

A Study on Factors Influences Consumer Buying Behavior of Modular Kitchen in Chennai City

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Abstract

The present study aims to find out the factors which affect consumers buying behaviour of modular kitchen in Chennai city. The study will serve as a guide to understand the factors which arouse consumers to make purchase decision. In order to achieve the objectives of this study descriptive research design was used. The population sample for this study taken from the consumers who visits modular kitchen showroom and were willing to fill up the questionnaire. Therefore convenience sampling method was adopted to conduct this study. The instrument used in this study was a self- developed questionnaire, which contains 27 questions on factors affecting consumer purchase behaviour. The questionnaire was administered on a total of two hundred and fourteen respondents which was sample from modular kitchen showroom. The data collected were analysed using Statistical Package for Social Sciences (SPSS 16). Kruskal- Wallis test and Pearson correlation were computed to find the difference between responses of the respondents on the relationship between the consumers' demographic and personal factors and their purchase decision of modular kitchen. The results of the study revealed that the influence of consumers' life style, personality is significantly related to the consumers purchase decision of modular kitchen.

Keywords: consumer buying behaviour, purchase decision, demographic influences, personal influences.

Introduction

Consumer behaviour is defined as a set of activities people undertake when buying, paying and using of products and services". Nowadays researchers' interested to study about consumer behaviour by focusing on the concepts of "why and how they buy". This regards to consumers consumption analysis. Consumption is the key factor to understand why consumers buy those particular products. For this a firm should understand how the buyers consume or use a product or service (Roger D. Blackwell, 2006). Also Duplessis and Rousseau (1999) states, that consumer behaviour is influenced by such internal influences as demographics, psychographics (lifestyles), and personal factors. External influences include culture, sub-culture, locality, ethnicity, family, social class, reference groups. This study attempts to understand the buyers purchase behaviour, and the factors influence characteristics of individual consumers such as demographics and personal characteristics. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing strategies to appeal the target customer.

The modular kitchen purchase decision making process viewed from the point where the need for an accessories and appliance is acknowledged until it is installed at home. Major modular kitchen accessories and appliances include cabinets, sink, lightning, chimney, gas hob and induction cook top were identified from the point of consumers by the product developers. These appliances and accessories were selected to conduct this study. Thus the consumers buying behaviour towards the selected modular kitchen accessories and appliances were studied.

Review of Literature

Few studies have been carried out to investigate the gender difference and consumer behaviour. Thompson and Walker (1989) have done a research on gender roles in household decision making and stated that "there is no better predictor of the division of household labour than gender. Greenwood (2001) observes that despite of one's views about gender roles, the resources one brings to the relationship and the time available for the relationship, there is nothing that predicts who does what and how much one does in the families than whether one is a woman or a man. Hite and Hite (1994) stressed the importance of age in the prediction of the criteria used in the evaluation and purchase decisions made and influenced by young people when they become adults in relation to the brand name of a product. Alhabeeb (1996) showed that teens' income and age separately had negative effects on food expenditures and positive effects on both clothing and entertainment expenditures. Therefore

Insight into this process is beneficial to marketers in as much as the marketers can design marketing strategies that appeal to demographic characteristics of different consumers.

Schiffman and Kanuk (2004) observe that friends, neighbours and acquaintances have influence on consumer's buying decisions. For consumers, new products and services may represent increased opportunities to satisfy personal, social and environmental needs, and add to their quality of life. For the marketer, new products and services provide an important mechanism for keeping the firm competitive and profitable. Also, environment or culture is another basic determinant of much of our decision making as well as buying behaviour.

Kotler and Armstrong (1991) state that individual's interest in selecting goods and services influenced by nationality, religion, race and geographical background. Tian (2001) explained that interior objects, including household appliances are often used to attract and impress others. Therefore the impact of the purchase behaviour on modern house interiors like modular kitchen design and its retail environment present a major exciting challenge for the future.

