



## **Influence of Price and Perceived Quality on Purchase Decision of Modular Kitchen – A Study with Special reference to Chennai City**

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### **Abstract**

The present study is conducted to examine the influence of modular kitchen products price and perceived quality on their purchase decision. The role of price in consumer behaviour is crucial. The previous study results shows that the price of a product as an indicator of quality of a product (shapiro, 1968). Likewise zeithaml (1988) states that price act as an indicator of quality cue. Also Rao and Monroe (1988) found that price might play a positive or a negative role in the purchase-decision process. Thus perception of product price triggers consumers' decision process regarding a product. The present study uses convenience sampling method to collect the primary data from the consumers who visited the modular kitchen stores and those who are willing to participate in the study. The sample size drawn for the study is 233. The data analysis uses SPSS version 16. The statistical techniques used to analyse the data are Kruskal-Wallis test and multiple regression analysis. The analysis results that the price of the modular kitchen product positively influences the consumers' purchase decision.

**Keywords:** Product Price, Perceived quality, Purchase Decision.