

ABSTRACT

"Consumer Behavior and Marketing Trends of Consumer Durables"

(A case study of selected brands of consumer durables in Aurangabad
District)

By

Dr. W. K. Sarwade

M.Com., M.B.A., Ph.D.

Associate Professor, Department of Commerce,
Dr. Babasaheb Ambedkar Marathwada University,
Aurangabad.

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INTRODUCTION :

In India there is mix structural economy, which includes the urban economy and rural economy. In the rural economy there is the rural market of prime importance and great significance because of its absolute sizeable geographical structure and area. The rural, semi-rural, urban market provide the major rational existence of consumer for the products of consumer goods and the same time consumer durables market. In fact there is more importance to CONSUMER DURABLE'S market in the modern life style of consumer in the market. There is predominantly rupee value sales transactions in urban market compared with the rural market. But in the early era of the marketing the rural market having more values to consumer because of most of the population of the country like India lived in rural economy. But the same time the standard of living and higher the income potential of the consumer in rural area & urban area could meet their basic needs, there after they move to purchases the consumer durable product's such as, TV, Tape recorders, Radio, DVD, VCD/VCR, Refrigerator, Washing Machine, Water purifying machine, Mixer and grinder, Food processor, Micro-oven, Air conditioner, Air cooler, Fans, Vacuum cleaners, Dish wash Machine, Emergency Lamps, Two-wheelers, Cars, Computers, etc.

PROBLEMS IN THE STUDY OF CONSUMER BEHAVIOUR:

- F The consumers are having complex personality.
- F There is a conflict of motives.
- F The resources are adequate.
- F The consumers are obvious.

- F The consumer proving wrong consulting or wrong answers.
- F The buying motives are variables, and keep changing.

OBJECTIVES OF THE STUDY:

The major objectives of the present study are as under :

- 1] To examine the consumers attitude, interest, motivation, learning, perception, personality, culture, reference group, the family and social class for preferences of consumer durable buying decision policy.
- 2] To know the uses and purchasing pattern of consumer durables.
- 3] To study the impact of globalization and liberalization on the perception, attitude and interest of the consumer behavior.
- 4] To know the impact on purchasing pattern of the credit sales system and incentives offered by the wholesalers to the customers.

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Indian Market of consumer durables are complex in nature and unique in the services. The Indian market is one of the largest potential domestic market itself in the world. If this market is fully developed particularly in lakhs of villages in the country, it can stimulate perhaps the greatest industrial revolution overseas and make India one of the strongest and

foremost producing and consuming area in the world. It is very essential to study the consumer durables markets, characteristics, the various types of brands of the products, quality and quantity approach. In case of consumer durables the market operating system is highly complex pertaining to distribution problem because of producers, whole-sellers, retailers and at least the customers. Both the distributors and customers have to encounter the problems of effective marketing structure in India.

The Indian 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 an average on the purchases of products and services. At the 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.

Indian marketing needs a different approach due to the various reasons. The Indian market with its vast span and high potentiality extending about 102 crore people. Compression $\frac{3}{4}$ of the total population, geographically, is scattered over 6.10 lakh 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. Where as Indian market and marketers consist of about heterogeneous culture with linguistic, religious and economic diversities.

At the same time rural market for consumer product have grown nearly three fold from Rs. 733 crores in 1984 to Rs. 2083 crores in 1989, and in the year 1998, Rs. 7118 crores. Distribution of Indian consumer market comprising 84.5% crore population is very peculiar. The rural sector with

72% of the population is widely spread in more than five lakhs of villages in India. Low density of population and inaccessibility makes the problem of marketing not only difficult but also it is uneconomical. Marketing is the mother of modern industry without it the economy is like a rudderless boat sailing in the stormy sea.

CONSUMERS PROFILE :

Today consumer understands somewhat different and new moderate technical utility and usefulness about the product. A modern consumer is highly assistive, demanding and always price sensitive, and master of his own desire and seeking variety care about the future. Knowing this customer is very important. A study of consumer behavior, though not guarantying hundred percent success in the market place, but raises the possibility of success. By studying the potential consumer, a marketer gains insight into the attitudes, interests, and life styles of the target segment.