Green (1993) buying decision are influenced at most by consumers buying habits, if one has a habit of always buying name brand items, one may think that other brands are inferior. One should try to evaluate his or her habits to make sure one is learning to be a careful shopper. Thus the past reviews have shown that there must be an interesting behaviour of consumer which induces them to go for purchase. The research includes various factors like the demographic factors and personal factors to find out the major influence on consumer purchase behaviour of modular kitchen.

Objective

➤ The objective of this study is to find out the demographic and personal factors influence on consumers modular kitchen purchase decision.

Hypothesis

H1: There is a significant positive relationship between demographic factors like age, marital status, educational qualification, income level, occupation, and family size and consumer purchasing Decision.

H2: There is a significant positive relationship between gender and consumer purchasing Decision.

H3: There is a significant positive relationship between personal factors like personality and life style and consumer purchasing Decision.

Methodology

This study is to examine the relationship between one factor (a dependent variable) and another (an independent variable) in a population uses descriptive research design. The study used both primary data and secondary data to gather necessary information. The population sample for this study taken from the consumers who visits modular kitchen showroom and were willing to fill up the questionnaire. Therefore the target respondents of this survey are the consumers who visit modular kitchen stores for purchase and convenience sampling method was adopted to conduct this study. The instrument used in this study was a self- developed questionnaire, which contains 27 questions used a Likert scale to measure responses on factors affecting consumer purchase behaviour. The questionnaire was administered on a total of two hundred and fourteen respondents (214) which was sample from modular kitchen showroom. The data collected were analysed using Statistical Package for Social Sciences (SPSS 16).

Analysis and Findings

Factor Analysis

Factor analysis was conducted based on seven question of Consumer purchasing decision, seven questions on personality and six questions on life style. The overall of Kaiser-Meyer-Olkin measure of sampling adequacy was found to be 0.854 exceeding the recommendation value of 0.6 (Kaiser, 1974) and all twenty items have value range of between 0.50 and 0.90. Furthermore, the three factors with Eigen values more than 1. These factors captured 43.17 percent of the total variance of the items. Also loadings with 0.50 or greater on one factor are considered. The reliability test with the Cronbach alphas of the measures shows were all factors exceeds the lower limit of acceptability that is $\alpha > 0.50$. The consumer purchase decision with seven items the value is 0.87, the seven items on personality scored 0.82 and the life style items got the cronbach alphas of 0.77. Hence all the values were highly reliable and acceptable thus, provides strong support for further analysis.

Kruskal-Wallis analysis

Kruskal Wallis ranked analysis of variance has been computed to test the formulated hypothesis and the results are presented in following table 1.

Table 1. Kruskal Wallis test for demographic factors

	Demographic factors	Chi- square value	p value
Modular kitchen Purchase decision	Age	11.579	.009
	Educational qualification	9.282	.26
	Marital status	7.493	.24
	Occupation	12.419	.002
	Income level	26.119	.000
	Family size	13.178	.012

From the above table 1, it is clear that the value of chi-square statistics is 11.579, 9.282, 7.493, 12.419, 26.119, and 13.178 with its corresponding p (significance value) values are 0.009, 0.26, 0.24, 0.002, 0.000, and 0.012. Since the value of $p \leq 0.05$, the null hypothesis is getting rejected. So it is concluded that there exist a significant difference between the average weightage of purchase decision given by each factors within their group of respondents.

Also Gender is an important factor to examine there exist a significant relationship between the purchase decision and of consumer gender difference. Mann-Whitney U-test has been computed to test the hypothesis and the results are presented in below table.

Table 2. Mann-Whitney U-test for gender difference and purchase decision

	Gender	N	Mean Rank	Z value	p value
Purchase decision	Male	120	290.01	-1.621	.052
	Female	94	124.40		
	Total	214			

The above Mann- Whitney U-Test table shows that the value of Z value -1.621 with a corresponding p (significance value) = 0.052. Since the value of $p \geq 0.05$, the null hypothesis is getting accepted. Hence it is found that irrespective of their gender difference, the average weightage given to purchase decision by the two different gender group of respondent remains same.

