Development of scales of preference while purchasing selected household items

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ABSTRACT

The present investigation was undertaken to develop an objective scales of preference while purchasing household items like grocery, clothes, furniture, electrical appliances and bed linen. The developed scales were reliable to decide the factors of preference while purchasing grocery ($r = 0.42**$), clothes ($r = 0.55**$), furniture ($r = 0.42**$), electrical appliance ($r = 0.54**$) and bed linen ($r = 0.59**$)

Key words : Preferential scale, Household items

Family is a main consuming unit, which governs the production and distribution of products in the market. Every family in the process of struggling for the fulfillment of their basic needs, tries to find a way of making the things available with them. While trying to do so, most of the families may either try to manufacture them or to purchase them from the respective sources. Purchasing is essential and unavoidable activity for all the families in order to fulfill their basic needs.

There are a number of products that consumers have to buy. Food products and clothing are important items that every consumer has to pay special attention in buying. The consumer's needs and demands continuously change and development of the technology has given rise to multiplicity of brands. (Mukherjee and Ghosh, 1996) In buying edible items or grocery, consumers have to verify the content, quality, degree of adulteration, safety, performance, date of manufacturing and expiry date etc. (Kochadia and Thanulingam,1989).

There are various types of furniture and large variety of furnishing available in the market. When a consumer has to make choice, he does not know how to choose the product. His major concern is safety, quality and getting his money's worth. (Shah and Trustee, 1988).

These days production is being carried out on a mass scale and due to varied demands of consumers and technological advancement new products are being offered in the market. To get the satisfaction of expenditure consumers must have good knowledge and efficiency of choice in the market and ability to select items wisely.

To reduce the drudgery of buying the consumer needs great help in acquiring sound judgment, some tool for measuring the standard product on certain lines may be useful to solve the problem of making choices of different products in the market.

Scale is an important and useful aspect of research in social science. Objective scales are used in variety of ways ranging from the rating of an object to evaluating of personal traits. Some can be answered quickly and without much thought, while others are complex and the rater is forced to make fine discriminations between degrees of behaviour or preference.

Common household items required for the family are grocery, clothes, furniture, electrical appliances and bed linen. While purchasing these items, choices can be decided on different criteria, which are important while selecting the items. A scale can be utilised as a standard tool for deciding hierarchy of these criteria for choosing different products.

An attempt was made in this study to device the scale of preference for the purchase of grocery, clothes, furniture, Bed linen and electrical appliances and to test the validity and reliability of developed scales.

METHODOLOGY

The study was conducted in Parbhani city of Marathwada region of Maharashtra state. The 60 experts and 120 consumers were selected randomly for the study.

The study was intended to develop a scientific measure to appraise the level of factors of preferences of consumers in the purchasing of selected household items. The household items selected for the study were grocery, clothes, electrical appliances, furniture and bed linen as these were commonly purchased items by families. The scales were developed by applying the