

**Thesis Paper  
On**

**FAMILY INFLUENCE ON PURCHASING CONSUMER HOME APPLIANCES:  
AN EMPIRICAL STUDY IN DHAKA CITY**

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**February 29 2012**

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ID: 102200003

February 29, 2012

Mr. Md Ashaduzzman, Supervisor  
Faculty of Business Administration  
Eastern University  
Dhanmondi, Dhaka.

Subject: Submission of the Thesis Paper.

Dear Sir:

It is my pleasure to submit the Thesis Paper on **“FAMILY INFLUENCE ON PURCHASING CONSUMER HOME APPLIANCES: AN EMPIRICAL STUDY IN DHAKA CITY”**. The paper is submitted as part of the partial fulfillment of the BBA program.

As a part of my BBA program, I have completed my Thesis in place of Internship program. While conducting this paper I got the opportunity to have a face to face discussion with my respondents who helped me to complete this paper. This paper provides the behaviors that Dhaka city people dispose while they go for purchasing home appliance like, Television, Microwave oven, Washing machine. With the permission of my honorable supervisor sir, I have conducted the paper to understand the behavior that Dhaka city people dispose in purchasing home appliances with the help of different statistical tools.

I believe this paper will help the manufacturing companies to have a better understanding about their consumer behavior for home appliances and also help them to develop strategies based on their understandings.

I want to have the privilege to give answers to your queries, if any.

Sincerely yours,

---

Md. Majharul Islam  
Id: 102200003  
Batch Number: 22<sup>nd</sup>, BBA Program

## Acknowledgement

First, I would like to express my gratitude to the almighty.

I express my heartiest gratitude to Mr. Md. Ashaduzzman, Assistant Professor, Eastern University, Faculty of Business Administration, for his valuable guidance, scholarly direction, and unconditional support during my tenure of the study. I have learned a great deal from him. His counseling made me more sincere, and responsible.

My sincere gratitude and appreciation goes to those people who helped me by providing their valuable judgment, time along with his kindness, patience and suggestions in preparing the report.

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## Abstract

Date	February 29, 2012
Course Name	Bachelor Thesis
Program	Bachelor of Business Administration
Author	Md. Majharul Islam ID-102200003
Supervisor	Mr. Md. Ashaduzzman
Title of the Paper	FAMILY INFLUENCE ON PURCHASING CONSUMER HOME APPLIANCES:AN EMPIRICAL STUDY IN DHAKA CITY
Target Audience	The management of Home Appliances Manufacturers is my main target audience. Also students from management, marketing and business administration are our secondary concern.
Problem Statement	“How family is influencing its members while buying Home Appliances?”
Purpose	The purpose of this paper is to investigate the family influence in consumer home appliances purchasing behavior in order to find out the issues that influence purchasing behavior for home appliances so that those who are the manufacturer of home appliances can develop their strategies based on those facts.
Methodology	The project is based on both primary and secondary information retrieved in connection with the theoretical framework. Traditional quantitative approaches to data collection using survey techniques have been used for the suitability and reliability for this study.
Theoretical Framework	Conceptual frameworks can act like maps that give coherence to empirical inquiry. Because conceptual frameworks are potentially so close to empirical inquiry, they take different forms depending upon the research question or problem. The theoretical framework has been created with hypotheses.
Analysis	It shows on the frequency table that 90.4% respondents strongly agree with the statement that father has great influence in purchasing home appliances whereas, 24.2% respondents on the same also believes that their mother has a major influence in purchasing decision for home appliances. Moreover not a significant portion but some of them believes that mother, sister and brother also has influence on purchase of home appliances.
Findings	It is clear that family income plays a vital role for purchasing decision for home appliances. Findings shows that father has a significant role home appliance purchase behavior 94.6% of the respondents believe that their father takes most of the purchase decision for home appliances besides mother, sister and brother and religion have an impact on home appliance purchase behavior.
Conclusion	Practically, this study can provide useful implications for marketers to undertake the research findings to implement their marketing strategies regarding home appliance products in Dhaka city so as to better satisfy them.

# Chapter One- Introduction, Background, Objectives

## 1.0 Introduction

Home appliance industry is growing very fast. There are more people interested in Home appliance products than before. In Bangladesh, demand for Home Appliance (Television, Microwave oven, Washing Machine) is growing very fast. Nowadays, home appliances are a part of life for a lot of people, especially for women. The key factor which determines purchase behavior is career and daily life activity. Consumers are more aware of their food habit, entertainment and easiness in their daily life and therefore they are willing to pay for products which reduce their time in household job and provide them some extra scope to have more spare time for entertainment. At the moment, home appliances (Television, Microwave oven, Washing Machine) have a greater influence than they have in the past. There is a rapid change in the purchase behavior of consumers because the quality of life is increasing and the world is shrinking. Therefore, the convenience of buying product makes some people think more easily to buy foreign home appliance brand or imported product without going abroad. They can easily communicate with the family members and with peers before buying a product. Home appliances (Television, Microwave oven, Washing Machine) are the popular products for the consumers every year especially because these kinds of products provide certain facilities, so the process of buying those products needs some consensus among family members, and it is more important to understand the influence patterns in consumer buying behavior for those products. At the moment, home appliance products have a greater influence than they have in the past. There is a rapid change in the purchase behavior of consumers because the quality of life is increasing and the world is shrinking. Purchase behavior is changing. There are many factors affecting purchasing behavior and many businesses are interested in those factors. People buy things for many reasons. They used to think that needs are things that are essential for living and wants are things that are redundant. The strategy of marketing today is changing the wants to needs because a consumer's mind is very complicated. There are lots of influencing factors passing through the consumer which he/she perceives both consciously and subconsciously. A consumer decides to purchase the products or services according to those factors (Pooler, 2003). This study investigates the influence of the family members on home appliances purchasing decisions in the Dhaka city. The results of this research will be useful for operating and potential firms, which produce or sell home appliances in Dhaka city.



## **DHAKA CITY BASIC FACTS:**

Dhaka is the capital of Bangladesh. It has a colorful history and known as the 'City of Mosques.' Modern Dhaka is the center of political, cultural and economic life in Bangladesh.

### **Geographical Location**

Dhaka is a megacity and one of the major cities of South Asia. Located on the banks of the Buriganga River, Dhaka, along with its metropolitan area, had a population of over 16 million in 2011, making it the largest city in Bangladesh. It is the 9th largest city in the world and also 28th among the most densely populated cities in the world.

### **Political Situation**

Under Mughal rule in the 17th century, the city was also known as Jahangir Nagar, and was both a provincial capital. The development of modern city was started under British rule in the 19th century, and soon became the second-largest city in Bengal after Calcutta (presently Kolkata). After the partition of India in 1947, Dhaka became the administrative capital of East Pakistan, and later, in 1972, the capital of an independent Bangladesh. Despite the changes in the political area during last two decades, the political situation in Dhaka is not stable enough. Democracy is on the increase. (<http://www.dhakacity.com.bd/>)

### **Social structure**

The city has historically attracted a large number of migrant workers. Half the workforce is employed in household and unorganized labor, while about 800,000 work in the textile industry. Even so, unemployment remains high at 19%. As of 2009, Dhaka's Gross Municipal Product (GMP) is registered at \$85 billion. With an annual growth rate of 6.2%, the GMP is projected to rise to \$215 billion by 2025. The annual per capita income of Dhaka is estimated at \$1,350(USD), with 34% of households living below the poverty line, including a large segment of the population coming from the villages in search of employment, with most surviving on less than \$5 a day. (<http://en.wikipedia.org/wiki/Dhaka#Demographics>)

