

Demand Pattern of Consumer Durables in Post-Liberalization Period: A Study in the District of Mayurbhanj of Odisha

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Abstract: Pattern of demand, the product of consumer behavioural approach of economics constitutes a major dimension of contemporary social science research. Awareness, motivation, mode of payment and level of satisfaction etc. are key determinants of consumer behaviour. The present study aims to find out the effects of liberalization on the pattern of demand of consumer durables in different areas of Mayurbhanj district in the state of Odisha, India. Consumer behavior has been playing major role in formation of pattern of demand of a consumer. It is nothing but consumer's perception and expectations towards household consumer durables. A structured questionnaire has been administered on 800 respondents of different areas of Mayurbhanj district during the year 2009-2010. Stratified random sampling has been used for the selection of respondents. The tools of chi-square test, skewness and kurtosis have been used for analysis of data. The objectives are to study consumer behaviour relating to purchase and use of consumer durables and the analysis of demand pattern for the same in different areas of Mayurbhanj district.

Keywords: Consumer Behaviour, Awareness, Motivation, Level of satisfaction, Mode of payment, Demand Pattern, Consumer Durables, Liberalization Policy.

1. INTRODUCTION

In the present scenario of post-liberalization, when India is passing through second generation reform, study on consumer durables demand pattern and its composition will, not only reflect the standard of living of local people and their requirements in small rural societies, but also reflects the changing dynamics of consumer behavior. The study of consumer durables is relevant as it is closely related to the standard of living of consumers. No doubt consumers play indispensable role in a market economy. Now-a-days consumer's sensibility have disturbed the market globally. The importance of this study is more relevant on the part of new-economic reform policies formulated in India in 1991. 'Liberalization', a key-component of NEP (New Economic Policy) to achieve economic reforms, is the basic to other components of NEP like 'Privatization' and 'Globalization'. This means 'liberalization' of an economy leads to privatization and globalization. This reform leads towards the growth of Indian economy, with a vast scope for entry of MNCs (Multi National Companies) through FDI (Foreign Direct Investment) in various sectors in India and the India is opened up for foreign countries. With the influence of foreign economies, consumerism has increased drastically in India. So growth has been seen in consumer durable industry which is one of the pillar of Indian Economy. Besides that Indian Economy is increasingly witnessing structural transformation from Agricultural one to Industrial one. As consumer durable sector is growing fast, is considered as an important segment of the economy. Besides that consumption of consumer durable is recognized as one of the most accepted measuring yard-stick of quality and status of living in an economy. Consumer durables also play a major role in typical Indian family, living both in urban and rural India, characterized by dual income (Income of husband and wife) and high standard of living.

This study is an attempt to understand the difference in demand pattern with reference to consumer durables like Television, Refrigerator, Washing machine and Air-conditioner of the people of Mayurbhanj district which is the largest tribal dominated district of the state of Odisha. The effect of liberalization is clearly visible in developed district of odisha, the effect is not clearly understood in this backward district. This study is also made to understand the effect of various welfare programme undertaken by the government in the name of NEP in the district of Mayurbhanj. In this context the changing socio-economic status of the people of Mayurbhanj needs to be dealt with to explore the impact of liberalization-led-consumerism on the people of the area under study.

The first basic problem is the fluctuating or dynamism in consumer behavior. Secondly, the study of consumer behavior is the study of how individuals make decisions to spend their available resources of money, time and efforts in consumption related items. Thirdly, it also considers the use of goods that they buy and evaluation of that goods after use. Fourth problem lies with that the buyer may not purchase the same model of product again and again.

That is why researcher has taken this topic to explore the possibilities to meet the exigencies' needed for the economic development of the people of this district.

2. DEMAND: THE CONCEPT

Demand is one of the process for determining price. The theory of demand is related to the economic activities of a consumer called consumption. The process through which a consumer obtains the goods and services he wants to consume known as demand.

In economics, the use of the word 'demand' is made to show the relationship between the prices of a commodity and the amounts of the commodity which consumers want to purchase at those prices.