Correlation analysis

Table 3. Correlation of consumer purchase decision with personal factor

		Personality	Life style	purchase decision
purchase decision	Pearson Correlation	0.821(**)	0.799(**)	1
	Sig. (2-tailed)	.000	.000	
	N	214	214	214

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

Pearson Correlation for Independent Variables (personality and life style) and Dependent variable (purchase decision)

The Person correlation coefficient was performed to obtain the relationship between consumers purchase decision with personal factors. The value of the correlation coefficients indicates the strength of the relation between the variables. The correlation between these two variables is shown in above table is more than 0.50 and is considered strongly correlated between variables. This indicates good associations between these two variables.

Findings

- ❖ The first hypothesis tested that there exist a positive relationship between demographic factors and consumers' modular kitchen purchasing Decision. The Kruskal-Wallis test procedure was used. The result indicates that the demographic factors like age, marital status, educational qualification, income level, occupation, and family size are significantly influences purchase decision of modular kitchen. Therefore the alternative hypothesis (H1) was accepted. Hence the income level of consumers' decision to purchase modular kitchen is highest and followed by occupation, family size, occupation, age, educational qualification, and marital status.
- ❖ The second hypothesis tested the relationship of gender difference of consumers on purchase decision of modular kitchen by the respondents. The Mann-Whitney U-test was used to test the hypothesis. The result indicated that there is no significant relationship between the two variables. Thus the alternative hypothesis (H2) was rejected. Hence gender difference does not influence their purchase decision remarkably
- ❖ The third hypothesis tested the relationship of personal factors of consumers on the purchase decision of modular kitchen by the respondents. The correlation procedure was used for the test. The result indicated that there is a significant relationship between the personal factors and purchase decision. Thus the alternative hypothesis (H3) was accepted. Hence Personality of consumers' has higher positive relationship with purchase decision of modular kitchen than lifestyle.

Managerial Implications

Based on the above analysis and findings the researcher has made the following implications.

1. Consumers' gender has no effect on consumer purchase decision of modular kitchen, so the manufacturers and marketers of modular kitchen should design marketing strategies that appeal to consumers in both male and female alike.
2. Also it was noted that consumers personality highly influences purchase decision. Therefore the Marketers should establish superior marketing strategies in order to stay connected with happenings in the market and changes over consumer attitude and perception.
3. The researcher further recommends that marketers need to be aware and cautious of the differences in the relationship between variables such as gender of a consumer, product perception of consumers, consumer lifestyle which influences consumers purchasing decision. The result shows fairness between male and female consumers of their purchase decision of modular kitchen as revealed by analysis is notable; there may exists benefits in different aspects of marketing to the gender difference.

Conclusion

The objective of this study is to find out the demographic and personal factors influence on consumers modular kitchen purchase decision in order to assessment the market chance based on the consumer behaviour. To attain this objective various information from different data sources are evaluated. Also this research study variables provided noteworthy results, insights, and implications. This will be useful for the managers in modular kitchen industry to develop new strategies and to improve their marketing programs to increase sales and market share. Also for researchers who want to do further research on consumer purchase behaviour relates to modular kitchen which serve as a base and be useful to them. Finally, this study addressed the most influencing factors of modular kitchen, which deals with practical issues and are associated with consumer demographic and personal factors. Findings confirmed that the personal factors were the greatest predictor of consumers purchase decision.

Future Research

The results of this research add valuable insight to marketers about consumers' buying behaviour toward modular kitchen, as well as their preference and values associated with their product selection. Furthermore, the results bring direction for further research, which is mentioned below. A researcher might evaluate consumer attitudes toward modular kitchen products shopping. It would be

more interesting to know which attributes are important to consumers for purchase of modular kitchen products. Furthermore, psychological and psychographic profile could also be conducted by utilizing the same survey instrument which would results interesting outputs. Since this research was focused on the metropolitan Chennai city, comparing this with another metropolitan city would give more productive results to find out how consumer's attitude and their influences on purchase differ.

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