### **Economy**

The city has historically attracted a large number of migrant workers. Hawkers, peddlers, small shops, rickshaw transport, roadside vendors and stalls employ a large segment of the population rickshaw-drivers alone number as many as 400,000. Half the workforce is employed in household and unorganized labor, while about 800,000 work in the textile industry. Even so, unemployment remains high at 19%. As of 2009, Dhaka's Gross Municipal Product (GMP) is registered at \$85 billion. With an annual growth rate of 6.2%, the GMP is projected to rise to \$215 billion by 2025. The annual per capita income of Dhaka is estimated

at \$1,350(USD), with 34% of households living below the poverty line, including a large segment of the population coming from the villages in search of employment, with most surviving on less than \$5 a day. There are many shopping malls in Dhaka. Basundhara City, New Market, Rifle Square are the main shopping mall of Dhaka. Basundhara City opened to the public on 6 August 2004, the mall is located at Panthapath, in Dhaka city. (<http://en.wikipedia.org/wiki/Dhaka#Economy>)

## **1.1 Background and Motivation**

Today the world is more advanced and information is just a click away for consumer for their purchase decisions. Since, consumers are more highly educated and receive information easily their purchase behavior is changing. There are many factors affecting purchasing behavior and many businesses are interested in those factors. Consumers buy things for many reasons. They used to think that needs are things that are essential for living. There are lots of influencing factors passing through the consumer which he/she perceives both consciously and subconsciously sometimes their family influence them for purchase decisions. A consumer decides to purchase the products or services according to those factors (Pooler, 2003). Family has been one of the important influences in consumer behavior for a long period of time. Bangladeshi consumers always give preference to foreign brands rather than home brands especially for home appliances (Television, Microwave oven, Washing Machine) because of durability and other issues. This research will be done for the partial fulfillment of BBA program to know the influence of family on their behavior on home appliances (Television, Microwave oven, Washing Machine).

## **1.2 Objectives of the study**

Since, the inhabitants of Dhaka City are very much engaged with different chores they have little time to spend on household duties besides, they are more conscious about their health and connection to the world of entertainment, so home appliances (Television, Microwave oven, Washing Machine) are getting popularity among them. These product gives them comfort in their life and helps them to joy every wink of life so, it is essential to know the family influence consumers' buying behavior. The objectives of this study includes the following-

- ◆ To examine the factors that affecting buying behavior of the home appliances products in Dhaka city.
- ◆ To investigate whether family members influence purchasing behavior for home appliances or not.
- ◆ To justify the relationship among beliefs in product attributes, price, convenience, country of origin, and attitudes toward home appliances, affect Dhaka city consumers' purchase intention and purchase behavior in home appliances products.

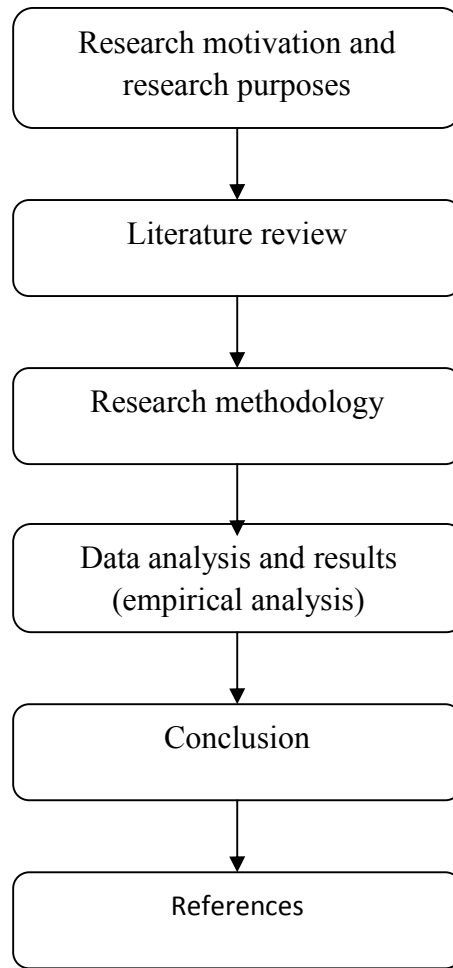
### **1.3 Scope of the study**

Several researches has been done with regard to this problem to know the consumer behavior on home appliances (Television, Microwave oven, Washing Machine) in many countries but in Bangladesh no such type of research done to know the family influence of family members on consumer buying behavior. This study is limited in the following ways:

- Home appliance in this research includes Television, Microwave oven, Washing Machine.
- This research is done on different parts in Dhaka city (Jhigatola, Dhanmondi R.A, and Elephant Road) and the respondents are collected on door to door basis.
- Basically researcher focused on the responses of 18-35 years people to know their families influence regarding home appliance purchasing.
- The language that used in the research questionnaire is English.

### **1.4 Overview of the study**

This study is divided into six chapters. The first chapter is the introduction of the research topic, motivation, and purposes. Chapter 2 will provide the literature review that explains the theories and the articles related to this research. The following is chapter 3 which provides the research framework, hypotheses, questionnaire design, and research methodology. Then, chapter 4 discusses the result of the study. Chapter 5 provides the conclusion, research limitation and recommendations. Finally, Chapter 6 provides the sources where essential data has been collected. In order to have a clear overview of this research, the figure 1.1 shows the process of this research.



## Chapter Two- Literature Review

### 2.0 Literature Review

In this research, we use theories in order to know “the factors influencing purchase behavior for Home appliance products.” These theories are illustrative of the topics as follows:

- ❖ The meaning and general characteristics of home appliances.
- ❖ Home appliance market in Bangladesh.
- ❖ Main Products in the market.
- ❖ Marketing Mix.
- ❖ Researches

#### **The meaning and general characteristics of home appliances.**

Home appliances are electrical/mechanical machines which accomplish some household functions, such as cooking or cleaning. Home appliances can be classified into:

- Major appliances, or White goods
- Small appliances, or Brown goods
- Consumer electronics, or Shiny goods

This division is also noticeable in the service area of these kinds of products. Brown goods usually require high technical knowledge and skills (which get more complex with time, such as going from a soldering iron to a hot-air soldering station), while white goods need more practical skills and "brute force" to manipulate the devices and heavy tools required to repair them.

White goods/major appliances comprise major household appliances and may include: air conditioner, dishwasher, clothes dryer, drying cabinet, freezer, refrigerator, kitchen stove, water heater, washing machine, trash compactor, microwave ovens and induction cookers. Brown goods/small appliances are typically small household electrical entertainment appliances such as: TV sets, CD and DVD players, camcorders, still cameras, clocks, alarm clocks, video game consoles, Hi-Fi and home cinema, telephones and answering machines. Some types of brown goods were traditionally finished with or looked like wood or Bakelite. This is now rather rare, but the name has stuck, even for goods that are unlikely ever to have been provided in a wooden case (e.g. camcorders). White goods were typically painted or enameled white, and many of them still are. The addition of new items to these categories shows that the categories still serve a purpose in marketing. Microwave ovens contain

complex electronic boards (the clock and controller) but aren't repaired very often. Some brands send whole boards for replacement, and some have them repaired by such technicians.

Television (TV) is a telecommunication medium for transmitting and receiving moving images that can be monochrome (black-and-white) or colored, with or without accompanying sound. "Television" may also refer specifically to a television set, television programming, or television transmission. The etymology of the word has a mixed Latin and Greek origin, meaning "far sight": Greek *tele* (τῆλε), far, and Latin *visio*, sight (from *video*, *vis-* to see, or to view in the first person).

A microwave oven (often referred to colloquially simply as a "microwave") is a kitchen appliance that heats food by dielectric heating, using microwave radiation to excite polarized molecules within the food. Microwave ovens heat foods quickly and efficiently, because excitation is fairly uniform in the outer 1 inch (25 mm) to 1.5 inches (38 mm) of a dense (high water content) food item; food is more evenly heated throughout (except in thick, dense objects) than generally occurs in other cooking techniques.