According to Prof. Hibdon 'Demand means the various quantities of goods those would be purchased per time period at different prices in a given market'. So far a commodity to have demand for the consumers must possess willingness to buy it, the ability or means to buy it and it must be related to per unit of time i.e. per day, per week, per month or per year.

A product depends upon a number of factors such as price of the product, buyer's incomes, availability and price of substitutes and complements, availability of credit, geographic location of buyers for and against the commodity for its demand. A consumer's demand for a product is determined by some important determinants like price of the commodity, income of the buyers', prices of related goods, advertising and sales promotion, motives and habits of buyers', value for money, family structure and level of buyers' satisfaction etc have a substantial influence on the sales of a commodity in 'demand' studies, these are called the 'controlling' variables'.

'Consumer' is that person who buys goods and services for personal use and not for manufacturer or resale. So a 'consumer' is one who can make the decision whether or not to purchase an item at the store and one who can be influenced by marketing variables like advertisement, features, prices etc. So whether a consumer is making a purchase at a home party or at a high department store, the consumers' are part of consumer market.

A country's demographic feature is a major determinant of consumer demand, parameter of ever greater importance for consumer durable sector is the rate of household formation, which is increasing day by day with rising income and affordability, makes impact on consumers' behaviour and their ownership pattern in consumer durable segments.

3. CONSUMER BEHAVIOUR

The study of consumer behaviour is a branch of economic theory and mostly related to basic economic problems. 'Behaviour' is the response to the stimulus presented by the environment. Individual as a consumer shows different behaviour under different circumstances and at different point of time. Economics, social and cultural systems affect the behaviour of a consumer dealing with economic activities. All economies irrespective of their characteristics or qualities are molded and maintained mainly because of problems exists in consumer behaviour.

So, consumer behaviour is the study of how individual customers, groups or organisation select by use and dispose ideas, goods and services to satisfy their needs and wants. It refers to the actions of the consumers' in the market place and the underline motives for those actions.

The study of consumer behaviour, also, assumes that the consumers are actors in the market place. The perspective of ‘role theory’ assumes that consumers play various roles in the market place. Starting from the information providers, awareness seeker, level of satisfaction finder, mode of payment seeker, from the user to the payer and to the disposer, consumers play these roles in the decision process, reflected and influencing the ‘pattern of demand’.

Consumer behaviour is not static. It undergoes a change over a long period of time depending on the nature of products. The change in buying behaviour may take place due to several other factors such as increase in income level, education level and marketing factors etc.

The study of consumer behaviour on consumer durables is relevant as it is closely related to the standard of living of consumers. The buying behaviour of the consumers may lead to higher standard of living. The more a person buys the goods and services, the higher is the standard of living. If a person less on goods and services, despite having a good income, they deprive themselves of higher standard of living, knowing that consumer play indispensable role in a market economy .

4. CONSUMER DURABLES

‘Consumer durables’ is a category of consumer products that do not have to be purchased frequently because they are made to last for an extended period of time. Consumer goods are often divided into two categories: Durables and Non-durables. Durables have an extended product life and are not consumed quickly when used by consumer. Since they are made to last, durable goods are typically more expensive than non-durable goods that have to be purchased over and over. Thus, durable goods are typically characterized by long inter-purchase times, the time between two successive purchases of durable goods constitute the part of consumption in an economy.

The consumer durable products can be broadly classified into two segments: ‘Consumer electronics’ and ‘Consumer appliances’. The consumer appliances can be further categorised into ‘White goods’ and ‘Brown-goods’. The classification of consumer durables under each segment is as follows:

Classification of Consumer Durables:

White-goods	Brown-goods	Consumer Electronics
Refrigerators	Mixtures	Mobile phones
Washing machine	Grinders	Televisions
Air-Conditioners	Microwave Woven	MP-3 Players
Speakers and Audio equipments	Iron	DVD Players
	Electric Fan	VCD Players
	Cooking range	
	Chimneys	

Source : Cygnus Quarterly Reports, August, 2007, Edelweiss Report on Industrial Production

A combination of changing life styles, higher disposable income, greater product awareness and affordable pricing have been instrumental in changing the pattern and amount of consumer expenditure leading to robust growth of consumer durable industries.

