

BRAND PREFERENCE FOR BUNDLE OFFER SCHEME IN BUYING OF HOUSEHOLD DURABLES

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ABSTRACT

This study deals with the Respondents' brand preference for bundle offer scheme in buying of household durables. A well-designed and pretested instrument was used for data collection. Population of the study is consumers of Chennai City, who visit to the showrooms with the intention of purchase of the household durable mixer grinder. On that basis 600 consumers are selected as respondents by following Convenient Sampling technique. Result shows that demographic variables namely, Gender, Age, Educational Qualification and Occupation have significant association in brand preference for bundle offer scheme in buying of household durable.

Key Words: Consumers, Brand Preference, Bundle Offer Scheme, Household Durable

INTRODUCTION AND BACKGROUND

In India there are varied resources and consumers are additional at risk of use form of purchase for his or her consumption. The method of consumption within the post liberalized era has started dominating the buyer community significantly within the female section. There are varied products or services are offered within the marketplace for the consumption. The multiple products or services with similar utility have created a competitive scenario within the market. Consumers at one facet are unable to determine what to shop for and on the opposite facet they continue to be trustworthy to some products or services particularly. Thus, consumer behaviour is one in all the many areas to be studied. The globalisation and liberalization operation of companies have given a chance to the consumers to pick out one out of varied similar products offered within the market. The world trend within the market have affected the consumer's behavior to a great extent, whether or not it's a case of marketer operational in international, regional, local level or a case of

consumers concerned in buying consumable/ industrial products. Attributable to globalisation of business and liberalized policies of the govt. the consumer durable industry especially with sales promotion schemes by the companies have witnessed a significant prospects.

Marketing managers and advertising agencies have realized that to make their communication programs effective, they have to rely on sales promotions, public relations, personal selling, and direct marketing, in addition to conventional advertising campaigns. In today's markets it is no longer a choice between advertising or promotion; rather, it is a combination of advertising and promotion (Roberto and Roberto, 2005).

Sales promotion may be either a consumer promotion or a trade promotion, depending on whether it addresses the consumers or the retailers or both. A consumer promotion is a short-term incentive targeted directly at consumers and includes coupons, rebates, free offers, patronage rewards, and other incentives. This is in contrast to trade promotions that are financial incentives offered to retailers by manufacturers in return for sales promotions such as features, displays, or temporary price reductions. Consumer promotions can be considered as "pull" promotions in that they directly entice the consumer to purchase the product, thereby pulling the brand through the channel. Trade promotions can be considered as "push" promotions in that they provide incentives for the retailer to offer special deals and push the product through the channel (Raghubir et al, 2004).

Consumer durables or a hard good could be a good that doesn't quickly wear out or additional specifically, one that yields utility over time instead of being fully consumed in one use. Extremely consumer durables like refrigerators, cars, or mobile phones sometimes still be helpful for 3 or additional years of use, thus consumer durables are generally characterised by long periods between regular purchases. India is predicted to become the fifth largest consumer durable goods market in the world by 2025.

REVIEW OF LITERATURE

Temporary price reductions substantially increase short- term brand sales which may explain their intensity of use by manufacturers and retailers alike. However, the long-term effects of price promotions tend to be much weaker. Recent research consistently finds that short- term promotion effects die out in subsequent weeks or months- a period referred to as dust settling- leaving few, if any, permanent gains to the promoting brand. From a strategic perspective, these findings imply that promotions generally do not generate long- term benefits to the promoting brand beyond those accrued during the dust- settling period. By the same token, brands do not suffer permanent damage to their market position from competitive promotions either. Therefore, to be economically viable, promotional actions should be held accountable for positive financial results during the dust settling period. (Blattberg and Fox, 1995).

