## LIST OF TABLES

<table>
<thead>
<tr>
<th>Table No.</th>
<th>Title</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Growth of the Indian advertising industry in 2007-11</td>
<td>77</td>
</tr>
<tr>
<td>2.2</td>
<td>Classification of consumer durables</td>
<td>83</td>
</tr>
<tr>
<td>2.3</td>
<td>Market Size</td>
<td>86</td>
</tr>
<tr>
<td>2.4</td>
<td>Household appliances industry size</td>
<td>87</td>
</tr>
<tr>
<td>3.1</td>
<td>Frequency Distribution of the sample by Age</td>
<td>103</td>
</tr>
<tr>
<td>3.2</td>
<td>Frequency Distribution of the sample by Gender</td>
<td>104</td>
</tr>
<tr>
<td>3.3</td>
<td>Frequency Distribution of the sample by Place of residence</td>
<td>105</td>
</tr>
<tr>
<td>3.4</td>
<td>Frequency Distribution of the sample by Education</td>
<td>107</td>
</tr>
<tr>
<td>3.5</td>
<td>Frequency Distribution of the sample by Occupation</td>
<td>108</td>
</tr>
<tr>
<td>3.5.1</td>
<td>Employment Status of the respondents</td>
<td>110</td>
</tr>
<tr>
<td>3.6</td>
<td>Frequency Distribution of the sample by Annual Family Income</td>
<td>111</td>
</tr>
<tr>
<td>3.7</td>
<td>Hobbies of the respondents</td>
<td>113</td>
</tr>
<tr>
<td>3.8</td>
<td>Watching Television</td>
<td>114</td>
</tr>
<tr>
<td>3.9</td>
<td>Preferred time slot for watching TV</td>
<td>115</td>
</tr>
<tr>
<td>3.10</td>
<td>Time spend for listening radio</td>
<td>116</td>
</tr>
<tr>
<td>3.11</td>
<td>Time spend for reading Newspapers</td>
<td>116</td>
</tr>
<tr>
<td>3.12</td>
<td>Time spend for reading magazines</td>
<td>117</td>
</tr>
<tr>
<td>3.13</td>
<td>Time spend for Internet browsing</td>
<td>117</td>
</tr>
<tr>
<td>3.14</td>
<td>Distribution of respondents by their favourite newspapers</td>
<td>118</td>
</tr>
<tr>
<td>3.15</td>
<td>Most favourite magazines of the respondents</td>
<td>119</td>
</tr>
</tbody>
</table>
3.16 Most favourite TV Channels of the respondents 120
3.17 Watch / listen advertisements in different media 121
3.18 Most favourite medium of advertisements 121
3.19 Friedman’s test and Kendall’s W test for the ranking given by male respondents for their favourite medium of advertising 122
3.20 Test Statistics - Friedman Test 123
3.21 Kendall’s Coefficient of Concordance 123
3.22 Friedman’s test and Kendall’s W Test for the rankings given by the female respondents for their favourite medium of advertising 123
3.23 Test Statistics - Friedman Test 124
3.24 Kendall’s Coefficient of Concordance 124
3.25 Attitude toward advertising in general 126
3.26 Opinion on overall liking of advertising – Age wise 127
3.27 Opinion on overall liking of advertising – Gender wise 128
3.28 Opinion on overall liking of advertising – Region wise 129
3.29 Opinion on overall liking of advertising – Education wise 130
3.30 Opinion on overall liking of advertising – Income wise 131
3.31 Opinion on advertising as a good thing – Age wise 132
3.32 Opinion on advertising as a good thing – Gender wise 133
3.33 Opinion on advertising as a good thing – Region wise 134
3.34 Opinion on advertising as a good thing – Education wise 135
3.35 Opinion on advertising as a good thing – Income wise 136
3.36 Average Scores for Attitude toward advertising in general 137
3.37 Average Scores for Attitude toward the Institution of Advertising

3.38 Average Scores for Attitude toward the Instrument of Advertising

3.39 Pearson’s Correlation Coefficients among Advertising in general (Ag), Attitude-Institution and Attitude-Instrument

3.40 One-Way Analysis of Variance (ANOVA) for Mean Comparison of Attitude of Different Groups in Demographic Variables

3.41 Respondent’s awareness of consumer durables

3.42 Respondents awareness of different brands of consumer durables

3.43 Source of knowledge about different brands of consumer durables

3.44 Summary of One way ANOVA Test statistics – based on the source of knowledge about different brands of consumer durables * Age wise

3.45 Scheffe Multiple Comparisons – of – means – Age of the respondent and their response towards source of knowledge about different brands of consumer durables

3.46 Summary of Mann-Whitney Rank Sum (U) Test Statistics – based on the source of knowledge about different brands of consumer durables * Gender wise

3.47 Summary of One way ANOVA Test statistics – based on the source of knowledge about different brands of consumer durables * Region wise

3.48 Scheffe Multiple Comparisons – of – means – Age of the respondent and their response towards source of knowledge about different brands of consumer durables