The Indian consumer durable industry has witnessed a considerable change in past couple of years after liberalization. The Indian economy had experienced major policy changes in early 1990s. The new economic reforms popularly known as ‘Liberalization’, ‘Privatization’ and ‘Globalization’ (LPG model) aimed at making the Indian economy as fastest growing economy and globally competitive. The series of reforms undertaken with respect to industrial sector, trade as well as financial sector aimed at making the economy more efficient. With the onset of reforms to liberalize the Indian economy in July 1991, a new chapter has dawned for India and her billion plus population. This period of economic transition has had a tremendous impact on the overall economic development of almost all major sectors of the economy and its effects over the last decade can hardly be overlooked. Besides, it also marks the advent of the real integration of the Indian economy into global economy. This era of reforms has also ushered in a remarkable change in the Indian mindset, as it results a rapid growth of economy fostering new forward looking economic development. All old traditional economic policies since independence in 1947 were set aside and Indian emerged as a potential to be on the first track to prosperity.

Liberalization:

The Indian economy, today, in fact is in transition from government control to free market economy, from protection to competition, from isolation to globalization, obsolescence to innovation. Even after the introduction of LPG model in the post-liberalization era the economy and the economic situation is still in a fluid condition, though perceptible reforms in different financial sector have taken place and a new scenario throughout the world has emerged. The business scenario is definitely opening out and encouraging consumerism more and more due to globalization. As a result of liberalization, privatization and globalization, the business houses and multinational corporations swear more and more customer oriented marketing in the countries of their origin.

5. LITERATURE REVIEW

R. Harish (2007) in his article "Emerging trends in the Marketing of Consumer Durables in India", explained that annual market for consumer durable in India is currently of the order of Rs. 25,000 crore. In recent years intense competition has led to a decline in price. Consequently, market growth has mainly been in terms of quantity, rather than value. Further, the increase in quantity is propped up by consumers financing, promotions and discount. He has explained distribution systems in India.

Kamal Nabi et al. (2010) in their article "Durable Purchase Behaviour of Indian Consumers", they explained the modern day consumers live in a crowded, competitive world of parity products and services when each such a product look, performance and cost as much as its closest competitors, companies have been struggling to develop mind space with the consumers for the durable purchase.

Archana Kumar et al. (2009) in their article, "Indian Consumers' Purchase Behaviour towards us versus Local Brands", explained that to examine the direct and indirect effects of Individuals' self-concept, product oriented variables (i.e. Consumer's Need for Uniqueness (NFU), and clothing interest), brand-specific variables (i.e. Perceived Quality and Emotional Value) on purchase Intention towards us Retain Brand versus a Local Brand that are available in the Indian market. This study, Indian consumers' self-concept and NFU had indirect effects on purchase intention of the Brands versus local brand. This paper aids in the better understanding of the Indian consumers and their perceptions towards us and local brands.

A. Kapoor and C. Kulshrestha (2009) in their article, "Consumers' Perceptions: An Analytical Study of Influence of Consumer Emotions and Response", explained that companies are increasingly attempting to offer customers an experience of availability range, affordable cost, shopping convenience and ambience. The purpose of this paper is to determine the impact of sales person behaviour on motivation, cognition, emotions and responses of the consumers and to identify different responses to sales interaction according to their different perceptions. Theoretical contribution includes examining the relationship among motivations, emotion and cognition in an interpersonal sales interaction experience.

Jaya Krishna, S. (2008) in his article, "Behaviour 'n' Misbehaviours Marketing Approach to Social Change", explained that social, economic, health and environmental impacts within a society are seamlessly associated with the attitude, behaviour and culture of that community. Trends like global warming and other health disorders, air and water pollution, social crime and territories etc., are mostly due to the behaviours and misbehaviours exhibited by some social groups and individuals.