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- F The buying motives are variables, and keep changing.

FACTORS AFFECTING ON CONSUMER BEHAVIOUR :

There are internal and external factors affecting on the consumer's behavior, Internal factors are based on Psychological thinking of the consumer. Easy going consumers and water-tight consumers also affect behavior of themselves. Water-tight consumers never change their decisions

and the consumers which are easy going are flexible to change their decisions.

AURANGABAD MARKET IN 17th CENTURY :

Aurangabad had a regulated market system confirmed and supervised by Daroga and Muhatabib (Superintendent). There were in all 38 markets and bazars in the Aurangabad Town. Chowk market was in the centre of the town at that time, there were shops of Bohra community and on the other hand there were other businessmen. Some popular markets of Aurangabad were Sahabazar, Rangmahal, Azamdnagar, Dalalwadi, Taksal, Raniganj, Fakirwadi, Khadim Bazar, Shahgunj, Urdu Bazar, Rajarambazar, Gurganj bazar, Junabazar, Gulmandi, Dalmandi, Sarafa and Begumpura, Rangar Galli, Kutubpura Bazar, etc.

Shahgunj market of Aurangabad was one of the largest whole sale market of Deccan, had the privillage of receiving an imperial order for the purchase of one lakh monds of grain.

The above study reveals that the Aurangabad was important trade linking town which were linked the trades of South and North India.

TRADE AND COMMERCE :

Mohammad Tughlaq shifted his capital to Daulatabad in the year 1327 A.D. Shaikh Abu Bakar had taken the note of trade and commercial development of this period which was very lasting. He noted that Sultan had imperial Karkhana of embroidery work. There were 4000 silk-workers. Every year the king used to distribute 10,00,000 pairs of garments, during winter and summer seasons, to the army personnel and administrative officers. There were 4,000 embroiders who prepared brocades for him. Daulatabad was flourished place in all dimension in that contemporary period. The trade relation with the South India were immediately established

and the local persons got opportunities to participate in trading activities. Afterwards, some new towns along with their trading activities were emerged on the scene of Deccan, Bijapur, Gulbarga, Golkonda, Bidar, Ahmednagar, Hyderabad and Aurangabad were the notable trading towns in the history.

Malik Amber was the architecture of Aurangabad Town which was known as Khirki in 1610, before its renamed. In 1663, when the Prince Aurangzeb was appointed as a Viceroy of the Deccan for the second time, he made Fatehpur as his capital which is well known as Aurangabad City, today.

The Aurangabad district is a part of Maharashtra state situated in upper Godawari basin and in the extreme North West of Marathwada. It lies in between the parallels of 19", 17", 30" and 30", 40", 10" North latitude and between the meridians of 74", 39", 30" and 76", 40" East Longitude. Near about 2000 industrial units are making appearance on the scene of ever growing industrial big complex of Aurangabad district. As per the census 2001, the total population of Aurangabad District is near about 29,20,548. Rural male and female population is 9,51,497 and 8,82,837 respectively and the same time urban male population is about 5,70,135 and female population is 5,16,079 which is supporting to the consumer durable goods market but urban population is more assersive and promoting the market.

SIGNIFICANCE OF THE STUDY :

The present study is conducted to know the individual purchase behavior of consumer durables in Aurangabad District. The various ingredients of consumer behavior like motivation, learning, perception, personality, social and psychological factors has analyzed in depth. Changing pattern of

demand and supply is also the reasons for stagnation of consumer durable product market has been analyzed. The present study is a detailed analysis of consumer behavior and marketing trends and the buying motives of the individual consumers for a selected consumer durable products, this is, because of the consumer behavior and wants of consumer never came across within the available source of income. The marketing trends and buyers behavior always analyzed and interpret the values of business. It also affects on purchasing power of consumers as well as consumption pattern of the particular brands of a product.

HYPOTHESIS TESTED :

To study the consumer behavior and marketing trends of consumer durables, following Hypothesis are applied and tested.