Benefits of sales promotions are not limited to monetary savings. Sales promotions may also enable consumers to upgrade to higher- quality products on account of the dropping price of otherwise unaffordable products (the quality benefit), which otherwise will lead to a higher price being paid. Because they signal the availability of the brand at the point of sale and advertise its promotional status, sales promotions can also reduce consumer search and decision costs and therefore improve shopping convenience (the convenience benefit). Furthermore, sales promotions can enhance consumers' self-perception of being smart or good shoppers and provide an opportunity to reaffirm their personal values (the value expression benefit). Because they create an ever changing shopping environment, sales promotions can also provide stimulation and help fulfill consumers' need for information and exploration (the exploration benefit). Finally, sales promotions are often simply fun to see or use (the entertainment benefit). It is worth noting that the last five benefits can be achieved above and beyond any monetary savings. (Chandon et al., 2000).

Several factors and variables link sales promotion tools and consumer/market response. Sales promotion was elucidated as coming within the purview of consumer behavior; and studied there under. Blattberg and Neslin tried to explicate sales promotion and distinctively appreciate those as action focused marketing event whose purpose is to have a direct impact on the behavior of the firm's customers (Blattberg and Neslin, 1990). This observation need not be suspected since any purchase decision is necessarily a function of consumer behaviour.

Kotler, 2003, identified thirteen Sales Promotion tools which included samples, coupons, rebates, price packs, premiums, frequency programs, prizes, patronage awards, free trials, product warranties, tie- in promotion, cross promotion, point of- purchase displays and demonstrations

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (PoP) displays, contests, rebates, and sweepstakes (Dave, 2010).

STATEMENT OF THE PROBLEM

The market for consumer durables is becoming more competitive now days. Hence, the producer of durable products should understand consumer to find higher sale of their products. Generally it has been seen that consumers face some problems for buying durable goods. They don't know how to operate and handle the durable goods so that it can work more efficiently for long years. The consumer tends to visit nearest to market place, compare the product with better price and purchase the product. They do not want to buy the product at the higher price. Most of the previous studies on bundling offer from a consumer perspective

has targeted on however bundles possibilities. Few studies have examined about the consumer preference for bundles and brands. Hence, this study is based on consumers' brand preference for bundle offer scheme in buying of household durable mixer grinder.

OBJECTIVE OF THE STUDY

- To examine brand preference for bundle offer scheme in buying of household durables among the consumers.

RESEARCH METHODOLOGY

This study is descriptive in nature which describes about brand preference among the respondents towards bundle offer scheme in buying of household durables in Chennai region. In this study the consumers who visit to the showrooms with the intention of purchase of mixer grinder are selected as respondents. The factors pertinent to brand preference towards bundle offer scheme in buying household durables are identified used to analyse the intention of the respondents. Further the demographic variables namely, Gender, Age, Educational Qualification and Occupation are considered to examine brand preference of the respondents in buying of household durable with special offer scheme. Population of the study is consumers who visit to the showrooms in various regions in Chennai city with the intention of purchase of mixer grinder and sample size is 600 respondents, selected by following convenient sampling technique. The researcher has distributed to the consumers at the leading showrooms situated at the geographical locations namely, Anna Nagar, Adyar, Royapuram, and Teynampet; explained the purpose of the study and instructed to the respondents to give their responses.

FINDINGS

In order to examine brand preference for bundle offer scheme in purchase of wet-grinder brand among the Respondents, the demographic variables such as, Gender, Age, Educational Qualification and Occupation are considered and Chi-square test was performed. The Results are presented hereunder in Tables 1 – 4.

Table-1. Gender-wise purchase intention of wet grinder brand on Special Offer Scheme among the Respondents

Gender	Morphy Richards	LG	Butterfly	Amirtha	Sowbhagya	Lakshmi	Total
Male	66 (17.65)	38 (10.16)	112 (29.95)	27 (7.22)	80 (21.39)	51 (13.64)	374 (62.33)
Female	22 (9.73)	16 (7.08)	52 (23.01)	39 (17.26)	69 (30.53)	28 (12.39)	226 (37.67)
Total	88 (14.67)	54 (9.00)	164 (27.33)	66 (11.00)	149 (24.83)	79 (13.17)	600 (100)