3.49 Summary of Kruskal - Wallis Test (H) Statistics – based on the source of knowledge about different brands of consumer durables * Educational Qualification wise

3.50 Mean Ranks Employment status* Source of knowledge
3.51 Summary of Mann-Whitney Rank Sum (U) Test Statistics – based on the source of knowledge about different brands of consumer durables * Employment status wise

3.52 Mean Ranks Income* Source of knowledge

3.53 Summary of Kruskal - Wallis Test (H) Statistics – based on the source of knowledge about different brands of consumer durables * Income wise

3.54 TV ads

3.55 Refrigerator ads

3.56 Washing machine ads

3.57 Mixer grinder ads

3.58 Induction cooker ads

3.59 Television

3.60 Refrigerator

3.61 Washing machine

3.62 Mixer Grinder

3.63 Induction Cooker

3.64 Summary of One way ANOVA Test statistics – based on the possession of consumer durables * Region wise

3.65 Summary of One way ANOVA Test statistics – based on the possession of consumer durables * Educational qualification wise

3.66 Summary of One way ANOVA Test statistics – based on the possession of consumer durables * Employment status wise

3.67 Summary of One way ANOVA Test statistics – based on the possession of consumer durables * Income wise

3.68 Factors consider while purchasing Consumer Durables
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.69</td>
<td>KMO and Bartlett's Test</td>
</tr>
<tr>
<td>3.70</td>
<td>Communalities</td>
</tr>
<tr>
<td>3.71</td>
<td>Total Variance Explained</td>
</tr>
<tr>
<td>3.72</td>
<td>Rotated Component Matrix</td>
</tr>
<tr>
<td>3.73</td>
<td>Ads make aware of different brands of consumer durables</td>
</tr>
<tr>
<td>3.74</td>
<td>Ads provide important information</td>
</tr>
<tr>
<td>3.75</td>
<td>Ads tell me which brand best to buy</td>
</tr>
<tr>
<td>3.76</td>
<td>Pay more attention to advertisements</td>
</tr>
<tr>
<td>3.77</td>
<td>Interested to watch ads on TV</td>
</tr>
<tr>
<td>3.78</td>
<td>Television advertisements as influential source in the purchase intention of consumer durables</td>
</tr>
<tr>
<td>3.79</td>
<td>Descriptive Statistical Analysis of Influence of TV ads</td>
</tr>
<tr>
<td>3.80</td>
<td>Interested to listen ads on radio</td>
</tr>
<tr>
<td>3.81</td>
<td>Radio advertisements as influential sources in the purchase intention of consumer durables</td>
</tr>
<tr>
<td>3.82</td>
<td>Interested to read ads on newspapers</td>
</tr>
<tr>
<td>3.83</td>
<td>Newspaper advertisements as influential sources in the purchase intention of consumer durables</td>
</tr>
<tr>
<td>3.84</td>
<td>Interested to read ads on magazines</td>
</tr>
<tr>
<td>3.85</td>
<td>Magazine advertisements as influential sources in the purchase intention of consumer durables</td>
</tr>
<tr>
<td>3.86</td>
<td>Interested to watch ads on billboards</td>
</tr>
<tr>
<td>3.87</td>
<td>Advertisements on Billboards / Hoardings as influential sources in the purchase intention of consumer durables</td>
</tr>
<tr>
<td>3.88</td>
<td>Interested to watch ads on Internet</td>
</tr>
<tr>
<td>3.89</td>
<td>Advertisements in Internet as influential sources in the purchase intention of consumer durables</td>
</tr>
</tbody>
</table>
3.90 Effective media 185
3.91 Age * Effective media Cross tabulation 186
3.92 Chi-Square Tests 187
3.93 Symmetric Measures 187
3.94 Gender * Effective media Cross tabulation 188
3.95 Chi-Square Tests 188
3.96 Symmetric Measures 189
3.97 Area * Effective media Cross tabulation 190
3.98 Chi-Square Tests 190
3.99 Symmetric Measures 191
3.100 Education * Effective media Cross tabulation 192
3.101 Chi-Square Tests 192
3.102 Symmetric Measures 193
3.103 Employment status * Effective media Cross tabulation 194
3.104 Chi-Square Tests 194
3.105 Symmetric Measures 195
3.106 Income * Effective media Cross tabulation 196
3.107 Chi-Square Tests 196
3.108 Symmetric Measures 197
3.109 Respondent’s opinion on Brand preference while purchasing Consumer Durables. 199
3.110 Influence of Quality in brand preference 200
3.111 Influence of Price in brand preference 200
3.112 Influence of Brand name in brand preference 201
3.113 Influence of Advertising in brand preference  
3.114 Influence of Availability in brand preference  
3.115 Influence of Technology in brand preference  
3.116 Influence of After sale service in brand preference  
3.117 Mean Ranking of the influencing factors of brand preference  
3.118 Chi-Square Tests  
3.119 Preferred brands for Television  
3.120 Cross Tabulation of Age and Television brands preferred  
3.121 Summary of Chi-Square Test statistics – showing the relationship between age and brand preference of Television  
3.122 Symmetric Measures  
3.123 Cross Tabulation of Gender and Television brands preferred  
3.124 Summary of Chi-Square Test statistics – showing the relationship between gender and brand preference of Television  
3.125 Cross Tabulation of Region and Television brands preferred  
3.126 Summary of Chi-Square Test statistics – showing the relationship between region and brand preference of Television  
3.127 Cross Tabulation of Education and Television brands preferred  
3.128 Summary of Chi-Square Test statistics – showing the relationship between Education and brand preference of Television  
3.129 Cross Tabulation of Employment status and Television brands preferred  
3.130 Summary of Chi-Square Test statistics – showing the relationship between Employment status and brand preference
preference of Television