The District of Mayurbhanj: A Profile:

Mayurbhanj the largest undivided district of Odisha is situated in the Northern part of the state. Historically it is famous as the land of Maharajas and also for its dominant tribal population, vibrant culture, Similipal forest, Chhau dance, beautiful temple, stone, dhokra and tassar work. It is a district bounded on the North by Midnapur district of West Bengal and Singhbhum district of Jharkhand, on the South by the district of Balaore and Keonjhar by Midnapur and Balaore district on the east and by Keonjhar and Singhbhum on the West.

The district of Mayurbhanj is divided into four sub-divisions namely; Baripada, Bamanghati, Panchpir and Kaptipada. The entire district is declared as a Scheduled area and comes under the Tribal Sub-Plan Approach. Four Integrated Tribal Development Agencies (ITDA) are working in the four Sub-divisions of the district.

The demographic picture of the district reveals that the district has pre-dominance of backward population, particularly the Scheduled Tribe.

6. METHODOLOGY

The present article is the result of an ongoing doctoral work on composition and pattern of demand of consumer durables in the post-liberalization period of the district of Mayurbhanj. This is based on empirical method. The research has been conducted on the basis of a structured schedule. The target group comprises of consumers of different areas of Mayurbhanj. Mayurbhanj district is divided into 4 sub-divisions. From each sub-division one urban and one rural area is chosen and from each area 100 respondents have been taken in. So a sample of 800 consumers has been taken as respondents for the study. The study has been taken during the year 2009-2010. The selection of respondents has been made on the basis of stratified random sampling. In this research work theoretical considerations of consumer behaviour have been adequately taken care of and this is regulated by different aspects like awareness, their level of satisfaction, motivation and mode of payment to determine the extent of consumers' pattern of demand are also studied.

For analyzing the collected data SPSS 21.0 package is used. The different tools and techniques used are Chi-square test, skewness and kurtosis.

7. RESULTS AND DISCUSSION

Pattern of Demand:

Pattern and analysis of demand of the household consumer durables in the study area has been done in the following by taking into account of the responses from stratified random sample of 800 consumers. Four important aspects of pattern of demand i.e. awareness, motivation, mode of purchase and satisfaction on the product have been studied in relation with some of the demographic profiles like age, education, type of family and income.

Table-1: Consumer Awareness on Household Consumer Durables basing on age, education, family type and income

Profiles		Friends	Electronic Media	Print Media	Exhibition	Sales man	Colleagues	Neighbours	Total
Age	25-30	0.6%	2.0%	1.6%	0.2%	0.0%	0.1%	0.1%	4.8%
	31-40	3.9%	15.5%	9.8%	2.2%	1.1%	2.4%	1.1%	36.0%
	41-50	4.5%	12.1%	13.8%	3.1%	1.2%	2.4%	1.8%	38.9%
	Above 50	2.6%	6.5%	7.1%	1.6%	1.2%	0.5%	0.8%	20.4%
Education	HSC	2.9%	7.8%	9.0%	1.1%	1.1%	1.5%	1.5%	24.9%
	Graduation	5.6%	21.0%	16.9%	4.5%	2.0%	2.8%	1.8%	54.5%
	Post Graduation	1.8%	4.5%	4.4%	1.4%	0.5%	0.4%	0.4%	13.2%
	Technical	1.4%	2.9%	2.0%	0.2%	0.0%	0.8%	0.1%	7.4%
Family Type	Joint	1.8%	6.2%	5.0%	1.0%	0.4%	0.6%	0.4%	15.4%
	Nuclear	9.9%	29.9%	27.3%	6.2%	3.2%	4.8%	3.4%	84.6%
Income	Below 10000	1.0%	0.9%	1.4%	0.2%	0.5%	0.9%	0.5%	5.4%
	10001-15000	0.9%	2.0%	2.2%	0.9%	0.5%	0.1%	0.2%	6.9%
	15001-20000	1.5%	4.0%	5.1%	0.8%	0.2%	0.9%	0.5%	13.0%
	20001-25000	2.2%	9.0%	11.0%	1.8%	0.9%	0.6%	1.2%	26.8%
	Above 25001	6.0%	20.2%	12.5%	3.6%	1.5%	2.9%	1.2%	48.0%