Chi-Square Summary Result

Chi Square Calculated Value	Degrees of Freedom	Chi Square Table Value at 5%
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22.79	5	11.1
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Table - 1 presents results of gender-wise purchase intention of wet grinder brand on special offer scheme among the respondents. It is observed from this result that majority (62.33 per cent) of them are male respondents whose purchase intention of wet grinder brand on special offer scheme are found to be 29.95 per cent for Butterfly, 21.39 per cent for Sowbhagya, 17.65 per cent for Morphy Richards, 13.64 for Lakshmi, 10.16 for LG and 7.22 per cent for Amirtha brand. Among the 37.67 per cent of the 'Female' respondents, 30.53 per cent of them intended to purchase Sowbhagya, 23.01 per cent of them intended to Butterfly, 17.26 per cent intend for Amirtha, 12.39 per cent of them intended to Lakshmi, 9.73 per cent of them intend to Morphy Richards and 7.08 per cent of them intend to LG brand. It can be summarized that 27.33 per cent of them intended to purchase Butterfly brand, 24.83 per cent of them intended to purchase Sowbhagya, 14.67 per cent of them intended to purchase Morphy Richards, 13.17 per cent of them intended to purchase Lakshmi and 9.00 per cent of them intended to purchase LG brand. Further to examine the association between gender and purchase intention of wet grinder brand on special offer scheme among the respondents, chi-square test was performed and the obtained chi-square value is found to be 22.79 with 11.1 p-value, it means there is 5% level significant association is found.

Table-2. Age-wise purchase intention of wet grinder brand on Special Offer Scheme among the Respondents

Age	Morphy Richards	LG	Butterfly	Amirtha	Sowbhagya	Lakshmi	Total
20-30	18 (10.53)	10 (5.85)	39 (22.81)	32 (18.71)	46 (26.90)	26 (15.20)	171 (28.50)
30-40	29 (10.78)	24 (8.92)	105 (39.03)	12 (4.46)	78 (29.00)	21 (7.81)	269 (44.83)
40-50	33 (38.82)	13 (15.29)	8 (9.41)	16 (18.82)	7 (8.24)	8 (9.41)	85 (14.17)
50-60	8 (10.67)	7 (9.33)	12 (16.00)	6 (8.00)	18 (24.00)	24 (32.00)	75 (12.50)
Total	88 (14.67)	54 (9.00)	164 (27.33)	66 (11.00)	149 (24.83)	79 (13.17)	600 (100)

Chi-Square Summary Result

Chi Square Calculated Value	Degrees of Freedom	Chi Square Table Value at 5%
137.5	15	25.0

Table - 2 shows results of age-wise purchase intention of wet grinder brand on special offer scheme among the respondents. It is observed from this result that majority 28.50 per cent of them belong to 20-30 years age group, 44.83 per cent of them belong to the 30-40 years age group, 14.17 per cent of them belong to the 40-50 years age group and 12.50 per cent of them belong to the 50-60 years age group. Among the respondents 27.33 per cent of them intended to purchase Butterfly brand wet grinder, followed by 24.83 per cent of them for Sowbhagya, 14.67 per cent of them for Morphy Richards, 13.17 per cent of them for Lakshmi, 11.00 per

cent of them for Lakshmi and 9.00 per cent of them for LG. Further to examine the association between age and purchase intention of wet grinder brand on special offer scheme among the respondents, chi-square test was performed and the obtained chi-square value is found to be 137.5 with 25.0 p-value, it means there is 5% level significant association is found.

