SUMMARY OF THE THESIS

In the first chapter, the researcher has introduced the topic of the study and has given the background of the study. The need for the study and its importance has been mentioned and the required definitions for the said research have been given.

In the second chapter, the detailed review of literature has been included from which the need for the study can be justified. The literature review for the study carried out by various researchers on the Generational theory, Generation X, Generation Y, comparison of Generation X and Generation Y, psychography, psychographic attributes, household electrical appliances, etc have been included.

In chapter three the industry profile of the household electrical appliance industry has been covered. The background, trends, major players of the industry and the future of the industry has been discussed in this chapter. This chapter also covers the selected electrical appliances: Television, Refrigerator, Air-conditioner and Washing Machine in detail.

Chapter four includes the research methodology employed for the current research. It talks about the type of research, the research design, the research questions, sampling technique, population, sample, sample size, instrument etc. The hypotheses for the study have been mentioned in this chapter.

In chapter five the data analysis and interpretation is covered. This chapter includes diagrammatic representation and analysis of the demographic profiling of the respondents, reliability testing, test of normality, data reduction of the 30 variables into manageable size and Hypothesis testing of the hypothesis is done and observations have been mentioned.

In the sixth chapter, the researcher has mentioned the findings and conclusion of the entire study, and has highlighted the importance of the research.

The study will help the companies manufacturing household electrical appliances, to better understand the psychographic characteristics of Generation X and Generation Y with specific reference to purchasing behaviour of electrical appliances and utilize the information in product design, manufacturing, and marketing in a more profitable manner.
The companies manufacturing household electrical appliances can apply attitude, personality and life-style analysis study results in order to understand their unique, dynamic and ever changing consumers better. By looking at the survey data, one can make informed decisions on manufacturing and marketing strategies that could be used by these companies.