



International Journal of Engineering, Business and Enterprise Applications (IJEBA)

www.iasir.net

Preference of location and factor associated with purchase of semi-durable product with special reference to Mat in West Bengal

Sudin Bag

Assistant Professor,

Department of Business Administration,

Vidyasagar University

Midnapore-721102

Abstract: Over the past few decades, consumer behaviour towards durable and semi-durable goods has changed immensely. In today's society consumer become very luxurious and fancy to used necessary home accessories. Therefore, understanding consumer behaviour is one of the major challenges for marketers to succeed in highly competitive and overloaded markets. People choose product according to the thinking, beliefs, lifestyle they aspire to, often acting irrationally and value things that are rather distance from a single product but have a strong impact on the preference and final choice for a certain product or brand.

The present study attempts to investigate preferred location to purchase mat and the major factors that influencing consumers to purchasing mat (semi-durable handloom) product in West Bengal. Data have been collected from two districts namely East Midnapore and West Midnapore of West Bengal. In this study SPSS 14.0 has been used to analyzed data.

Key Words: Consumer Behaviour, Semi-durable, Location, Factor Analysis.

I. Introduction:

Marketing is seen as the whole business from the point of view of its final result, that is, from the customer's point of view (Peter Drucker, 1986). The consumer is king in age of consumerism (McGuire, 2000). The term consumer behaviour defines as, state "the behaviour of consumers in deciding to buy or use or not to buy or use or dispose or not to dispose of the products which satisfy their needs" (Schiffman and Kanuk, 1995, Chunawalla, 2000, Solomon and others, 2001). According to (Chunawalla, 2000) there is a growing demands for different consumer products. Increase in demand is a result of increase in income of the people and increase in discretionary income too (Arora, 1995). Moreover one of the key analyses under the heading "consumer behaviour" refers to the interaction between price changes of products and consumer demand too (<http://www.bized.ac.uk/fme>). It reflects in their search for different products of different level of their involvement required to purchase & consume. High involvement only requires in those products, which are of high price, complex features, large difference between options, high perceived risk, reflect the self-concept of the buyer. Looking at this classification of products by the consumption patterns, buying of the durable goods needs higher attention of consumers. While, durables goods are expected to last longer than three years (www.wisecon.org/OnlineGuide). So, it is a product of high involvement for consumers. This characteristics of the consumer's behaviour for durable goods, makes it a more suitable and appropriate behaviour to study.

II. Mat Industry in India

Mat industry is an ancient industry in India and it belongs to the durable product category, average longevity of mat is 3-4 years. Mat is essential for living and upgrades the family status in the society. No ritual is complete without the use of the mat.

Mat industry with special reference to natural fiber mat in India typically represents the nature of household industry. Production by units is run in a household environment with the active participation of the household members. So, therefore mat industry (Natural Fiber mat) is also can treated as handloom industry.

Production process of mat manufacturing is traditional and involves a number of labour intensive activities. The whole process of production consists of three distinct phases such as Pre loom weaving, Loom weaving and Post loom weaving. Pre loom weaving phase consists of preparation of basic raw materials i.e, cultivation of mat sticks, the process of sizing and dyeing them according to the requirement. The manufacturing of finished mats through setting the sticks by threads on loom forms the part of loom weaving. Through out whole process of mat production it is the most important and time consuming part. The final stage is post loom weaving which deals with the cutting of sticks edges or in some cases covering the sticks edges by colour and polishing.

The production of mats is basically run by household workers. Only in few cases engagement of outside laborers is evident, particularly to complete the process pre-loom weaving phase. It has also been shown that women artisans are the most predominant among the mat weavers. Even the children of the family are also taken

an important part of mat weaving in a significant number. The employment structure in mat weaving is 58.1 percent women workers followed by men and children to the extent of 29.3 and 12.6 percent respectively (Maity, 2006). The size structure of employment by the number of workers shows that maximum concentration of sample is in the employment size of 1 to 4 workers.