A washing machine (laundry machine, clothes washer, or washer) is a machine designed to wash laundry, such as clothing, towels and sheets. The term is mostly applied only to machines that use water as the primary cleaning solution, as opposed to dry cleaning (which uses alternative cleaning fluids, and is performed by specialist businesses) or even ultrasonic cleaners.

### **The characteristics of home appliances**

Home appliances have typical characteristics which creates a good value to the customers.

The characteristics of home appliances includes-

- Home electrical appliances, such as TV sets are connected to outlets and get power supplied with extremely low frequency electromagnetic fields (ELF-EMF) of 50 Hz or 60 Hz (Hertz).
- Easy to use
- High-efficiency appliances and space-conditioning equipment may sharply reduce energy bills.
- Home appliances products are graceful and have good packaging also.

### **The benefit of home appliances**

- Having a washing machine will make you forget about Laundromats.
- Microwave oven saves time.
- With microwave oven it is easy to heat food.
- No need to keep a watch while cooking.
- Microwave oven retains nutrients and vitamins in the food.
- Through television we can learn about different people and places.
- Television is Educational and Informative.
- Gives families something to bond over.

### **Types of home appliances**

A major appliance, or domestic appliance, is usually defined as a large machine which accomplishes some routine housekeeping task, which includes purposes such as cooking, or food preservation, whether in a household, institutional, commercial or industrial setting. An appliance is differentiated from a plumbing fixture because it uses an energy input for its operation other than water, generally using electricity or natural gas/propane. An object run by a watermill would also be considered an appliance. Major appliances have become more technically complex from the control side recently with the introduction of the various Energy Labeling rules across the world. This has meant that the appliances have been forced to become more and more efficient leading to more accurate controllers in order to meet the regulations.

Major appliances are differentiated from small appliances because they are large, difficult to move, and generally fixed in place to some extent. They are often considered fixtures and part of real estate and as such they are often supplied to tenants as part of otherwise unfurnished rental properties. Another frequent characteristic of major appliances is that they may have substantial electricity requirements that necessitate special electrical wiring to supply higher current than standard electrical outlets can deliver. This limits where they can be placed in a home. Major appliances may be roughly divided as follows:

#### ◆ Refrigeration equipment

- Freezer
- Refrigerator

◆ Stoves

- Cooker, also known as range, stove, oven, cooking plate, or cook top.
- Microwave oven

◆ Washing equipment

- Washing machine
- Clothes dryer
- Drying cabinet
- Dishwasher

◆ Miscellaneous

- Air conditioner
- Water heater
- Computer

🇬🇧 **Home appliance market in Bangladesh.**

The electronics industry in Bangladesh mostly produces consumer items. Home appliances includes televisions, radios, DVDs and CD players, refrigerators, air conditioners, ovens, electronic fans, blenders etc. are being assembled to a large extent. To ensure the performance reliability, the key challenges in this sector are technical assistance and proper technology orientation of the industry. Developing the significant capacity and skill in assembly and manufacture of a wide range of electronic components and parts is crucial.

As yet, Bangladesh does not have any telecommunication equipment industry in the private sector. However, an urgent need for diversification and modernization is felt among the existing entrepreneurs, government and professionals. The government is keen to provide and ensure enabling assistance to the development of this sector. (<http://boi.gov.bd/key-sectors/electronics>)

Table 1 International Merchandise Trade Statistics of Bangladesh

(Million Taka)

Section	Commodity	1999-2000		2000-2001	
		Export	Import	Export	Import
1	MACHINE/MECHANIC APPL,ELECTRIC EQUIP	2868	42810	2120	69003

Source: (BBS, A country Report 2003)



Imported home appliances products accounted for approximately 99 percent of the total market. Major countries of origin included Belgium, France, Germany, Japan, the United Kingdom, Italy, China and the United States. Brand name products produced under license from internationally.

### **Main products in the market**

#### **Walton**

Walton, one of the popular electronics brands of the country, introduced the largest size fridge at the Dhaka International Trade Fair-2009, which is drawing huge attention to the large number of visitors and customers. Price of the 810-litre mega size refrigerator has been fixed at Tk 119,000. The fridge has created huge attraction among the visitors and customers. “The fridge is the largest one in the country,” claimed a salesman of the company. RB Group has wide-range of products including television, remote control motorcycle, steam microwave oven, power tiller freeze, air conditioner, generator, energy saving lamp, and other handy electronic products are also available at the Walton pavilion. Walton electronics and motorcycle, which are the concerns of RB Group, have already gained popularity among the local customers due to product quality.

#### **SINGER**

The SINGER saga began in 1851, when Sir Isaac Merritt Singer with US\$ 40 in borrowed capital began to manufacture and sell a machine to automate and assist in the making of clothing. This revolutionary product was the first offering from the newly formed I.M. Singer & Company, which has now evolved into the world leader in manufacturing and distribution of sewing related products. The SINGER brand name is now famous around the globe.

Capitalizing on its famous brand name, its hire-purchase plan and its vast network of retail outlets and other distribution points around the world, Singer introduced electronics, home appliances, and other consumer durables especially in the Asia Pacific Rim, Latin America and the Caribbean. Today Singer is a household name throughout the world for a wide range of products for the home. In Bangladesh SINGER is serving different TV for its customer the price ranges from 9300 to 17000 for normal televisions and recently they are doing business with LED and LCD televisions in Bangladesh. Refrigerators are old product line for SINGER here in Bangladesh now the price ranges within the budget of the customer besides they are providing loan facilities to the poor customers for better repayment of product price in extended period.

## **PHILIPS**

Originated with tea plantations in 1885, TRANSCOM today is one of the leading and fastest growing diversified business houses in the country employing over 10000 people. Not many industrial groups in Bangladesh can claim a history of continuous business pursuits stretching back over 125 years! Initially tea and later jute formed the backbone of the family business. Although these are still part of the activities and contributing marginally to the overall group turnover. Presently those early industrial ventures have moved over to businesses involving high-tech manufacturing, international trading and distribution, forming strong ties with a host of blue chip multinational companies. This company is serving the community with the world's best brand PHILIPS in home appliance, TV, Fridge, Microwave Oven market in Bangladesh.

## **RANGS**

Providing the population of Bangladesh with modern technology by offering quality products and proper after-sales-service through multi distribution channels to make their lives easier, more comfortable and convenient. Rangs Electronics Limited (REL), was established in 1978 in Bangladesh. This private limited company was registered under the companies Act,1913 and was incorporated in Bangladesh on 29th March 1984. REL is one of the reputed organization in Bangladesh . REL is also pioneer in the field of electronics & electrical products in Bangladesh. REL enjoys number one position in assembling, manufacturing , buying, selling, importing, exporting, repairing, exchanging, dealing and marketing all sorts of electronics & electrical goods including Color Television, Hi-Fi, Radio Cassette Corder (RCR), CD, VCD, DVD Player, VCP, VCR, Digital Camera, Mavica, Cyber shot, Radio, Home theater, Telephone, Cordless Telephone, Battery, Headphone, Micro-Cassette Corder, Handycam, Walkman, Refrigerator, Deep freezer, Washing machine, Micro-Oven, Gas Burner, Gas Oven, Black & White TV, Voltage Stabilizer, Fan, Air Conditioner, all sorts of kitchen appliances incandescent light and ballast for better illumination. In 1978 the company started with only one 12" black & white TV and one RCR of SONY.

## Marketing Mix.

### **Product:**

Home appliance, is usually defined as a large machine which accomplishes some routine housekeeping task, which includes purposes such as cooking, or food preservation, whether in a household, institutional, commercial or industrial setting. An appliance is differentiated from a plumbing fixture because it uses an energy input for its operation other than water, generally using electricity or natural gas/propane. Major appliances have become more technically complex from the control side recently with the introduction of the various Energy Labeling rules across the world. This has meant that the appliances have been forced to become more and more efficient leading to more accurate controllers in order to meet the regulations.

