings it can be said that consumers are paying more attention to price, brand, and product quality all these factors they are ready to buy a product solely based on brand image.
4. It has been found that consumers tend to buy goods online shops where they feel comfortable.
5. It has been also found that people mainly youth of age around 18-25 and graduates are preferring to buy these goods online.

---

## SUGGESTIONS

- A producer may wisely target catching all the pay gatherings of shoppers.
- Reliable commercials might be made to draw in the purchasers. The makers need to give dependable data to the purchasers.
- Interest free portion strategies would assist with expanding the deals of the makers.
- If installments of purchasers' solid products are acknowledged on portion premise it would help in boosting deals up.
- Service during guarantee period is for the most part profited by the shoppers and whenever done appropriately they are fulfilled. Yet, some of them have not profited the office. Subsequently, entryway administration might be pursued for the individuals who need it.
- Quality and brand name are two significant elements, which are viewed as buying strong merchandise. Thus, organizations need to give quality items and they have attempted to construct brand name.
- The producer might begin approved proposition deals and administration habitats for all brands.
- Product improvement is vital in customer' tough merchandise. In the event that the firm consistent to make the item, it very well might be needed to the improvement in its creation or circulation to yield satisfactory returns.
- Product show need to introduce dependent on age as adolescents would prefer not to have hazard after buy. Elderly folks need to have societal position as a result of the item.

---

## CONCLUSION

It very well might be seen that purchaser's solid merchandise is exceedingly significant items however accessible for all. In the current review due significance has been appended to the variables like forcefulness, level of assumption and level of fulfilment, etc. This review has an extraordinary element that the degree of assumption for the different perspectives which portray the quality and standard of the item are independently taken up. This concentrate likewise demonstrates the degree of significance joined to the different quality attributes of the item by the various portions of purchasers, who vary in monetary, instructive, enthusiastic and different qualities. The segment factors of the customers are not profoundly related to their characteristic consciousness of the item. Brand dependability isn't adequately found among the shoppers sturdy merchandise. They expect great fulfilment from the brand they buy. They have tendency to change brand to get additional advantages from the item. It is currently understood that one of the means for giving compelling and responsive government is to guarantee more noteworthy accomplishment in organization and data to general society. Such a methodology would make the concentrate more specialized and modern. This sort of a methodology will direct the reception of new kinds of advertising techniques just as item refinement, so the portion of the overall industry can be improved and that was the actual motivation behind the review.



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## **CHAPTER-6**

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## **SUPPORTING DOCUMENTATIONS**

As a part of my MBA project, I'm conducting a survey on "A study on role of direct marketing strategy in determining consumer purchasing behavior in durable market project. Your contribution will help me to complete my project. So, I'm requesting all of you to fill this Google form, thank you.

### **Questionnaire**

#### **1. Consumer**

A. Name:

---

B. Address:

---

C. Occupation:

---

2. Which factors motivated the customer to buy Durable Goods.

A. Friends

B. Brand image

C. Advertisement

D. Relatives

E. Self-decision

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3. To what extent Durable Goods the has satisfied your purpose/ need ?.

- A. Fully Satisfied
- B. Satisfied
- C. Dissatisfied
- D. Fully Dissatisfied

4.From where did consumers buy Durable Goods.

- A. Showroom
- B. Retailer
- C. Wholesaler
- D. Other

5.What is your opinion about Durable Goods.

- A: Excellent
- B: Very Good
- C: Good
- D: Bad

---

6. What was the behaviour of show room people while taking quotations or while Purchasing Durable Goods.

A: Very Friendly

B: Friendly

C: Not-Friendly

D: Don't Know

7.What is your opinion about "service charges".

A: Very Reasonable

B: Reasonable.

C: Costly

D: Very Costly

8.What did you prefer while buying a product.

A: Quality

B: Price

C: Service

D: Durability

---

9. What problems faced while purchasing Durable Goods.

A: Lack of information's

B: Non co-operations of show room peoples

C: Delay

D: No problem

10. Do you prefer to buy durable goods online.

A .Yes

B No

11. What was the reason for the delay between the purchase decision and the actual purchase.

A. Financial constraints

B. Waiting for innovative product

C. Waiting for more market response

---

12. Influence of quality on purchasing decision

A. Strongly Agree

B. Agree

C. Strongly Degree

D. Disagree

13. Influence of price on purchasing decision

A. Strongly Agree

B. Agree

C. Strongly Disagree

D. Disagree

14. Influence of brand on purchasing decision

A. Strongly Agree

B. Agree

C. Strongly Disagree

D. Disagree

---

15. Your age group (Years)

A. 18-25

B. 26-35

C. 36-50

D. Above 50

16. Your family income group (Rs. per month) Less than 2000

A. 20000-30000

B. 30000-40000

C. 40000-50000

D. Above 50000

17. Your educational qualification

A. Graduate

B. Post Graduate

C. Any other qualification