- 1] How the Socio-economic factors affected on the buyers behavior in consumer durables.
- 2] Is Globalization, Privatization, Liberalization and Govt. Policies with Advertisement affects on the purchasing pattern of consumers.
- 3] Do the Psychological, Cultural, Traditional and other factors affects on the consumer durable products.

OBJECTIVES OF THE STUDY:

The major objectives of the present study are as follows :

- 1] To examine the consumers attitude, interest, motivation, learning, perception, personality, culture, reference group, the family and social class for preferences of consumer durable buying decision policy.
- 2] To know the uses and purchasing pattern of consumer durables.
- 3] To study the impact of globalization and liberalization on the perception, attitude and interest of the consumer behavior.

- 4] To know the impact on purchasing pattern of the credit sales system and incentives offered by the wholesalers to the customers.

RESEARCH METHODOLOGY :

The research methodology used for this study is both exploratory and descriptive in nature. In order to make the study effective and representative, it was essential to select the samples in such a way that, it may be the representative's of the population selected for the survey. The complete data has been analyzed on the basis of income, education, profession, occupation, age and all demographic and geographic indicators, etc. Therefore, an equal number of respondents have selected from 3 different Taluka places of Aurangabad District. Keeping in view, the resources available, a sample size of 300 households from each Taluka, i.e. as Aurangabad Urban, Kultabad and Paithan taluka place and 20 wholesalers have been consulted to get the information about the purchasing pattern of customers from the selected taluka places in Aurangabad District.

COLLECTION OF DATA :

For this study purpose both the data is used i.e. primary and secondary data.

PRIMARY DATA :

The study is based on primary as well as secondary data. The primary data is collected through the structured interviews and questionnaires. For this purpose two different questionnaires were prepared, one for customers and another for wholesalers. To collect the primary data, 300 households from Aurangabad, 300 households from Khultabad taluka and 300 households from Paithan talukas were selected for the study purpose by simple random sampling method. The number of households from each taluka is decided by proportionate method. The data is collected from the customers about awareness of the durables, brand preferences, using

patterns, market share for different products, brand loyalty, motivators, advertising effectiveness, economy and price of the consumer durables. The questionnaires for wholesalers were included to seek the information on their sales breakup for consumer durables in heavy demand and sales, recommended brands, effects of the scheme on sales term of payment and services offered by the companies, and their profit margin on different products.

SECONDARY DATA :

The secondary data is collected by the help of available literature on the concerned topic. The data is collected from published thesis; unpublished dealers data, national and international well reputed journals, magazines, news's papers, Govt. Bulletins Websites and different books from libraries and internet.

SELECTION OF SAMPLES :

To collect the primary data, 300 households from Aurangabad, 300 households from Khultabad taluka and 300 households from Paithan talukas were selected for the study purpose by simple random sampling method. The number of households from each taluka is decided by proportionate method. The data is collected by the personal interviews with the selected respondents, by well structured designed questionnaires.

SCOPE AND LIMITATION'S OF THE STUDY :

As this study involves the task of close and careful examination of modes operandi of various activities involved in consumer durable product market and the results are mostly based on primary data. So this study is limited to Aurangabad District only. The data is collected for last two years i.e. 2008-2009 The analytical scope is also covered to meet all the objectives and testing of the hypothesis.

FACTORS INFLUENCING PURCHASING OF CONSUMER DURABLE PRODUCTS IN SELECTED SAMPLE VILLAGES IN AURANGABAD DISTRICT'

It is very interesting to find out that, which factors are strongly influences while makes decision of purchasing the consumer durable products in the selected sample villages of Aurangabad district. It is also affects on the market and marketing trends while the respondents or customers make their purchases in the variety of products. It means that the factors influencing such as prices, quality, durability, availability, open economy system, reliability of the sellers, mode of payments as hire purchase and installment system, E-money facility, credit and debit card facility, exchange offer facility, nature of discount.

PRICE :

Price can be stated as one of the most influencing factor while purchasing the consumer durable products. It is inhibitors of preference development. Howard calls it as commercial inhibitor because it can restrain the preference and consequent choice that the consumer may have regarding the particular brand of the durable products.