Major appliances are differentiated from small appliances because they are large, difficult to move, and generally fixed in place to some extent. They are often considered fixtures and part of real estate and as such they are often supplied to tenants as part of otherwise unfurnished rental properties. Another frequent characteristic of major appliances is that they may have substantial electricity requirements that necessitate special electrical wiring to supply higher current than standard electrical outlets can deliver. This limits where they can be placed in a home. Major Appliance brands include such companies as Electrolux, Frigidaire, Danby, Dyson, Broan, AEG, Siemens, Bosch, Hitachi, Toshiba, Fujitsu, Haier, Whirlpool, GE, Zanussi, Hotpoint, Mabe Mexico, Inglis, Kenmore, Hypotheory, White Westinghouse, Indesit, Fagor, Samsung, Beko, Blomberg, LG, Vestel and Fulgor. A smaller number of distributors control groups of these brands.

### **Price:**

The pricing policy has been chosen to ensure long-term sustainability of the initiative, to meet the priorities decided by the community in offering affordable (possibly not-for profit) services to local people (probably members)."

**Table 2 The Home Appliance Products Price in The Market (sample).**

<b>Name of the product</b>	<b>Price</b>
<b>Washing machine</b>	7600-22500
<b>Microwave Oven</b>	6325-13515
<b>Television</b>	9300-99000

Source: (SINGER Bangladesh)

**Place:**

Place simply refers to how you will sell your products to your customers. What you are selling will directly influence how you distribute it, and it affects mainly those businesses that are in production. For example, if you own a small retail outlet or offer a service to your local community then you are at the end of the distribution chain. You will be directly supplying a variety of products directly to the customer.

For home appliance products, we can find the varieties in many places such as Showroom, hyper market and internet.

Showroom: We can find the home appliance products in their own showrooms. There are many brands of home appliance products such as Singer, Philips, JCL, Rangs, etc.

Shopping mall: Most of the home appliance products available in the shopping mall are in the middle level such as Singer, Philips, JCL, Rangs, etc.

Internet: Now the internet influences the people to buy home appliance products. Some people prefer to purchase the home appliance products through the internet because it's more comfortable and sometimes they can get the discount product, cheaper than the product in the showroom or shopping mall.

**Promotion:**

This is an activity designed to boost the sales of a product or service. It may include an advertising campaign, increased PR activity, a free-sample campaign, offering free gifts or trading stamps, arranging demonstrations or exhibitions, setting up competitions with attractive prizes, temporary price reductions, door-to-door calling, telemarketing, and personal letters and other methods. More than any other element of the promotional mix, sales promotion is about "action". It is about stimulating customers to buy a product. It is not designed to be informative – a role which advertising is much better suited to.

PR and Advertising have influence on the consumer to purchase the product. In the world of competition, each product must always be made attractive and make the consumer remember the brand. Home appliance products also do in the same way. Each brand of appliance products do PR and Advertising through the mass media such as television, radio, sign board at the bus stop, etc. Moreover, each brand of appliance products selects the celebrities to be

the presenter or brand ambassadors for the product. This is to make the consumer interested in that product and purchase that product eventually.

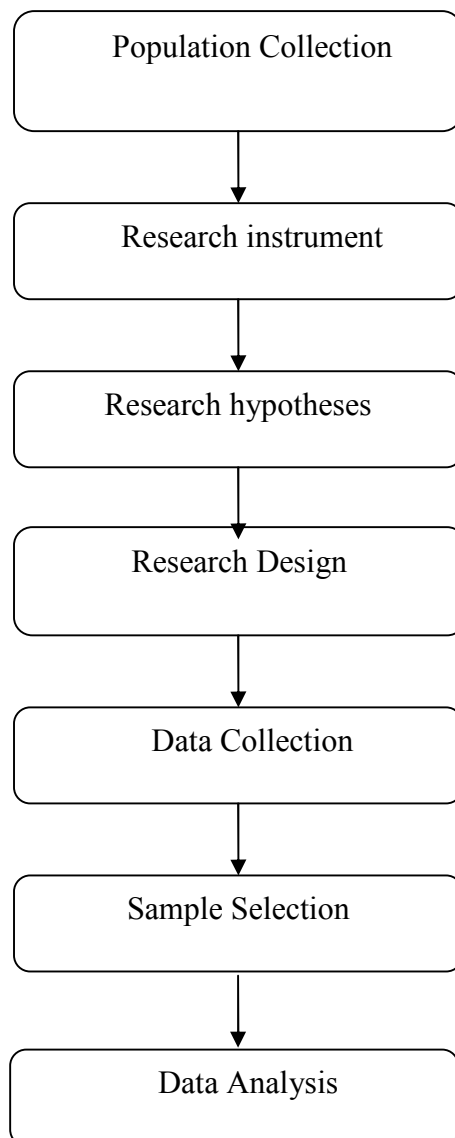
### **Researches**

In Bangladesh nothing was done with respect to this arena to know the family influence in purchasing home appliances. But in KYRGYZSTAN Similar researches has been done to know the family influence in consumer home appliance purchasing behavior. In general, families in Bishkek consist of 3-5 members and have about 10.000 soms family income per month. Mothers and children who mainly collect the information about home appliances and evaluate the alternatives before purchasing. However, in general fathers make the last purchasing decision about household appliances. In this context mothers and children are accepted as information collectors and choosers of home appliances for the whole family. The fathers are the decision-makers. It is important to take into consideration the role of fathers, mothers and children on marketing activities. TV is one of the most important information sources, where consumers find related information about home appliances. The main factors affecting the decision about purchasing home appliances are related to price, brand, and country of origin, services, functions, design, quality and ergonomic features. Women react stronger to price differences and the country of origin than men. There is no relationship between the level of education of participants and their decision making process. Existing and potential producers, marketers and sales directors of home appliances in Kyrgyzstan could use the results of this study. These results can be useful when making marketing strategies. The main theme of this study is very important and we will continue to study in this area.

## Chapter Three- Methodology

### 3.0 Methodology

This chapter will introduce the methodology of the study. The information from the chapter 2 will be used to form the hypothesis. In addition, this chapter will describe the questionnaire, the samples, data collection, and the statistical methods used to analyze the data. Research workers are setting module to process in order to succeed with the objectives. The method details are as follows:



### **3.1 Population and sample collection**

This report summarizes the result of quantitative survey research. The people in Dhaka city who uses home appliances fall under the population for this research. Sample size is determined by 2% of the total households of three areas in Dhaka city comprises Jhigatola, Dhanmondi R.A, and Elephant Road. The total household of these areas comprises 3,646, 4587 and 3995 respectively. So 2% of these household comes at 238 respondents from these sample. To make it round figure researcher have taken 240 sample as research sample.

### **3.2 Research Instrument**

The research instrument is a questionnaire which is divided into three parts.

Part I – Demographics

Part II – Buying Behavior

Part III – Hypotheses Testing

### **3.3 Research Hypotheses**

Base on the literature review in chapter 2, several sets of hypotheses are made as listed below, were formulated and evaluated through empirical validation in this study:

H1: Parents influence in decision making in buying home appliances.

H2: Sisters influence in decision making in buying home appliances.

H3: Brothers influence in decision making in buying home appliances.

H4: Reference group of the family influence in decision making in buying home appliances.

H5: Religion of the family influence in decision making in buying home appliances.

H6: Income level of the family influence in decision making in buying home appliances.