Table-3. Educational Qualification-wise purchase intention of wet grinder brand on Special Offer Scheme among the Respondents

Education	Morphy Richards	LG	Butterfly	Amirtha	Sowbhagya	Lakshmi	Total
School level	6 (9.68)	5 (8.06)	12 (19.35)	8 (12.90)	9 (14.52)	22 (35.48)	62 (10.33)
Professional degree	15 (13.39)	12 (10.71)	34 (30.36)	18 (16.07)	19 (16.96)	14 (12.50)	112 (18.67)
Under graduate	54 (20.15)	18 (6.72)	96 (35.82)	13 (4.85)	76 (28.36)	11 (4.10)	268 (44.67)
Post graduate	13 (8.23)	19 (12.03)	22 (13.92)	27 (17.09)	45 (28.48)	32 (20.25)	158 (26.33)
Total	88 (6.93)	54 (4.25)	164 (12.91)	66 (5.20)	149 (64.49)	79 (6.22)	600 (100)

Chi-Square Summary Result

Chi Square Calculated Value	Degrees of Freedom	Chi Square Table Value at 5%
105.2	15	25.0

Table - 3 portrays Educational Qualification-wise purchase intention of wet grinder brand on special offer scheme among the respondents. It is observed from this result that 10.33 per cent of them educated at school level, 18.67 per cent of them acquired professional degree, 44.67 per cent of them are undergraduates, and 26.33 per cent of them are post-graduates. Among the respondents 64.49 per cent of them intended to purchase Sowbhagya brand wet grinder, followed by 12.91 per cent of them for Butterfly, 6.93 per cent of them for Morphy Richards, 6.22 per cent of them for Lakshmi, 5.20 per cent of them for Amirtha and 4.25 per cent of them for LG. Further to examine the association between educational qualification and purchase intention of wet grinder brand on special offer scheme among the respondents, chi-square test was performed and the obtained chi-square value is found to be 105.2 with 25.0 p-value, it means there is 5% level significant association is found.

Table-4. Occupation-wise purchase intention of wet grinder brand on Special Offer Scheme among the Respondents

Occupation	Morphy Richards	LG	Butterfly	Amirtha	Sowbhagya	Lakshmi	Total
Government employee	16 (11.11)	8 (5.56)	72 (50.00)	12 (8.33)	18 (12.50)	18 (12.50)	144 (24.00)
Private employee	26 (16.05)	16 (9.88)	11 (6.79)	15 (9.26)	82 (50.62)	12 (7.41)	162 (27.00)
Professional	12 (10.71)	12 (10.71)	40 (35.71)	18 (16.07)	16 (14.29)	14 (12.50)	112 (18.67)
Business	34 (18.68)	18 (9.89)	41 (22.53)	21 (11.54)	33 (18.13)	35 (19.23)	182 (30.33)
Total	88	54	164	66	149	79	600

	(14.67)	(9.00)	(27.33)	(11.00)	(24.83)	(13.17)	(100)
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Chi-Square Summary Result

Chi Square Calculated Value	Degrees of Freedom	Chi Square Table Value at 5%
137.5	15	25.0

Table - 4 shows Occupation-wise purchase intention of wet grinder brand on special offer scheme among the respondents. It is observed from this result that 24.00 per cent of them are Government employees, 27.00 per cent of them are Private Employees, 18.67 per cent of them are Professionals and 30.33 per cent of them deal with Business activities. Among the respondents 27.33 per cent of them intended to purchase Butterfly brand wet grinder, followed by 24.83 per cent of them for Sowbhagya, 14.67 per cent of them for Morphy Richards, 13.17 per cent of them for Lakshmi, 11.00 per cent of them for Amirtha and 9.00 per cent of them for LG. Further to examine the association between occupation and purchase intention of wet grinder brand on special offer scheme among the respondents, chi-square test was performed and the obtained chi-square value is found to be 137.5 with 25.0 p-value, it means there is 5% level significant association is found.

CONCLUSION

Demographic variable-wise the respondents' brand preference for bundle offer scheme in buying of mixer grinder is examined. It could be observed that the brands Sowbhagya and Butterfly are the highly preferred wet-grinders among the consumers for bundle offer. Further the results of chi-square tests show that there exists significant association between demographic variables namely, Age, Gender, Educational Qualification and Occupation on brand preference for bundle offer scheme.

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