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# A Study on Consumer Perception Towards Durables Goods

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**ABSTRACT:** The study titled "*Perception Towards Consumer Durables*" explores the evolving landscape of consumer behavior in India's dynamic durables market. As consumer durables ranging from white goods and brown goods to electronics—have transitioned from luxury items to household essentials, this research seeks to analyze how consumer perception, satisfaction, and decision-making are shaped by various socio-economic and psychological factors. The research adopts a descriptive methodology, gathering primary data from 108 respondents through structured questionnaires using Likert scales, ranking methods, and open-ended questions. Results showed a strong positive correlation between consumer experience and influence ( $r = 0.894$ ,  $p < 0.001$ ), and significant differences in perception based on gender, income, and education level. The study concludes that brand trust, product features, and personalized marketing are critical to consumer satisfaction. Moreover, environmental awareness and digital exposure are reshaping buying patterns. It recommends that marketers and manufacturers enhance comfort, affordability, and durability, while also prioritizing after-sales service and eco-friendly innovations.

**KEYWORDS:** Consumer Perception, Durable Goods, Buying Behavior, Brand Loyalty, Satisfaction

## I. INTRODUCTION

The consumer durables market in India has emerged as one of the most dynamic and fast-evolving sectors of the economy, reflecting both economic growth and shifts in consumer lifestyles. With increasing disposable incomes, changing consumption patterns, and a growing middle-class population, the demand for durable goods has expanded significantly over the past two decades. These goods, once regarded as symbols of affluence, are now considered essential household items that enhance quality of life. In metropolitan cities like Chennai, the adoption rate of consumer durables is particularly high due to the city's cosmopolitan demographics, retail infrastructure, and tech-savvy population. The market is characterized by intense competition among multinational corporations and homegrown brands, all competing to capture consumer attention through innovations in product design, pricing strategies, service quality, and digital engagement. Therefore, it becomes essential for businesses to understand the evolving perceptions, expectations, and satisfaction drivers of consumers to remain relevant and competitive.

## INDUSTRY PROFILE

The Indian consumer durables sector is broadly classified into three major segments:

- White Goods: Include essential household appliances such as refrigerators, air conditioners, and washing machines.
- Brown Goods: Consist of entertainment and communication devices like televisions, home theatre systems, and music systems.
- Consumer Electronics: Comprise high-tech and rapidly evolving devices like smartphones, laptops, tablets, and wearable technology.

The sector is projected to grow at a compound annual growth rate (CAGR) of over 15% in the next five years, making it one of the fastest-growing segments of the Indian economy. This growth is driven by several macroeconomic and policy-level developments, including increasing urbanization, expanding electricity access in rural areas, the rising influence of youth demographics, and an emerging aspirational middle class.

## SCOPE OF THE STUDY

This study is designed to analyze and understand consumer perception, satisfaction levels, and buying behavior toward consumer durable goods across various demographics. The scope of the research includes:

- Evaluating the factors that influence purchasing decisions such as product quality, brand reputation, pricing,

technology integration, aesthetics, and after-sale service.

- Understanding the role of digital platforms e-commerce, online reviews, social media, and influencer marketing in shaping consumer perception and driving sales.

By addressing these aspects, the study aims to contribute to a deeper understanding of consumer psychology in the durable goods segment and help businesses adapt their offerings to better align with evolving market demands.

## II. LITERATURE REVIEW

**Sangwan (2024)** Sangwan explored the buying behavior of Indian consumers toward durable goods. The study emphasized the growing importance of product reviews, energy efficiency, and after-sales services. It concluded that eco-consciousness is becoming a key factor in brand selection.

**Chauhan & Gamit (2024)** Their research focused on consumer perception toward online shopping of durables. They found that convenience, digital trust, and EMI options heavily influence buying decisions. Social media and influencer marketing also played a significant role.

**Banurekha et al. (2022)** This study examined purchasing behavior in Coimbatore city. Findings showed that quality, price, and durability are primary decision factors, influenced by income and education. It suggested segmentation-based marketing strategies for better targeting.

**Selvakumar & Jegatheesan (2012)** They studied brand preference for washing machines in Tamil Nadu. The research found that brand reputation and product features significantly affect buying behavior. Advertising and word-of-mouth were key influencers.