III. Types of Mats available in West Bengal:

There are mainly five types of mats are available in the present competitive markets. According to the fiber that is the main raw materials of the mat product the mats are classify into five categories namely Natural fibre mats, Synthetic fibre mats Cotton mats, Jute mats and Rubber mats.

The Natural fiber mats are made out by the green fiber which is cultivate in the agriculture field and totally man made handloom product. This type of mat is eco-friendly and healthy. Second type of mat is Synthetic fiber mat which is made out by mainly plastics, nylon etc. this type of mats are produced by machine. Another type of mat which is made out by cotton is commonly known as cotton mat and popularly known as “sataranji”. Jute mats are those which made out by jute. Rubber mats are made out from the rubber.

IV. Factors influencing selecting Mat

Choosing mat for the home uses is difficult enough when there are more than a dozen of factors are influencing consumers. These includes, price, quality, durability, Brand, Design, Healthier, Size, Variety, Easy handling and Religion.

Price: The choices of mat mostly depend on the price. Consumers are ready to pay more price as per the size and others facilities.

Quality: Selection of mat highly depends on the quality of the product. Quality implies softness, greenness, looms etc.

Durability: another important factor that is highly influencing to select the mat is durability or longevity.

Design: Now a day, consumers become very sophisticated and luxurious hence fore, design is an important factor to select mat.

Emotional influence: Often consumers are influenced by emotions such as opinion of friends and relatives. At the same time we cannot avoid the importance of vendor ward of mouth in selection of mat.

V. Objective of the Study

The basic aim of the study is to identify the preferable location of Purchase of mat in case of both (East and West Midnapore) Districts. Further the study deals with the factors those are highly associated with the choosing of mat in the same area.

VI. Methodology

Keeping objectives of the research in mind, 130 consumers have been selected from the two districts (East and West Midnapore) of West Bengal, India. For getting unbiased information two Sub-division of each district have been selected randomly and further two blocks of each sub-division have been selected in the same way. After Blocks selection four Gram-Panchayets from each blocks randomly selected and finally five users of mats from each Gram- Panchayet have been selected by using convenient sampling technique as the respondents of this study. In order to measure the perception of the consumers about the criteria of choosing a mat and its underlying factors, a questionnaire on different items related to the attributes of preferring a mat and preferred location have been constructed on 5-point Likert scale for all eleven attributes (Table - 3). The statements were measured on the 5-point Likert scale where 1, indicates strongly disagree and 5 indicates, strongly agree. The maximum focus was given on quality, durability, washable, size, variety. The sampling size includes both male and female users from different occupation, age, and income groups. However, the study has few limitations and that needs to be taken care of. As I have taken relatively smaller sample size of 130 and the respondents have been selected from East and West Midnapore only, there is a risk of generalizing the results so obtained. However, it has been observed that consumer behavior does not differ much with respect to the area on such topic under consideration.

VII.Tools and Techniques Used

Factor analysis attempts to identify underlying variables, or factors, that explain the pattern of correlations within a set of observed variables. Factor analysis is often used in data reduction to identify a small number of factors that explain most of the variance observed in a much larger number of manifest variables. It is a multivariate technique and is employed in our study for the purpose of analyzing the data. The Principal Component Method is considered appropriate, as the primary purpose is to determine the minimum number of factors that would account for the maximum variance in the data collected. The data is analyzed by using SPSS, version – 14. For this reason the results of the factor analysis using Principal Component Method are found out.

Results of three factors being extracted from the data collected. Only factors with Eigenvalue(s) greater than 1 were retained and others were ignored.

To supplement our analysis, *Scree Plot*, a graph of the eigenvalues against all the factors was constructed for determining the number of factors to be retained. The point of interest is where the curve starts to flatten (Diagram- 1).

VIII. Data Analysis

Location is an important dimension to select mat (Table-1). It can be concluding from the Result (Table-1) that most of the respondents (41.5%) like to purchase mat from local Hatt/ Bazar which is followed by Hawkers (24.6%). It is interesting that only 21.5% respondents are like to purchase mat from retail store in case of two sample districts.