International Journal of Novel Research in Humanity and Social Sciences

Vol. 3, Issue 1, pp: (27-35), Month: January-February 2016, Available at: www.noveltyjournals.com

N.B:- Calculated χ^2 -values for age, education, family type and income are 22.003^{NS} (DF=18), 23.307^{NS} (DF=18), 2.640^{NS} (DF=6) and 57.298 (DF=24) respectively where *- Significant at 5% level (P<0.05) and NS- Not Significant at 5% level (P>0.05).*

The distributions of awareness on consumer durables among the consumers by some sources like friends, electronic media, print media, exhibition, salesman, colleagues and neighbours basing on categories of age, education, family type and income have been presented in Table-1 above. χ^2 test has been applied for each of these distributions to justify the hypotheses involved. The calculated χ^2 values against the distribution for age (22.003), education (23.307) and type of family (2.640) are not significant at 5% level (P>0.05). This indicates the association of age, education and family type with sources of awareness may not be acceptable. Hence, the obtained opinions in this regard from different segments of the consumers in respect of age, education and family type may be treated in a same trend i.e. electronic media is the most adorable source for generating awareness on household consumer durables ignoring little differences at some segments. Further, the calculated χ^2 value against the distribution for income (57.298) is significant at 5% level (P<0.05) indicating the existence of association of income with sources of awareness. Therefore, the consumers having income up to 25000 get awareness through print media and above 25000 group through electronic media.

Table-2: Criteria for Motivating to Choose Consumer Durables on the Basis of Age, Education, Family type and Income

Profiles		Durability	Features	Cost	After Sales Service	Quality	Total
Age	25-30	1.4%	1.6%	1.2%	0.2%	0.2%	4.8%
	31-40	11.6%	12.1%	7.6%	3.9%	0.8%	36.0%
	41-50	7.5%	14.9%	9.8%	4.9%	1.9%	38.9%
	Above 50	7.2%	5.4%	4.8%	2.4%	0.6%	20.4%
Education	HSC	6.4%	8.2%	6.8%	2.1%	1.4%	24.9%
	Graduation	14.9%	18.9%	12.5%	6.9%	1.4%	54.5%
	Post Graduation	3.9%	4.4%	2.1%	2.1%	0.8%	13.2%
	Technical	2.5%	2.6%	2.0%	0.2%	0.0%	7.4%
Family Type	Joint	2.9%	5.6%	4.2%	2.0%	0.6%	15.4%
	Nuclear	24.9%	28.4%	19.1%	9.4%	2.9%	84.6%
Income	Below 10000	0.9%	1.4%	1.5%	0.9%	0.8%	5.4%
	10001-15000	1.4%	2.8%	1.5%	0.6%	0.6%	6.9%
	15001-20000	4.0%	4.8%	3.0%	1.1%	0.1%	13.0%
	20001-25000	5.8%	9.6%	7.4%	3.2%	0.8%	26.8%
	Above 25001	15.8%	15.5%	10.0%	5.5%	1.2%	48.0%

N.B:- Calculated χ^2 -values for age, education, family type and income are 24.714 (DF=12), 20.237^{NS} (DF=12), 6.182^{NS} (DF=4) and 38.881* (DF=16) respectively where *- Significant at 5% level (P<0.05), NS- Not Significant at 5% level (P>0.05).*

The distributions of different criteria like durability, features, cost, after sales service and quality for motivation on consumer durables among the consumers basing on categories of age, education, family type and income have been presented in Table-2 above. χ^2 test has been applied for each of these distributions to justify the hypotheses involved. The calculated χ^2 values against the distribution for education (20.237) and type of family (6.182) are not significant at 5% level (P>0.05). This indicates the association of education and family type with criteria for motivation may not be acceptable. Hence, the obtained opinions in this regard from different segments of the consumers in respect of education

and family type may be treated in a same trend i.e. features is the most adorable criterion for awareness on household consumer durables. Further, the calculated χ^2 values against the distribution for age (24.714) and income (57.298) are significant at 5% level ($P < 0.05$) indicating the existence of association of age and income with criteria for motivation. Hence, in consideration of the age-wise distribution, it may be seen that the consumers upto 50 years of age prefer features whereas above 50 years for durability as the most leading criteria for motivation. Proceeding in the same vein, the consumers having income below 25000 emphasised most on features while above 25000 group on durability as the most preferable criteria for motivation.