QUALITY : Refer table no 1.2

DURABILITY :

The concept of durability can stated as lasting or prevalent nature of holding the consumer durable products. Generally, the consumers can expect continuing service from a durable products for their money values. The greater the service, the higher the satisfaction that a consumer devices. Table shows that the data relating to the durability factors influencing the purchases made by the respondents from the rural and urban areas of Aurangabad district.

RELIABILITY OF THE SELLER:

The reliability can be stated as the trustworthiness that the consumer keeps on the seller, because the seller is the total of everything in sales deed from whom the customer expects reliability and it makes a strong and deep impression on the respondents. Every positive feeling of the respondent helps to sale the durable products, this things happen in the rural areas as well as urban areas, near about 45% of the respondents are depend upon the reliability of the seller in their purchasing of consumer durable products.

ADVERTISEMENT : Refer table no 1.5

CONSUMER PROTECTION :

Consumer protection means the protection of the consumers from their exploitation by the unfair practices of seller, distributors, marketers or producers. They exploits the consumers in several way such as :-

- (i) false information regarding the quality of goods.
- (ii) adulteration.
- (iii) supply of inferior quality of goods.
- (iv) non-compliance of tens of guarantee.
- (v) not supplying goods on time even after taking the advances.
- (vi) not providing services to the customer after sales services.

The marketers or traders never bother to keep their assurances and promises. Instead they always try to escape from the obligation, which they are supposed to fulfill towards the consumers. In India the Govt. has taken up the concept of consumer protection seriously and more vigorously by passing out the Consumer Protection Act 1986, for the exploitation and unfair practices against the seller, distributors, marketers or producers etc. MRTP Act 1969, the following consumer organisation providing the guidance and help to the consumers and State Govt., District level offices also.

Table no 1.7 highlights on the open economy and globalization policy adopted by the Govt. of India in the country is influencing greater extent that in rural area is 360 (60%) and urban areas is 196 (65%) and very little extent in the rural areas is 72 (12%) and in urban area is 60 (20%). It means that the policy playing important role while purchasing the consumer durable products from market, because of these respondents have a confidence, that they not cheated by the seller, they welcome the policy because of it helps to them while purchasing the products in the rural and urban areas of Aurangabad district.

The common brand perception is that the rural-urban Indian consumers, utilized or used only a certain traditional and essential products and that the share of the rural-urban India in other products is merge, as compared to the share of the urban market. Now a days rural Indians are able to purchase and have a share of the total consumption of a variety of consumer durable product for their standard life style.

TABLE NO 1.8

BRAND FAMILIARITIES IN THE RURAL-URBAN MARKET OF AURANGABAD DISTRICT (2009)

Sr.No.	Name of Product	Brand Familiarity
1]	T.V.	L.G., Videocon, Philips, Sony, BPL, Aiwa, Akai, Samsung, Sansui, Ketan, Meltron, Onida, T-Series, Texia, Optonica, Nelco, etc.
2]	Radio	Bush, Philips, Marphy, Sony, L.G., Weston, Nelco, Dyanora, Crown and others.
3]	Taperecorders	Bush, L.G., Videocon, Philips, Bajaj, Sony, Aiwa, Akai, Sansui, Keltron, Onida, Phrifex, Intext, Nelco, etc.

4]	VCD/VCR/DVD	Bush, L.G., Videocon, Philips, Bajaj, Sony, Akai, Sansui, Keltron, Onida, Nelco, Delco, Intext, others.
5]	Refrigerator	Whirpool, Godrej, L.G., Videocon, Philips, Sony, Sansui, Samsung, Onida, T-Series, others.
6]	Washing Machine	Videocon, Bush, L.G., Philips, Sony, Sansui, Samsung, Onida, Bajaj, BPL, T-Series, etc.
7]	Water Purifying M/c.	Pure It, Forbes, Zero-B, Godrej, Bajaj, Philips, Sony, Kent's, BPL, etc.
8]	Mixer & Grinder	Anjali, Pollar, Joaty, Philips, Sony, L.G., Bajaj, BPL, Bush, Videocon, Samsung, other Local Brands.
9]	Airconditioner	L.G., Sony, Alloyd, Godrej, Philips, Videocon, Icy, Abhay, Voltas, Carrier.
10]	Fans	Meltron, Cello, Bush, Ralifan, Polar, Usha, BPL, Khetan, Bajaj, etc.