**Shukla (2016)** Shukla analyzed gender-based perceptions in online buying of durable goods. The study found that male consumers prioritize performance while females value aesthetics and usability. Brand trust was common to both segments.

**Chaudhary & Rana (2021)** They explored consumer preferences for eco-friendly durables. Consumers were found to favor products with energy labels and recyclable components. The study recommended that brands invest in green certifications to enhance appeal.

## OBJECTIVES OF THE STUDY

The study is guided by the following primary objectives:

- To analyze the perception of consumers towards various types of durable goods, including their expectations, preferences, and concerns.
- To measure customer satisfaction levels based on key parameters such as price, quality, durability, design, brand image, and service support.
- To examine the impact of advertising, promotions, and digital media on consumer attitudes and purchasing behavior in the durable goods market.

## NEED FOR THE STUDY

The need for this study arises from the rapidly changing landscape of the Indian consumer durables market, where customer choices are influenced by a complex mix of social, economic, psychological, and technological factors. Moreover, socio-economic variables such as income levels, education, occupation, lifestyle, and geography significantly impact consumer behavior. For instance, a working professional in an urban metro may prioritize technology and brand prestige, whereas a rural household may focus more on product durability and affordability.

By studying these variables, this research seeks to bridge the knowledge gap between consumer expectations and market offerings.

## III. DATA ANALYSIS AND INTERPRETATION

### STATISTICAL ANALYSIS:

#### CORRELATION:

#### HYPOTHESIS:

- ❖ Null Hypothesis ( $H_0$ ): There is no significant correlation between Experience and Influence.  $H_0: \rho = 0$

- ❖ Alternative Hypothesis ( $H_1$ ): There is a significant correlation between Experience and Influence.  $H_1: \rho \neq 0$

Table 2.2.1 Showing Correlation between Experience and Influence of Respondent

|                            | Experience | Influence |
|----------------------------|------------|-----------|
| <b>Pearson Correlation</b> | 1          | .894      |
| <b>Sig. (2-tailed)</b>     | -          | 0         |
| <b>N</b>                   | 108        | 108       |

#### INTERPRETATION:

- ❖ Pearson Correlation ( $r = 0.894$ ): This indicates a very strong positive correlation between Experience and Influence. As experience increases, influence tends to increase significantly.
- ❖ Significance Value ( $p = 0.000$ ): Since the p-value is less than 0.05, the correlation is statistically significant. This means we can reject the null hypothesis and accept that there is a meaningful relationship between the two variables.
- ❖ Sample Size ( $N = 108$ ): The analysis was conducted on a sample of 108 individuals, which is a reasonably good size for detecting correlations.

#### KRUSKAL-WALLIS H TEST:

##### HYPOTHESIS:

- ❖ Null Hypothesis ( $H_0$ ): There is no significant difference in Influence across different education levels.
- ❖ Alternative Hypothesis ( $H_1$ ): There is a significant difference in Influence across different education levels.

Table 2.2.2 Showing Chi Square Test between Influence Across Different Education Level of Respondent

|                    | Influence |
|--------------------|-----------|
| <b>Chi-Square</b>  | 11.254    |
| <b>df</b>          | 3         |
| <b>Asymp. Sig.</b> | 0.01      |

#### INTERPRETATION:

There is a statistically significant difference in Influence across various education levels ( $p = 0.01$ ). This means that a person's educational background affects their level of influence, according to your data. Since  $p < 0.05$ , we reject the null hypothesis.

#### T-Test:

##### HYPOTHESIS:

- ❖ Null Hypothesis ( $H_0$ ): There is no significant difference in the mean Price perception between the two groups.
- ❖ Alternative Hypothesis ( $H_1$ ): There is a significant difference in the mean Price perception between the two groups.



Table 2.2.3 Showing T test of Price Perception With Gender of Respondent

|        | t     | df     | Sig. (2-tailed) | Lower   | Upper   |
|--------|-------|--------|-----------------|---------|---------|
| Male   | 2.908 | 106    | 0.004           | 0.19626 | 1.03751 |
| Female | 2.867 | 83.413 | 0.005           | 0.18902 | 1.04475 |

**INTERPRETATION:**

T-test Result ( $t = 2.908$ ,  $p = 0.004$ ): This means there is a significant difference in how the two groups perceive Price. We are 95% confident that the true difference in means lies between 0.196 and 1.038. The p-value is less than 0.05, so we reject the null hypothesis.