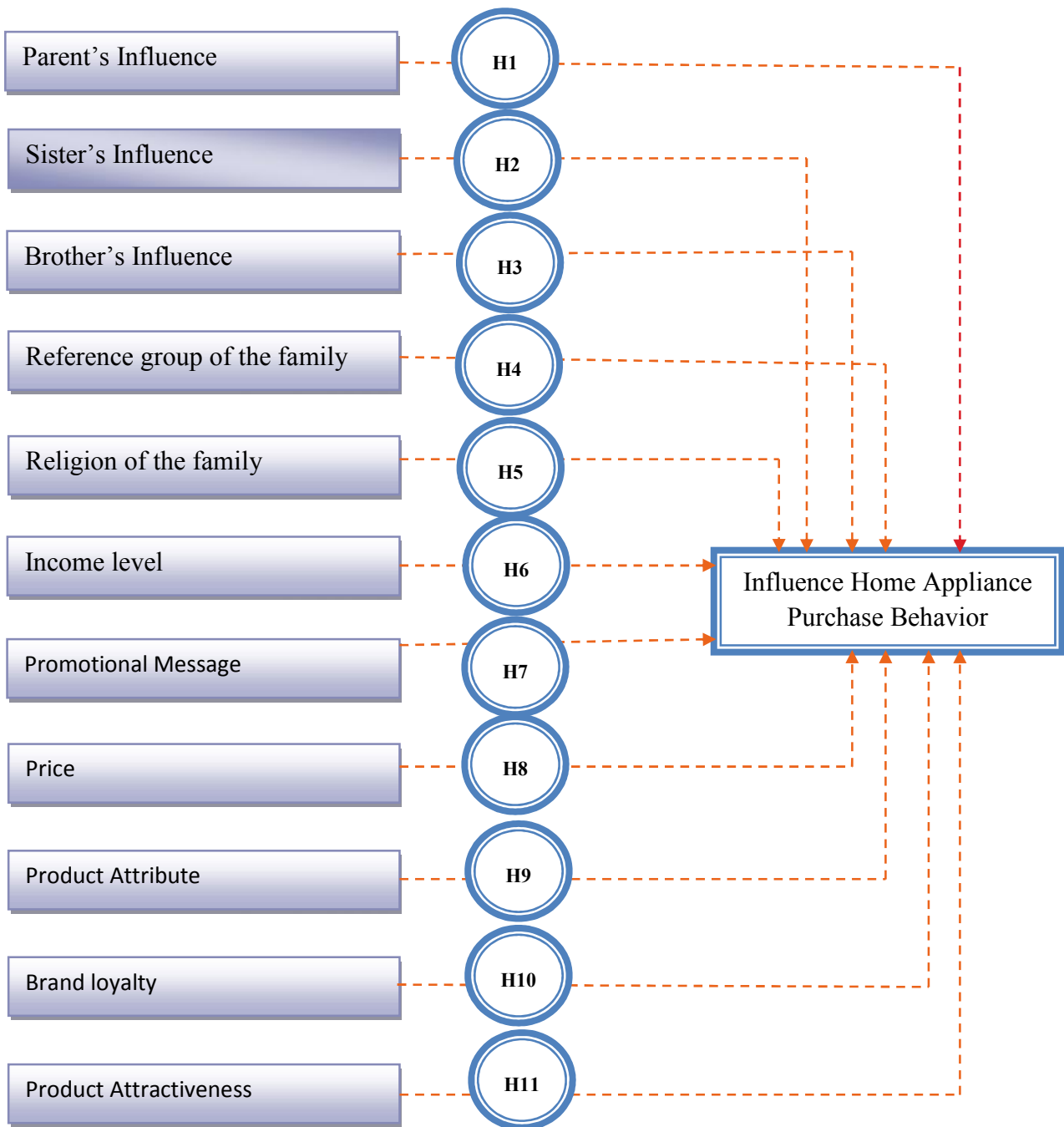
H7: Family Consideration of promotional message influence in decision making in buying home appliances.

H8: Family consideration of price influence in decision making in buying home appliances.

H9: Family consideration of product attributes influence in decision making in buying home appliances.

H10: Attractiveness influence in decision making in buying home appliances.

H11: Brand loyalty influence in decision making in buying home appliances.



### 3.4 Research Design

The proposed study will use a conceptual framework to determine the family influence affecting consumer behavior. The study belongs to the area of consumer behavior regarding home appliances. It requires an understanding of each customer's experiences and perceptions about these products. Traditional quantitative approaches to data collection using survey techniques are suitable and reliable for this study.



This study will use the questionnaire survey method for collecting data. The advantages of questionnaire survey method are providing quick, inexpensive, efficient and accurate means of assessing information about population. As we discussed above, a 20 items questionnaire was developed to obtain the responses from Bangladeshi consumers about their opinions on various research variables. The detail contents of the questionnaire, including the statement of questionnaire items and ranging or the scale were shown in Appendix.

### **3.5 Data Collection**

A questionnaire was used to collect the data. The initial questionnaire was revised to ensure proper wording, length and sequencing of the questions. The data was collected from different aged and professional male and female consumers from different area of Dhaka City.

### **3.6 Sample selection**

A series of questionnaire survey was conducted to identify consumer's perception on the research variables for this study. The questionnaires were written in English. The questionnaire items will be refined through a process of purification. Simple Random sampling technique was used to collect 240 samples by taking 80 respondents from different places of Dhaka City like Jhigatola, Dhanmondi R.A, and Elephant Road. The samples were selected from different houses on door to door basis in those areas. The respondents of the sample are students, housewives, businessmen, government employees and other professionals so that the data reflects the real pictures.

### **3.7 Data Processing and Analysis**

The filled –in- interview schedule and field notes was carefully examined, edited and transcribed. The quantitative data was processed and analyzed by Statistical Package for Social Sciences (SPSS, version 17).

According to (Wikipedia, 2008) the free encyclopedia said that;

1. Descriptive Statistics are used to describe the basic features of the data gathered from an experimental study in various ways. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. It is necessary to be familiar with

primary methods of describing data in order to understand phenomena and make intelligent decisions. Various techniques that are commonly used are classified as:

Graphical description in which we use graphs to summarize data.

-Tabular description in which we use tables to summarize data.

-Summary statistics in which we calculate certain values to summarize data.

In general, statistical data can be briefed as a list of subjects or units and the data associated with each of them. Although most research uses many data types for each unit, we will limit ourselves to just one data item each for this simple introduction.

Researcher has two objectives for summary:

-Researcher wants to choose a statistic that shows how different units seem similar. Statistical textbooks call the solution to this objective, a measure of central tendency.

-We want to choose another statistic that shows how they differ. This kind of statistic is often called a measure of statistical variability. When we are summarizing a quantity like length or weight or age, it is common to answer the first question with the arithmetic mean, the median, or the mode. Sometimes, we choose specific values from the cumulative distribution function called quintiles.

The most common measures of variability for quantitative data are the variance; its square root, the standard deviation; the range; interquartile range; and the average absolute deviation (average deviation).

1. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data.

Descriptive statistics are typically distinguished from inferential statistics. With descriptive statistics you are simply describing what is or what the data shows. With inferential statistics, you are trying to reach conclusions that extend beyond the immediate data alone. For instance, we use inferential statistics to try to infer from the sample data what the population might think. Or, we use inferential statistics to make judgments of the

probability that an observed difference between groups is a dependable one or one that might have happened by chance in this study. Thus, we use inferential statistics to make inferences from our data to more general conditions; we use descriptive statistics simply to describe what's going on in our data. The details above are according to William M.K. Trochim 1998-2007.

According to William M.K. Trochin (2008), with inferential statistics, you are trying to reach conclusions that extend beyond the immediate data alone. For instance, we use inferential statistics to try to infer from the sample data what the population might think. Or, we use inferential statistics to make judgments of the probability that an observed difference between groups is a dependable one or one that might have happened by chance in this study. Thus, we use inferential statistics to make inferences from our data to more general conditions; we use descriptive statistics simply to describe what's going on in our data.