Source : Field Survey (2009)

MAJOR CONCLUSION'S :

The conclusions are divided into three groups i.e.

- I] Retail and wholesale distribution of consumer durables.
- II] Consumer buying process.
- III] Market trends and marketing problems.

RETAIL AND WHOLESALE DISTRIBUTION:

[1] Interesting finding of the survey is that selling durables products in market, the company image and price is more important than the name of the product. Consumers are preferred costly and quality products in urban area but the same time in rural area they are preferred low cost durables. It means the low budgeted goods preferred by the rural customers.

[2] The overall industrial development of the Aurangabad industrial area has provide the tremendous market opportunities for the consumer durable products for the rural - urban areas, also the green revolution has supporting to rural areas population so as to purchasing power is increased in rural area as compare to urban.

[3] The research study leads to us a concrete and definite conclusion that the selected sample villages exhibit the market share, but rural market depends upon the urban market i.e. on Aurangabad urban market.

[4] It is observed that, the higher income group customers from city and rural areas are always keep changing their attitude towards the purchasing pattern of consumer durable goods, the span of 2 years period for they to do so. They purchases moderate and technological brands upgraded products from the market.

[5] As regards the retail distribution pattern in urban-rural market for consumer durable goods as they will be mostly purchase from Aurangabad city, but they always purchase their goods from local market only.

[6] The retail traders who are selling their goods in rural areas in the district. They generally followed the methods of credit sales, because the demand characteristics for durable products is closely related to agriculture seasonal income as credit sales facilities but same time in urban area, the high salaried peoples always buy their consumer durable goods on hire purchase system as well as installment system with little more interest on equal monthly installments payment.

[7] In the urban market, the marketers always followed group purchasing system, credit sales, exhibition on Dashara, Diwali Festivals. Sale with cash discount facility to their old consumer is providing the exchange offer system for new products.

[8] It is also observed that the young generations customers are always pay the more money on luxurious consumer durables, goods and services.

[9] The interesting finding of the research study is that female customers are more keen interested to purchase the consumer durable, goods in the market. They are dominating the male customers.

[10] It is also observed that in rural area market, consumer durable sales Promotion are not more concentrated.

CHARACTERISTICS OF CONSUMER DURABLE STORES IN THE AURANGABAD MARKET :

1] In Aurangabad town market, there are 1480 Retailers and Wholesaler registered and doing their business activities and always keeping 15% to 25% profit margin.

2] The price is the main sales appeal for consumer durable goods for middle income group customers, bargain over the purchases are commonly shown but some time higher income group customers does not worry about the pricing of the consumer durable goods.

4] The working hours of the daily sellers are as 9.30 a.m. to 9.30 p.m. in the night but in festival periods they always keep as per the requirement of the customer's frequency and needs.

5] In Aurangabad town 90% distributors and retailers having ownership as sole proprietorship in all respects. Another 4% shops were joint family shops and other hand, 6% shops ruined by the partnership concerns.

6] Majority of the shops established at the Dalalwadi, Shahganj, Aurangpura, and Mill Corner areas, the new Aurangabad city as CIDCO and Hudco as established at T.V. Centre Chowk, N-4, N-2, N-1, Nirala Bazar, Cannaught Place and Town Centre,

7] The majority of the retailers from taluka market always purchase their goods from Gujarat, Surat, Mumbai, Delhi and other well reputed markets

but some retailers purchase the consumer durable goods from the Aurangabad town only.

8] There is no merchandise and accounting records at taluka place market but the same time Aurangabad town market keep the records and pay the VAT taxes to the Municipal Authority of Aurangabad town.

9] Rural area customers always prefer to purchases of consumer durable goods from the Aurangabad city.

CONSUMER DURABLE BUYING PROCESS:

1] It is observed that, the study of consumer durable buying process female customer is playing dominating role than the male customer.