Table-3: Mode of Purchasing Consumer Durables on the Basis of Age, Education, Family type and Income

Profiles		Cash Payment	Bank Loan	Installment	Loan from Friends	Total
Age	25-30	3.2%	0.6%	0.8%	0.1%	4.8%
	31-40	29.9%	3.6%	1.2%	1.2%	36.0%
	41-50	31.6%	4.1%	1.9%	1.2%	38.9%
	Above 50	16.2%	2.4%	1.0%	0.8%	20.4%
Education	HSC	18.8%	3.4%	1.6%	1.1%	24.9%
	Graduation	44.6%	5.9%	2.4%	1.6%	54.5%
	Post Graduation	11.8%	0.8%	0.5%	0.2%	13.2%
	Technical	5.9%	0.8%	0.4%	0.4%	7.4%
Family Type	Joint	12.1%	2.0%	0.9%	0.4%	15.4%
	Nuclear	68.9%	8.8%	4.0%	3.0%	84.6%
Income	Below 10000	3.4%	0.8%	0.8%	0.5%	5.4%
	10001-15000	3.9%	1.8%	0.6%	0.6%	6.9%
	15001-20000	10.2%	1.9%	0.6%	0.2%	13.0%
	20001-25000	23.4%	2.1%	0.8%	0.5%	26.8%
	Above 25001	40.1%	4.2%	2.1%	1.5%	48.0%

N.B:- Calculated χ^2 -values for age, education, family type and income are 11.967^{NS} (DF=9), 9.459^{NS} (DF=9), 1.347^{NS} (DF=3) and 46.242* (DF=12) respectively where *- Significant at 5% level ($P < 0.05$), NS- Not Significant at 5% level ($P > 0.05$).

The distributions of different mode of purchase like cash payment, bank loan, installment and loans from friends of consumer durables among the consumers basing on categories of age, education, family type and income have been presented in Table-3 above. χ^2 test has been applied for each of these distributions to justify the hypotheses involved. The calculated χ^2 values against the distribution for age (11.967), education (9.945) and type of family (1.347) are not significant at 5% level ($P > 0.05$). This indicates the association of age, education and family type with modes of payment may not be acceptable. Hence, the obtained opinions in this regard from different segments of the consumers in respect of age, education and family type may be treated in a same trend i.e. cash payment is the most preferred mode of payment towards purchasing household consumer durables. Further, the calculated χ^2 value against the distribution for income (46.242) is significant at 5% level ($P < 0.05$) indicating the existence of association of income with sources of awareness. Therefore, the consumers of all income groups prefer to purchase household consumer durables by making cash payments.

Table-4: Level of Satisfaction on Consumer Durables on the Basis of Age, Education, Family type and Income.

Profiles		Highly satisfied	Satisfied	Dissatisfied	Total
Age	25-30	1.8%	1.0%	2.0%	4.8%
	31-40	13.5%	13.4%	9.1%	36.0%
	41-50	11.9%	14.9%	12.1%	38.9%
	Above 50	6.0%	7.4%	7.0%	20.4%
Education	HSC	9.4%	7.2%	8.2%	24.9%
	Graduation	16.2%	21.2%	17.0%	54.5%
	Post Graduation	4.9%	5.1%	3.2%	13.2%
	Technical	2.6%	3.0%	1.8%	7.4%
Family Type	Joint	5.8%	5.8%	3.9%	15.4%
	Nuclear	27.4%	30.9%	26.4%	84.6%
Income	Below 10000	2.1%	1.9%	1.4%	5.4%
	10001-15000	2.4%	2.9%	1.6%	6.9%
	15001-20000	5.0%	3.5%	4.5%	13.0%
	20001-25000	7.9%	10.1%	8.8%	26.8%
	Above 25001	15.8%	18.2%	14.0%	48.0%

N.B:- Calculated χ^2 -values for age, education, family type and income are 10.940^{NS} (DF=6), 9.987^{NS} (DF=6), 2.049^{NS} (DF=2) and 8.093^{NS} (DF=8) respectively where NS- Not Significant at 5% level (P>0.05).