Here, we concentrate on inferential statistics that are useful in experimental and quasi-experimental research design or in program outcome evaluation. Perhaps one of the simplest inferential test is used when we want to compare the average performance of two groups on a single measure to see if there is a difference. We might want to know whether the difference among gender, age, income, occupation and education are related to price or whether the difference among gender, age, income, occupation and education are related to brand. Whenever we wish to compare the average performance between two groups and should consider the t-test for differences between groups.

## Chapter Four- Data Analysis and Results

### 4.0 Introduction

This chapter presents the data analysis of the empirical results which contain 1.Descriptive analysis of respondents including the data collection, demographic of respondents. 2. Hypothesis test.

### 4.1 Descriptive Analysis

To better understand the characteristic of each variable, descriptive statistic analysis has been used to illustrate the means, standard deviation of each research variables. Moreover, we also use descriptive statistic analysis in the purpose of observation of consumer behavior by looking on the frequency statistic part.

#### 4.1.1 Data Collection

A questionnaire was used to collect the data. The initial questionnaire was revised to ensure proper wording, length and sequencing of the questions. The data was collected from different aged and professional male and female consumers from different area of Dhaka City.

### **Part I - Demographics**

#### 4.1.2 Demographics of the respondents

Table 3 and 3.1 shows the basic attributes of the respondents, 2 major items were included in this study; 1.Gender, 2.Age

**Table 3: Demographic information of respondents, Gender (N=240)**

		Gender of the respondent			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	164	68.3	68.3	68.3
	Female	76	31.7	31.7	100.0
Total		240	100.0	100.0	

**Table 3.1 Demographic information of respondents, Age (N=240)**

		Age of the respondent			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	26	10.8	10.8	10.8
	21-25	84	35.0	35.0	45.8
	26-30	94	39.2	39.2	85.0
	31-35	36	15.0	15.0	100.0
	Total	240	100.0	100.0	

Table 3 and 3.1 illustrates that, 68.3% respondents were male and 31.7% are female where 35% are 21-25 years age group and 39% are from 26-30 years age group.

### 4.1.3 Descriptive Analysis of the Questionnaires

Table 4 is shown the descriptive analysis of questionnaire items, family income, factor influences purchase, social class.

**Table 4: Descriptive analysis of questionnaires (N=240)**

**Table 4.1 Does your family income affect purchasing decision for home appliances?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	163	67.9	67.9	67.9
	No	77	32.1	32.1	100.0
	Total	240	100.0	100.0	

From the above table it is clear that family income plays a vital role for purchasing decision for home appliances. Here we can see almost 70% of the total respondents believe that their families income whether good or bad influence their purchase decision.

**Table 4.2 What is a main factor your family consider while buying home appliance?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	220	91.7	91.7	91.7
	Quality	7	2.9	2.9	94.6
	Convenience	7	2.9	2.9	97.5
	Country of origin	6	2.5	2.5	100.0
	Total	240	100.0	100.0	

It is obvious that most of the household of our country before purchasing a home appliances for themselves they think of the price of the product. Above table shows the indifferent statistic. Here we can see 91.7 % of the total respondents think of price of the product while buying that while only 2.5% think of the country of origin effect.

**Table 4.3 Does your family think of your social class while buying home appliances?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	121	50.4	50.4	50.4
	No	119	49.6	49.6	100.0
Total		240	100.0	100.0	

Many of the respondents 50.4%, believe that they consider social class while they go for purchasing home appliances. Basically they believe if they go out of it there is a possibility of being criticized by the social people.

## **Part II – Buying Behavior**

### **4.2 Family Behavior Analysis**

All the tables here represent the family behavior affect in purchasing home appliances with percentages:

**Table 5 Does your family income affect purchasing decision for home appliances?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	163	67.9	67.9	67.9
	No	77	32.1	32.1	100.0
Total		240	100.0	100.0	

From the above table it is clear that family income plays a vital role for purchasing decision for home appliances. Here we can see almost 70% of the total respondents believe that their families income whether good or bad influence their purchase decision.

**Table 5.1 Who in the family collect information about home appliances before buying?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Father	50	20.8	20.8
	Mother	60	25.0	45.8
	Brother	58	24.2	70.0
	Sister	41	17.1	87.1
	Other	31	12.9	100.0
	Total	240	100.0	100.0

To know the family behavior for home appliances, from the above table it represents the member who are engaged in purchasing home appliances. The table shows most of the information was collected by mother and brother of the family and the percentage go 25% and 24.2% respectively.

**Table 5.2 Who evaluate the alternatives?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Father	52	21.7	21.7
	Mother	72	30.0	51.7
	Brother	48	20.0	71.7
	Sister	38	15.8	87.5
	Other	30	12.5	100.0
	Total	240	100.0	100.0

Like as information collection evaluation decision are also taken by mother of the certain household. 30% of the respondents believe that their mother evaluates the alternatives of collected information.

**Table 5.3 Who make the last decision in the family on purchasing home appliances?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Father	227	94.6	94.6
	Mother	10	4.2	98.8
	Brother	2	.8	99.6
	Sister	1	.4	100.0
	Total	240	100.0	100.0

Since, we live in a male dominated society so it is obvious that father will take the decision for its family. Here nothing is different. 94.6% of the respondents believe that their household's father takes most of the purchase decision for home appliances.

### **Part III– Hypotheses Testing**

#### **4.3 Hypotheses Analysis**

Hypothesis, theory, law mean a formula derived by inference from scientific data that explains a principle operating in nature. Hypothesis implies insufficient evidence to provide more than a tentative explanation. The analysis implies for the hypotheses are presented below:

❖ **H1: Parents influence in decision making in buying home appliances.**

**Table 6 Influence of father on purchasing home appliances**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.1	2.1	2.1
	Disagree	1	.4	.4	2.5
	Neutral	6	2.5	2.5	5.0
	Agree	11	4.6	4.6	9.6
	Strongly Agree	217	90.4	90.4	100.0
	Total	240	100.0	100.0	

**Table 6.1 Influence of mother on purchasing home appliances**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	23	9.6	9.6	9.6
	Disagree	18	7.5	7.5	17.1
	Neutral	61	25.4	25.4	42.5
	Agree	80	33.3	33.3	75.8
	Strongly agree	58	24.2	24.2	100.0
	Total	240	100.0	100.0	



ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.000	1	.000	.001	.975 <sup>a</sup>
	Residual	58.333	238	.245		
	Total	58.333	239			

a. Predictors: (Constant), Influence of father on purchasing home appliances

b. Dependent Variable: Family influence me to buy home appliances

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.484	1	.484	1.990	.160 <sup>a</sup>
	Residual	57.850	238	.243		
	Total	58.333	239			

a. Predictors: (Constant), Influence of mother on purchasing home appliances

b. Dependent Variable: Family influence me to buy home appliances

From the above frequency table we can surely tell that parents influence greatly on the purchasing decision for home appliances. It shows on the frequency table that 90.4% respondents strongly agree with the statement that father has great influence in purchasing home appliances whereas, 24.2% respondents on the same also believes that their mother has a major influence in purchasing decision for home appliances. But from the ANOVA we have noticed that, the influence of parents in decision making of buying home appliances is not significant since, significance value is .160 which tells  $P > .05$ . So, we reject the hypothesis.

❖ **H2: Brothers influence in decision making in buying home appliances.**

Table 6.2 Influence of brother on purchasing home appliances

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	26	10.8	10.8	10.8
	Disagree	42	17.5	17.5	28.3
	Neutral	67	27.9	27.9	56.3
	Agree	63	26.3	26.3	82.5
	Strongly Agree	42	17.5	17.5	100.0
	Total	240	100.0	100.0	

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.469	1	.469	1.927	.166 <sup>a</sup>
	Residual	57.865	238	.243		
	Total	58.333	239			

a. Predictors: (Constant), Influence of brother on purchasing home appliances

b. Dependent Variable: Family influence me to buy home appliances

A brother in the family plays a vital role for any major decisions. For Bangladeshi households buying a home appliance is a sort of major decision. In my research I have taken consideration of this factor. From the frequency table a significant portion of the respondents are whether disagree with the statement or they are neutral. So the influence of brother in decision making of buying home appliances is not significant since, significance value is .166 which tells  $P > .05$ . So, we reject the hypothesis.