2] Both the husband and wife are salaried persons then the buying process always handle by the wife herself and taking purchasing decision in various items but some time husbands as head of the family plays most important role.

3] The purchases of consumer durable goods were mostly done once in a year or more than the year also. But they are paying attention to their daily needs and purchases in rural urban area.

4] It has been noted that "Income" is the variable which determine the purchasing decision, brand preferences and company image for the purchases.

5] As regards the store / shopping pattern age and or a store loyalty the rural customer's are most store loyal, because they have family relation, credit availability and social relations at rural place on the other hand, the salaried customer's are vary to decision purchases because they have choice in the town.

6] It has been observed that the rural customer's are lower literacy than the urban customer's, it affects on purchases that rural consumer's have lower capacity for purchases.

- 7] As another finding of the study is that, marketing and trading of consumer durable products such as washing machine, water purifier machine, air conditioner, car, sofa set, etc. have not yet strategically established in rural market.
- 8] An interesting finding of the study is that overall purchasing pattern of rural customer's has changed, they had purchased tape recorders, DVD/VCP and Colored T.V., some families have purchased washing machines in the rural area.
- 9] This study founds that the medium income group was mostly price conscious group and the high income group is more concerned about the product quality and status in urban market.
- 10] Television remains most widely used as consumer durables in the rural household followed by mixer grinders and refrigerators as salaried persons as Teachers, Gramsevak, Talathi and Rich Farmers.

IMPORTANT SUGGESTIONS :

- 1] An important suggestion is that new emerges are that the marketer's of consumer durable goods when segmenting the market should be as more by income categories and salaried customers are more interested in purchasing.
- 2] There is verging market of 140 million consumers in the country, industrial organization's should concentrate on them and produce the durable products as they required by the consumer's.
- 3] Rural - urban infrastructure facilities should be developed by Govt. for the development and storage facilities in the rural as well as urban market.
- 4] Promotion of sales break up in the market requires proper media mix, apart from formal media like newspapers, television and radio, etc.

- 5] Product planning is very important to introduce new products launching in the market. The new marketer's will have to be concentrate on this strategy.
- 6] Now the customers are rapidly becoming brand conscious and brand images therefore, brand image and brand names must be simple, catchy and interesting to understand, utilization for product activity.
- 7] The customers from urban - rural areas purchased their respectively brands for price as well as quality products, company image, brand image and reliability, therefore, the retailers and distributors should concentrate on it. The quality and price are parallel to comes on the top in the analysis of purchase decision factors.
- 8] The marketer need to examine and improve after sales services as installation, transporting, etc.
- 9] The marketer need to provides E-Money facility, credit sales facility and exchange offer system in rural areas customers also.
- 10] The companies or marketers much ensure adequate knowledge about the rural suited customer or required products at their door steps in rural market, as well as urban market.
- 11] For successful marketing there should be new modern product distribution strategies as prompt delivery policy, transporting by company or agency only. They have to develop suitable marketing policies based on their requirements and understanding of the needs of rural and urban customers.
- 12] The companies or marketers should provide the comparative prices system to the customer's by demo and comparison of product quality and utility to the customer's point of view.

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TABLE NO 1.1

FACTOR'S INFLUENCING PURCHASES OF CONSUMER DURABLE PRODUCTS AS PRICE IN AURANGABAD DISTRICT (2009)

Sr. No.	Respondents	Very High	High	Moderate	Low	Very Low	Total
01	Rural area	324 (54%)	72 (12%)	84 (14%)	48 (8%)	72 (12%)	600 (100%)
02	Urban Area	174 (58%)	45 (15%)	36 (12%)	15 (5%)	30 (10%)	300 (100%)
Total		490 (55.33%)	117 (13.00%)	120 (13.33%)	6 (7%)	102 (11.33%)	900 (100%)

Source:- field survey (2009)

TABLE NO 1.2

FACTOR INFLUENCING PURCHASES OF CONSUMER DURABLE PRODUCTS AS QUALITY IN AURANGABAD DISTRICT (2009)

Sr.No.	Respondents	Very High	High	Moderate	Low	Very Low	Total
01	Rural areas	138 (23%)	192 (32%)	120 (20%)	54 (9%)	96 (16%)	600 (100%)

02	Urban areas	102 (34%)	66 (22%)	54 (18%)	45 (15%)	33 (11%)	300 (100%)
	Total	240 (26.68%)	258 (28.66%)	174 (19.33%)	99 (11%)	129 (14.33%)	900 (100%)

Source : Field Survey (2009)

Figures in brackets indicates percentage.