3.131 Cross Tabulation of Income and Television brands preferred 214

3.132 Summary of Chi-Square Test statistics – showing the relationship between Income and brand preference of Television 214

3.133 Preferred brands of Refrigerator 215

3.134 Cross Tabulation of Age and Refrigerator brands preferred 216

3.135 Summary of Chi-Square Test statistics – showing the relationship between Age and brand preference of Refrigerator 216

3.136 Cross Tabulation of Gender and Refrigerator brands preferred 217

3.137 Summary of Chi-Square Test statistics – showing the relationship between Gender and brand preference of Refrigerator 217

3.138 Cross Tabulation of Region and Refrigerator brands preferred 218

3.139 Summary of Chi-Square Test statistics – showing the relationship between Region and brand preference of Refrigerator 218

3.140 Summary of Chi-Square Test statistics – showing the relationship between Education and brand preference of Refrigerator 219

3.141 Summary of Chi-Square Test statistics – showing the relationship between Employment status and brand preference of Refrigerator 220

3.142 Summary of Chi-Square Test statistics – showing the relationship between Income and brand preference of Refrigerator 221

3.143 Symmetric Measures 222

3.144 Preferred brands for Washing Machine 223
Summary of Chi-Square Test statistics – showing the relationship between Age and brand preference of Washing machine

Summary of Chi-Square Test statistics – showing the relationship between Gender and brand preference of Washing machine

Summary of Chi-Square Test statistics – showing the relationship between region and brand preference of Washing machine

Summary of Chi-Square Test statistics – showing the relationship between education and brand preference of Washing machine

Summary of Chi-Square Test statistics – showing the relationship between employment status and brand preference of Washing machine

Summary of Chi-Square Test statistics – showing the relationship between Income and brand preference of Washing machine

Preferred brands for Mixer Grinder

Summary of Chi-Square Test statistics – showing the relationship between Age and brand preference of Mixer grinder

Summary of Chi-Square Test statistics – showing the relationship between Gender and brand preference of Mixer grinder

Summary of Chi-Square Test statistics – showing the relationship between region and brand preference of Mixer grinder

Summary of Chi-Square Test statistics – showing the relationship between education and brand preference of Mixer grinder

Summary of Chi-Square Test statistics – showing the relationship between employment status and brand preference of Mixer grinder
3.157 relationship between Income and brand preference of Mixer grinder

3.158 Preferred brands for Induction Cooker

3.159 Summary of Chi-Square Test statistics – showing the relationship between Age and brand preference of Induction Cooker

3.160 Summary of Chi-Square Test statistics – showing the relationship between Gender and brand preference of Induction Cooker.

3.161 Summary of Chi-Square Test statistics – showing the relationship between region and brand preference of Induction Cooker

3.162 Summary of Chi-Square Test statistics – showing the relationship between education and brand preference of Induction Cooker

3.163 Summary of Chi-Square Test statistics – showing the relationship between employment status and brand preference of Induction Cooker

3.164 Summary of Chi-Square Test statistics – showing the relationship between Income and brand preference of Induction Cooker

3.165 Ads change brand preference

3.166 ANOVA - Brand Preference of consumer durables by Age

3.167 ANOVA - Brand Preference Consumer durables by Gender

3.168 ANOVA - Brand Preference Consumer durables by Region

3.169 ANOVA - Brand Preference of consumer durables by Education

3.170 ANOVA - Brand Preference of consumer durables by Employment status

3.171 ANOVA - Brand Preference of consumer durables by Income groups
| 3.172 | Respondents intensity of feelings with reference to the statement - Reputed brands have good quality | 249 |
| 3.173 | Respondent’s intensity of feelings with reference to the statement - Products of reputed brands are costly | 250 |
| 3.174 | Respondent’s intensity of feelings with reference to the statement - Brand name gives you prestige | 251 |
| 3.175 | Respondent’s intensity of feelings with reference to the statement - Use of reputed brands are risk free | 252 |
| 3.176 | Respondent’s intensity of feelings with reference to the statement - Reputed brands have all the essential product features | 253 |
| 3.177 | Respondent’s intensity of feelings with reference to the statement - Products of reputed brands do not need ads | 254 |
| 3.178 | Respondent’s intensity of feelings with reference to the statement - Ads are one of the reasons for creating brand preference | 254 |