❖ **H3: Sisters influence in decision making in buying home appliances.**

**Table 6.3 Influence of sister on purchasing home appliances**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	24	10.0	10.0	10.0
	Disagree	36	15.0	15.0	25.0
	Neutral	83	34.6	34.6	59.6
	Agree	74	30.8	30.8	90.4
	Strongly Agree	23	9.6	9.6	100.0
	Total	240	100.0	100.0	

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.277	1	.277	1.135	.288 <sup>a</sup>
	Residual	58.057	238	.244		
	Total	58.333	239			

a. Predictors: (Constant), Influence of sister on purchasing home appliances

b. Dependent Variable: Family influence me to buy home appliances

Sister in the family somewhat has a influence in purchasing decision for home appliances but still the influence level is not significant enough also. From the frequency distribution table we can notice that including neutral view regarding the statement the percentage is 59.6%. Since, the significance value  $.288 > .05$  so we can also reject the hypothesis also.

❖ **H4: Family consideration of product attributes influence in decision making in buying home appliances.**

**Table 6. 4 Your family's consideration on product attributes before purchasing home appliances?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	1.3	1.3	1.3
Disagree	11	4.6	4.6	5.8
Neutral	46	19.2	19.2	25.0
Agree	104	43.3	43.3	68.3
Strongly Agree	76	31.7	31.7	100.0
Total	240	100.0	100.0	

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.101	1	.101	.413	.521 <sup>a</sup>
	Residual	58.232	238	.245		
	Total	58.333	239			

a. Predictors: (Constant), Your family's consideration on product attributes before purchasing home appliances?

b. Dependent Variable: Family influence me to buy home appliances

75% of the total respondents believes that they consider product attribute while they go for purchasing home appliances among them 31.7% are strongly agree with the statement, but from the ANOVA we came to know that the significance value is .521 which presents  $P > .05$  so, we also can reject the hypothesis.

❖ **H5: Brand loyalty influence in decision making in buying home appliances.**

**Table 6.5 Your family's loyalty to a certain brand for home appliances?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	18	7.5	7.5	7.5
Disagree	17	7.1	7.1	14.6
Neutral	55	22.9	22.9	37.5
Agree	84	35.0	35.0	72.5
Strongly Agree	66	27.5	27.5	100.0
Total	240	100.0	100.0	

**ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.074	1	.074	.303	.583 <sup>a</sup>
Residual	58.259	238	.245		
Total	58.333	239			

a. Predictors: (Constant), Your family's loyalty to a certain brand for home appliances?

b. Dependent Variable: Family influence me to buy home appliances

Households in Dhaka city are somewhat loyal to certain brand and while they go for purchasing home appliances they consider the brand on their mind. Frequency table presents 62.5% respondents agree with the statement and only 14.6% does not think of brand while purchasing a brand. Since the value .583 is not significant so we also can reject the statement hence  $P > .05$ .

❖ **H6: Attractiveness influence in decision making in buying home appliances.**

**Table 6.6 Your family's consideration for attractiveness while buying home appliances?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	4	1.7	1.7	1.7
Agree	55	22.9	22.9	24.6
Strongly Agree	181	75.4	75.4	100.0
Total	240	100.0	100.0	

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.029	1	.029	.117	.732 <sup>a</sup>
	Residual	58.305	238	.245		
	Total	58.333	239			

a. Predictors: (Constant), Your family's consideration for attractiveness while buying home appliances?

b. Dependent Variable: Family influence me to buy home appliances

There is a strong evidence from the frequency table that respondents strongly agree with the statement that attractiveness influence them to take decision for buying home appliances since the percentage is 75.4% but the significance level .732 is not significant enough to prove the hypothesis so, we can reject the hypothesis.

❖ **H7: Family consideration of price influence in decision making in buying home appliances.**

Table 6.7 Your family's price consciousness for home appliances?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	.8	.8	.8
	Agree	74	30.8	30.8	31.7
	Strongly Agree	164	68.3	68.3	100.0
	Total	240	100.0	100.0	

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.110	1	.110	.451	.503 <sup>a</sup>
	Residual	58.223	238	.245		
	Total	58.333	239			

a. Predictors: (Constant), Your family's price consciousness for home appliances?

b. Dependent Variable: Family influence me to buy home appliances

Price for the mid income and also the high income household plays a vital role for purchase decision. From the frequency table it is obvious that Dhaka city households consider price but still that hence the significance level is .503 which is greater than .05 so, we also can reject the hypothesis.

❖ **H8: Reference group of the family influence in decision making in buying home appliances.**

**Table 6.8 Your family gets influenced by reference groups for buying home appliances?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	26	10.8	10.8	10.8
Disagree	37	15.4	15.4	26.3
Neutral	74	30.8	30.8	57.1
Agree	84	35.0	35.0	92.1
Strongly Agree	19	7.9	7.9	100.0
Total	240	100.0	100.0	

**ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.177	1	.177	.726	.395 <sup>a</sup>
Residual	58.156	238	.244		
Total	58.333	239			

a. Predictors: (Constant), Your family gets influenced by reference groups for buying home appliances?

b. Dependent Variable: Family influence me to buy home appliances

Reference group are the people who have direct or indirect influence over the buyer of a product. Reference group may a celebrity, a friend, a neighbor or any other person who have some influence over them. Here on the frequency table we see only almost 42% of the respondents believe that they have influence on them for purchase decision but the percentage is not significant since the significance value is .395 which is greater than .05. so the hypothesis can be rejected.

❖ **H9: Religion of the family influence in decision making in buying home appliances.**

**Table 6.9 Your family's consideration goes for religious views while buying home appliances?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	76	31.7	31.7	31.7
Disagree	51	21.3	21.3	52.9
Neutral	34	14.2	14.2	67.1
Agree	48	20.0	20.0	87.1
Strongly Agree	31	12.9	12.9	100.0
Total	240	100.0	100.0	

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.626	1	1.626	6.822	.010 <sup>a</sup>
	Residual	56.708	238	.238		
	Total	58.333	239			

a. Predictors: (Constant), Your family's consideration goes for religious views while buying home appliances?

b. Dependent Variable: Family influence me to buy home appliances

Religion in this part of the world religion plays a significant role. From the table the value is quiet significant since the value of  $P < .05$  so we can say there is a significant relationship among the variables. So the hypothesis stands.

❖ **H10: Family Consideration of promotional message influence in decision making in buying home appliances.**

**Table 6.10 Influence of promotional message on radio, television on your family in case of purchasing home appliances?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	10	4.2	4.2	4.2
Disagree	20	8.3	8.3	12.5
Neutral	46	19.2	19.2	31.7
Agree	115	47.9	47.9	79.6
Strongly Agree	49	20.4	20.4	100.0
Total	240	100.0	100.0	

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.015	1	.015	.061	.805 <sup>a</sup>
	Residual	58.318	238	.245		
	Total	58.333	239			

a. Predictors: (Constant), Influence of promotional message on radio, television on your family in case of purchasing home appliances?

b. Dependent Variable: Family influence me to buy home appliances

Most of the respondents believe that promotional message plays a vital role for decision making for purchasing home appliances and this is shown on their response. From the above table we came to know that 68% percent respondents are agree with this statement but still that that is not significant enough since the value is .805 which is greater than .05. so this hypothesis can also be rejected.

**❖ H11: Income level of the family influence in decision making in buying home appliances.**

**Table 6.11 Does your family income affect purchasing decision for home appliances?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	163	67.9	67.9	67.9
	No	77	32.1	32.1	100.0
	Total	240	100.0	100.0	

From the above table it is clear that family income plays a vital role for purchasing decision for home appliances. Here we can see almost 70% of the total respondents believe that their families income whether good or bad influence their purchase decision. So the hypothesis stands.