TABLE NO 1.3

FACTOR INFLUENCING PURCHASES OF CONSUMER DURABLE PRODUCTS AS DURABILITY IN AURANGABAD DISTRICT (2009)

S.N.	Respondents	Very High	High	Moderate	Low	Very Low	Total
1.	Rural Areas	30 (5%)	120 (20%)	180 (30%)	204 (34%)	66 (34%)	600 (100%)
2	Urban Areas	102 (34%)	66 (22%)	54 (18%)	45 (15%)	33 (11%)	300 (100%)
	Total	240 26.68%	258 28.66%	174 (19.33%)	99 (11%)	129 (14.33%)	900 (100%)

Source : Field Survey (2009)

Figures in brackets indicates percentage.

TABLE NO 1.4

FACTOR INFLUENCING PURCHASES OF CONSUMER DURABLE PRODUCTS AS RELIABILITY OF THE SELLER IN AURANGABAD DISTRICT (2009)

S.N.	Respondents	Very High	High	Moderate	Low	Very Low	Total
1.	Rural Areas	96 (16%)	156 (26%)	240 (40%)	60 (10%)	48 (8%)	600 (100%)
	Urban Areas	36 (12%)	57 (19%)	132 (44%)	48 (16%)	27 (9%)	300 (100%)
	Total	132 14.66%	213 23.66%	372 (41.33%)	108 (12%)	75 (8.33%)	900 (100%)

Source : Field Survey (2009)

Figures in brackets indicates percentage.

TABLE NO 1.5

**ANALYSIS OF ADVERTISEMENT EFFECTS IN THE
SELECTED SAMPLE AREAS OF AURANGABAD DISTRICT (2009)**

Respondents	always	Most often	Quite Often	Some Times	Hardly	Total
Rural Areas	65 (10.85%)	41 (6.87%)	48 (8%)	137 (22.86%)	309 (51.43%)	600 100%
Urban Areas	61 (20.36%)	22 (7.19%)	24 (8%)	126 (22.8%)	67 (41.92%)	300 (100%)
Total :	126 (15.60%)	63 (7.03%)	72 (8.00%)	277 (22.83%)	435 (46.67%)	900 100%

Source : Field Investigation (2009)

The figures in bracket indicates percentage.

TABLE NO 1.6

**ANALYSIS OF RATIONAL PURCHASE FACTOR AS CONSUMER
PROTECTION IN THE SELECTED SAMPLE AREAS
OF AURANGABAD DISTRICT (2009)**

Respondents	Very High	High	Moderate	Low	Very Low	Total
Rural Areas	30 (05%)	120 (20%)	234 (39%)	96 (16%)	120 (20%)	600 (100%)
Urban Areas	54 (18%)	120 (40%)	66 (22%)	45 (15%)	15 (05%)	300 (100%)
Total :	84 9.33%	240 26.66%	300 (33.33%)	141 (15%)	135 (15%)	900 (100%)

Source : Field Survey (2009)

The figures in bracket indicates percentage.

TABLE NO 1.7

**OPEN ECONOMY AND GLOBALISATION:
FACTOR INFLUENCING PURCHASES OF CONSUMER DURABLE
PRODUCTS AS OPEN ECONOMY, GLOBALISATION IN
AURANGABAD DISTRICT (2009)**

S.N.	Respondents	Greater Extent	Some Extent	Very Little Extent	Total
1.	Rural Areas	360 (60%)	168 (28%)	72 (12%)	600 (100%)
2.	Urban Areas	196 (65%)	45 (15%)	60 (20%)	300 (100%)
	Total :	556 (61.77%)	213 (23.66%)	132 (14.66%)	900 (100%)

Source : Field Survey (2009)

Figures in brackets indicates percentage.