The factor analysis reveals that consumers consider various aspects of mat such as price, quality, durability, size etc. besides the demographical aspects.

Table: 2 shows that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity. The KMO statistics varies between "0 to 1". A value close to 1 indicates that pattern of correlations are relatively compact and so far factor analysis should yield distinct and reliable factor. In this study the value of KMO is 0.799 which is very good; so we can say that factor analysis is appropriate for these data. Further, Bartlett's Test of Sphericity measure the null hypothesis that original correlation matrix is an identity matrix. For these data, Bartlett's test is highly significant ($p < 0.001$), and therefore factor analysis is appropriate.

Communalities shows how much of the variance in the variables has been accounted for by the extracted factors. By analyzing communalities (Table-5), it is found that the factor loading for Design of mat is comparatively low to the tune of 62.7% of the total variance. However, the remaining factors were explained reasonably well as evidenced by the high factor loadings of above 0.7. The aspects like quality of product, variety of the product and the durability have the factor loadings of 97.3%, 94.8% and 93.8% respectively.

Table-6 explains the extraction statistics and the number of factors to be extracted in the succeeding level. By using the cutoff initial Eigenvalue of 1.00, three factors have been identified. The factor loadings pattern and percentage of variance for each of the factors have been derived by using 'Orthogonal Varimax Rotation'. The first factor is accounted for 59.48% of the variance explained as compared to 42.15% in the rotated matrix.

To supplement the above, it can be seen from the *Scree plot* (diagram 1) that the curve begins to flatten between the factors 3 and 4. Moreover, Factor 4 has an eigenvalue of less than 1 (Table-6). Hence only three factors have been retained.

IX. Finding of the study

The first factor of the study indicates that consumers are interested to buy mat with a sound quality in terms of looms and fiber.

The second extracted factor of the study indicates that, consumer prefer to buy a mat with a good variety.

Third factor which consumers are take in account at the time of selection of mat is durability. It is interesting fact that consumer does not highly influence by the price of the product.

X. Conclusion

Now, consumers and households make decisions about the goods and the home appliances they purchase. The factors that influence this buying decision of semi-durable products are commonly price, quality, brand/ origin of product, durability, ecofriendly etc. This research work finds that the consumers' perception on buying mats with reference to natural fibre and synthetic fibre is mostly affected by the factors such as "quality, durability, variety, and Healthy".

The above results have far reaching implications for the mat sellers and producers as it gives insight into the minds of consumers and how they like and their purpose of uses. There are many dimensions associated with mat selection and their usage which need to be explored and understood. In view of this, a research study like this can serve as an ideal guideline and precedent for further research in any product in consumer semi-durables and handloom products. The factor analysis conducted in the study has important implications for further research which will be useful for marketing personnel to customize their products for the general people not only in West Bengal, but also in the other parts of India.

Reference:

- [1]. Arora Renu. Consumerism in India & abroad: a perspective. Indian journal of marketing, 1995, vol. 24, 22-25.
- [2]. Bayus, Barry L. The consumer durable replacement buyer. Journal of Marketing, 1990, Vol. 55 (1), 42-51.
- [3]. Bhawaniprasad G. V. and Kumari S. C. Impact of advertising on consumer durables markets: A study of Refrigerator consumer. Indian Journal of Marketing, 1987, vol.18 (1), 21- 30.
- [4]. Chunawalla, S. A. Commentary on Consumer Behaviour (M/e). New Delhi: Himalaya Publishing House, 2000, 1&6.
- [5]. Das.B., Mohanty S., Shil N.S., Categorizing Consumers' Buying Behavior: A Factor Analysis in Consumer Durable Market. *International Journal of Business and Management*, 2008, Vol. 3(9) Pp- 147-157.