## Chapter Five- Conclusions

This chapter concludes and discusses the results of this empirical analysis. The chapter is divided into four parts. The first part presents the summary of the data analysis of respondent's demographics. The second part concludes the consumer behavior. The third part is analysis of hypotheses testing. Finally, the fourth part presents the limitations of the study, implications and recommendations for the future research. The research was designed to study the family influence in home appliance purchasing behavior; the study covered the certain part of Dhaka city.

### 5.1 Findings

The results of the research can be summarized as follows:

#### **Part I: Data Analysis on Respondents Demographics**

Among the respondents 68.3% were male and 31.7% are female where 35% are 21-25 years age group and 39% are from 26-30 years age group.

#### **Part II: Data Analysis on Consumer behavior**

It is clear that family income plays a vital role for purchasing decision for home appliances. Here we can see almost 70% of the total respondents believe that their families income whether good or bad influence their purchase decision. Moreover, we can see 91.7 % of the total respondents think of price of the product while buying that while only 2.5% think of the country of origin effect. Since, we live in a male dominated society so it is obvious that father will take the decision for its family. Here nothing is different. 94.6% of the respondents believe that their household's father takes most of the purchase decision for home appliances.

#### **Part III: Data Analysis on Hypotheses Testing**

It shows on the frequency table that 90.4% respondents strongly agree with the statement that father has great influence in purchasing home appliances whereas, 24.2% respondents on the same also believes that their mother has a major influence in purchasing decision for home appliances. But from the ANOVA we have noticed that, the influence of parents in decision making of buying home appliances is not significant since, significance value is .160 which tells  $P > .05$ .

75% of the total respondents believes that they consider product attribute while they go for purchasing home appliances among them 31.7% are strongly agree with the statement, but from the ANOVA we came to know that the significance value is .521 which presents  $P > .05$  so, we had to reject the hypothesis.

Reference group are the people who have direct or indirect influence over the buyer of a product. Reference group may a celebrity, a friend, a neighbor or any other person who have some influence over them. Here on the frequency table we see only almost 42% of the respondents believe that they have influence on them for purchase decision but the percentage is not significant since the significance value is .395 which is greater than .05. So the hypothesis also got rejection.

Price for the mid income and also the high income household plays a vital role for purchase decision. From the frequency table it is obvious that Dhaka city households consider price but still that hence the significance level is .503 which is greater than .05 so, we also can reject the hypothesis.

It is clear that family income plays a vital role for purchasing decision for home appliances. Here we can see almost 70% of the total respondents believe that their families income whether good or bad influence their purchase decision. So the hypothesis stands.

Most of the respondents believe that promotional message plays a vital role for decision making for purchasing home appliances and this is shown on their response. From the above table we came to know that 68% percent respondents are agree with this statement but still that that is not significant enough since the value is .805 which is greater than .05. so this hypothesis can also be rejected.

Religion in this part of the world religion plays a significant role. From the table the value is quiet significant since the value of  $P < .05$  so we can say there is a significant relationship among the variables. So the hypothesis stands.

#### **Part IV:**

#### **5.2 Limitations**

This study has aimed to investigate variables in explaining the family influence in consumer home appliances purchasing behavior. However, there are some limitations as follows.

1. There is a city limitation. The findings of the study were confined in Dhaka. As a result, generalizing the results reported in this research to other cities should be done carefully.
2. The sample size (n=240) from narrowly defined population. In order to generalize the results, the sample size should be larger and should be interview with the real consumers who has been purchase home appliance before, there will be more validity.
3. This questionnaire distribution, this study we only distributed questionnaire via door to door only if it would possible to take the responses from any other means that might provide other results also.
4. Time constraints were a big factor since it's a internship thesis and researcher had little time to spend on.
5. Lack of knowledge on thesis preparation was also hinder for this thesis.

### **5.3 Implication**

Practically, this study can provide useful implications for marketers to undertake the research findings to implement their marketing strategies regarding home appliance products in Dhaka city so as to better satisfy them. Promotion strategies such as special promotion, price strategies such as comparatively low price or special price discount may encourage consumers to buy home appliance products from the convenient market.

Therefore, it reflects that marketers should employ these attributes to attract consumers in this segment. The motivation for using home appliance products appears to be caused by individuals' self perception but maybe not influences from others such as friends, colleagues, family, and the reviews from internet or blog. Once marketing tools are developed, it is important to take social influences groups into account in order to approach this target group effectively.

However, recommendations may generate as follows. Firstly, future research may survey other career groups since these results may provide a more useful insight into buying home appliance products in local market. Secondly, future research should investigate other variables which may correlate to dependent variables in order to enhance the scope of the

present study such as face saving and group conformity. Finally, future study should be undertaken using qualitative methods such as interviews, observations, or focus groups in order to provide a better explanation of Bangladeshi consumer behavior.

#### **5.4 Recommendation**

The objectives of this research was to scratch the family influence in purchasing home appliances besides to justify the relationship among beliefs in product attributes, price, country of origin effect that influence the purchasing behavior. Findings show that there have influences of the family member but those are not that much significant enough. So the researcher recommends that not to consider the fact that there will always be family influence for purchasing home appliances for Dhaka city dwellers since, the city people are more aware and they know which better brand is and which will serve them in a better way. It is obvious that people live in Dhaka city are not actually relying on their family to take decision for purchasing home appliances

## Chapter Six- References

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## Chapter Seven- Appendix

### 7.0 Appendix

### Questionnaire

Dear respondent,

A warm welcome goes to you at the beginning for being co operative with me. Please help me by filling out this questionnaire for my thesis on **FAMILY INFLUENCE ON PURCHASING CONSUMER HOME APPLIANCES (TELEVISION, WASHING MACHINE, MICROWAVE OVEN): AN EMPIRICAL STUDY IN DHAKA CITY**. Your information will be highly confidential and will not be used for any further purposes. This survey will not take too much of your precious time.

Please put a tick mark in the following questions to provide your opinion. Remember, to rate your judgment please consider the following scale to provide your answer where relevant.

**1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.**

☒ Age

18-20  21-25  26-30  31-35

☒ Gender?

Male  Female

☒ Does your family income affect purchasing decision for home appliances?

Yes  No

☒ Who in the family collects information about home appliances before buying?

Father  Mother  Brother  Sister  Other

☒ Who evaluates the alternatives?

Father  Mother  Brother  Sister  Other

☒ Who makes the last decision in the family on purchasing home appliances?

Father  Mother  Brother  Sister  Other

☒ What is a main factor your family consider while buying home appliance?

Price  Quality  Convenience  Country of origin  After sales service

☒ Does your family think of your social class while buying home appliances?

Yes  No

**1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.**

No.	Question	Rating				
		1	2	3	4	5
1	Influence of father on purchasing home appliances	1	2	3	4	5
2	Influence of mother on purchasing home appliances	1	2	3	4	5
3	Influence of brother on purchasing home appliances	1	2	3	4	5
4	Influence of sister on purchasing home appliances	1	2	3	4	5
5	Your family's consideration on product attributes before purchasing home appliances?	1	2	3	4	5
6	Your family's loyalty to a certain brand for home appliances?	1	2	3	4	5
7	Your family's consideration for attractiveness while buying home appliances?	1	2	3	4	5
8	Your family's price consciousness for home appliances?	1	2	3	4	5
9	How much your family gets influenced by reference groups for buying home appliances?	1	2	3	4	5
10	How much your family's consideration goes for religious views while buying home appliances?	1	2	3	4	5
11	Influence of promotional message on radio, television on your family in case of purchasing home appliances?	1	2	3	4	5
12	Family influences me to buy home appliances.	1	2	3	4	5

**Thank you for your co operation**