The distributions of level of satisfaction on consumer durables scaled as highly satisfied, satisfied and dissatisfied basing on categories of age, education, family type and income have been presented in Table-4 above. χ^2 test has been applied for each of these distributions to justify the hypotheses involved. The calculated χ^2 values against the distribution for age (10.940), education (9.987), type of family (2.049) and income (8.093) are not significant at 5% level (P>0.05). This indicates the association of age, education, family type and income with satisfaction level may not be acceptable. Hence, the obtained opinions in this regard from different segments of the consumers in respect of age, education, family type and income may be treated in a same trend i.e. all irrespective of category are atleast satisfied on household consumer durables ignoring little differences at some segments.

Elasticity of Demand:

Elasticity of demand is the measure of the degree of change in the amount demanded of commodity in response to a given change in price of the commodity, price of some related goods or changes in consumers' income. Here the frequencies of procurement of the household consumer durables will be studied in relation to different income groups as cited above. Hence, the relationship of elasticity of demand may be established.

Table-5: Frequency distribution with skewness and kurtosis of consumer durables in relation to income

	Television	Refrigerator	Washing Machine	Air Conditioner
Below 10,000	5.4%	2.4%	3.7%	
10,001-15,000	6.9%	6.4%	0.7%	3.4%
15,001-20,000	13.0%	10.9%	5.2%	4.6%
20,001-25,000	26.8%	24.0%	10.0%	5.7%
Above 25,000	48.0%	56.4%	80.4%	86.2%
Skewness	-1.168	-1.385	-2.823	-2.872
SE Skewness	0.086	0.101	0.148	0.184
Kurtosis	0.452	1.141	7.663	7.390
SE Kurtosis	.173	.203	0.295	0.366

Table-5 above depicts the frequency distribution of household consumer durables with reference to income groups. The television circulation among various income groups has been 5.4%, 6.9%, 13.0%, 26.8% and 48.0% chronologically with the increment of income from below 10000, 10001-15000, 15001-20000, 20001-25000 and above 25000 of rupees. Similarly, 2.4%, 6.4%, 10.9%, 24.0% and 56.4% is the possession of refrigerators by the consumers of the cited income groups. Further, the figures for circulation of washing machines among various income groups have been witnessed as 3.7%, 0.7%, 5.2%, 10.0% and 80.4% respectively. Lastly, the circulation of air conditioners has been elaborated as 0.0%, 3.4%, 4.6%, 5.7% and 86.2% among the income groups. In case of all the items, the possessions have increased as the income increases. This has been established with kurtosis and skewness computed accordingly.

8. SUMMARY AND CONCLUSION

To sum up from the above discussion regarding demand pattern of consumers for durable items, it can be said that electronic media is the most preferred medium of awareness generation for consumer durables for use by consumers of all age groups, education and family types. But the consumers having income up-to 25000 get awareness through print media and above 25000 group through electronic media. Further, consumers of all segments of education and family type have opined features as the most preferred criterion for motivation towards consumer durables. A little bit different is witnessed in case of age and income i.e. consumers up to 50 years of age prefer features whereas above 50 years for durability as the most leading criteria for motivation. Also, the consumers having income below 25000 emphasized most on features while above 25000 group on durability as the most preferable criteria for motivation. Consumers irrespective of age, education, family type and income give top priority to cash payment for purchase and are satisfied over the household consumer durables. Lastly, the possessions of all the said durables have increasing trend with the income.

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