**CHI SQUARE TEST:****HYPOTHESIS:**

- ❖ **Null Hypothesis ( $H_0$ ):** There is no significant association between Annual Income and Gender.
- ❖ **Alternative Hypothesis ( $H_1$ ):** There is a significant association between Annual Income and Gender

Table 2.2.4 Showing Chi Square Test Towards Preference of Annual Income and Gender

| Test Statistic          | Value  | df | p-value (Asymp. Sig.) |
|-------------------------|--------|----|-----------------------|
| Pearson Chi-Square      | 20.393 | 7  | 0.005                 |
| Likelihood Ratio        | 20.637 | 7  | 0.004                 |
| Linear-by-Linear Assoc. | 1.382  | 1  | 0.24                  |
| Valid Cases             | 104    | —  | —                     |

**INTERPRETATION:**

The Chi-Square test reveals a significant association between Annual Income and Gender ( $p = 0.005$ ), indicating that income distribution differs by gender. Since the p-value is less than 0.05, the null hypothesis is rejected. This suggests that gender plays a role in influencing annual income levels among the respondents.

**FINDINGS**

The study revealed that the majority of respondents (86.1%) were young individuals aged between 18 and 24 years, with a significant female representation (61.1%), indicating that women had greater participation in the survey. Most respondents were well-educated, with 48.1% having postgraduate qualifications and 40.7% holding undergraduate degrees. In terms of satisfaction, 33.3% of respondents expressed satisfaction with the durability and quality of their products. Performance and functionality received slightly higher ratings, with 35.2% indicating satisfaction in both areas. Trust in established brands (37%) and brand reputation (36.1%) emerged as key satisfaction factors. Brand loyalty and aesthetic design influenced 32.4% of respondents, while 34.3% reported satisfaction with consumer loyalty. Pricing elements such as premium pricing (28.7%), discounts (29.6%), and perceived value (30.6%) garnered moderate levels of satisfaction. Interestingly, only 23.1% expressed satisfaction with after-sales services, with an equal

percentage remaining neutral. Resale value, warranty coverage, and product availability each received satisfaction ratings of 29.6%. Statistical tests revealed several significant findings. The Kruskal-Wallis test indicated that educational background significantly affects consumer influence (Chi-square = 11.254,  $p = 0.01$ ). A t-test identified a significant difference in price perception based on gender ( $t = 2.908$ ,  $p = 0.004$ ), and the Chi-square test revealed a strong association between annual income and gender ( $\chi^2 = 20.393$ ,  $p = 0.005$ ), although a linear trend was not evident. In evaluating branded shoe preferences, comfort was the most influential factor (weighted score of 33.06), followed by design and style (25.6) and price (19.93), while brand reputation and durability ranked lower in importance.

### SUGGESTIONS

Based on the findings, several recommendations can be made to better align business strategies with consumer expectations. First, companies should enhance comfort-related features in their products, as comfort ranked highest in influencing consumer decisions. Investing in ergonomic and user-centric designs can significantly improve user satisfaction. Aesthetic appeal should also be prioritized, particularly modern and customizable styles that attract younger audiences. Given that a majority of consumers fall into lower income brackets, manufacturers must offer affordable product lines and flexible financial schemes like EMIs.

Furthermore, leveraging peer recommendations, customer reviews, and influencer marketing can build trust and drive engagement, especially among digitally active consumers. As appreciation for eco-friendly and tech-integrated products rises, companies should focus on sustainable materials, energy efficiency, and smart connectivity. Finally, segmentation based on education and income can help in delivering targeted product variants—basic for cost-sensitive buyers and premium for those seeking advanced features.

### IV. CONCLUSION

This research set out to understand consumer perception and satisfaction toward durable goods, specifically analyzing factors such as product quality, comfort, design, price, and brand reputation. The study also examined how demographic variables and digital influences, like peer recommendations and social media, affect buying behavior. The results highlighted a young, educated, and price-sensitive consumer base, primarily composed of students with limited income. Comfort, style, and affordability were found to be the most decisive factors in consumer choices, while durability and brand loyalty were relatively less significant. The statistical analysis confirmed that gender, education, and income influence perception and decision-making. A notable finding was the strong positive correlation between experience and consumer influence, indicating that informed and experienced buyers play a greater role in shaping market trends.

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