- [6]. David L. Loudon & Albert J. Della Bitta, Consumer Behaviour Concepts and Application(4th Ed.). Tata McGraw-Hill, New Delhi: 2008
- [7]. G.C. Beri, Marketing Research(4th ed), Tata McGraw-Hill, New Delhi: 2009
- [8]. Kotler, Philip, Keller, Kevin Lane, Koshy, Abraham and Jha, Mithileshwar. Marketing Management – A south asian perspective (12/e). New Delhi: 2007
- [9]. Rajarashmi, P.S. and Sudarsana, G., 2004, Buyer behaviour of home appliances with special reference to microwave products in Bangalore city. *Ind. J. Mktg*, 34 (1) : 19-24.
- [10]. Schiffman, Leon G. and Kanuk, Leslie L. Consumer Behaviour (6/e). New Delhi: Prentice Hall of India, 1995, 7.
- [11]. Sarwade, W.K., 2002, Emerging dimensions of buyer behaviour in rural area. *Ind. J. Mktg*, 32(1-2) : 13-19.

Table: 1 Preferred Location of Mat Purchase

	Frequency	Percent	Valid Percent
Valid Hatt/Bazar	54	41.5	41.5
Hawkers	32	24.6	24.6
Fair/Exhibition	11	8.5	8.5
Retail Shop	28	21.5	21.5
Dealers	5	3.8	3.8
Total	130	100.0	100.0

Table:2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.799
Bartlett's Test of Sphericity	Approx. Chi-Square	1552.393
	df	45
	Sig.	.000

Table: 3 Descriptive Statistics

Description	Mean	Analysis N
Ecofriendly	3.88	130
Healthy	3.74	130
Size	3.36	130
Washable	3.67	130
Origin	2.58	130
Design	2.35	130
Quality	2.94	130
Price	3.84	130
Durability	3.58	130
Variety	2.61	130

Table: 4Correlation Matrix(a)

	Ecofriendly	Healthy	Size	Washable	Origin	Design	Quality	Price	Durability	Variety
Correlation Ecofriendly	1.000	-.732	-.505	-.530	-.572	-.265	.890	-.612	.692	.598
Healthy	-.732	1.000	.581	.836	.569	.443	.802	.870	.936	-.169
Size	-.505	.581	1.000	.642	.095	-.041	.633	.466	.613	-.111
Washable	-.530	.836	.642	1.000	.429	.319	.758	.780	.807	-.588
Origin	-.572	.569	.095	.429	1.000	.524	.251	.448	.617	-.020
Design	-.265	.443	-.041	.319	.524	1.000	.347	.472	.489	-.046
Quality	.890	.802	.633	.758	.251	.347	1.000	.753	.739	-.209
Price	-.612	.870	.466	.780	.448	.472	.753	1.000	.848	-.279
Durability	.692	.936	.613	.807	.617	.489	.739	.848	1.000	-.105
Variety	.598	-.169	-.111	-.588	-.020	-.046	-.209	-.279	-.105	1.000

Table: 5 Communalities

	Initial	Extraction
Ecofriendly	1.000	.871
Healthy	1.000	.934
Size	1.000	.831
Quality	1.000	.973
Origin	1.000	.741
Design	1.000	.627
Washable	1.000	.783
Price	1.000	.794
Durability	1.000	.938
Variety	1.000	.948

Extraction Method: Principal Component Analysis.

Table: 6 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.948	59.482	59.482	5.948	59.482	59.482	4.215	42.149	42.149
2	1.433	14.331	73.813	1.433	14.331	73.813	2.422	24.215	66.364
3	1.159	11.593	85.407	1.159	11.593	85.407	1.904	19.042	85.407
4	.665	6.645	92.052						
5	.332	3.321	95.372						
6	.204	2.043	97.415						
7	.126	1.260	98.674						
8	.066	.661	99.335						
9	.039	.390	99.725						
10	.027	.275	100.000						

Extraction Method: Principal Component Analysis.

Diagram: 1

Scree Plot

