CHAPTER -6

SUMMARY AND FINDINGS
CHAPTER -6

Summary of Findings and Conclusion

6.1 Summary of the findings

In order to enable to make a thorough and deep study the present study has been classified into four chapters. With the caption Introduction, attempts to introduce in brief the concept of consumer behaviour of home makers with respect to durable goods of Imphal west district, Manipur, need for the study. Research methodology used and the design of the study are the components of the second chapter.

The third chapter, deals with only literature review of relevant studies in and around the world. In the fourth chapter includes the heading theoretical analysis, determinants of purchasing behaviour explores factors influencing the consumer behaviour, consumer market, buying roles, consumer’s decision-making process etcetera.

With the title, Data analysis, it consists of consumer behavior of washing machine, refrigerator, grinder, oven and rice-cooker that are present in the fifth chapter.

Lastly, the sixth chapter presents the summary of findings and conclusions.
4. Qualification

Majority of the consumers i.e., 39.9% are in the level of post-graduate. This is followed by Graduate, Technical, PUC, HSLC and below HSLC with 32%, 14.6%, 7.6% 3.9% and 2% respectively. (Table no. 5.105)

5. Employment status

Majority of the respondents are employed (53.75%) and 46.25% of the consumers are not employed.

Out of 53.75% of the respondents who are employed, 29.75% of the consumers are working in private institutions, organizations, NGO's etc and 24% of the consumers are government employees. (Table no. 5.106).

Consumer behaviour of Washing machine

Available and use brands

In all there are ten brands of washing machine which are available in Market of Manipur present in different designs, capacities MRPs (Table no. 5.3).

Regarding the brands of washing machine, which are being owned and used by the respondents, there are ten brands of washing machine. Majority of the households, i.e. 28.43% of the respondents used LG brand Whirpool occupies the second place with 24.06% of the respondents owning it. Videocon and Samsung with 16.87% and 14.06% respectively occupies third and fourth place (Table no. 3.3).
Consumer Behaviour of durable goods in Manipur (Washing machine, Refrigerator, Grinder, Oven and Rice-cooker)

A Consumer's background

The consumer behaviour that is the things they buy is influenced by consumer's background i.e., age, income, type of family, qualification and employment.

1. Age group of the respondents

Maximum number of home makers belong to the age group of 31 to 40 years which consists of 37.62% of the respondents. And 34.25% of the respondents are the age of 21 to 30 years and 117 of the respondents i.e., 14.6% of the respondents are between that age group of 41 to 50 years. (Table no.5.102)

2. Income level of the respondents

About 27.8% of the respondent earns monthly income of Rs. 8,330 to Rs. 11,329 INR and 27% of the respondents earns about Rs. 5, 330 to Rs. 8,329 (INR). (Table no.5.103)

3. Type of family

The percentage composition of type of family which the consumer of Manipur belong are Nuclear family (51%), joint family (48.5%), and single family 5% of the respondents (Table no.5.104)
Awareness level of different brands of washing machine

There are 16 different brands which are aware by the home makers of Manipur. Among them Videocon had the highest awareness level of brand. This is followed by LG, Samsung and Whirpool with 61.25% and 52.81% respectively (Table no. 5.1).

Preferable brand of Washing machine by the homemakers

Of all the brands of washing machine, whirlpool has the highest number of respondents who preferred the brand. LG, Videocon and Samsung occupy the second, third and fourth places respectively in the level of preferred brand. (Table no.5.4)

Mode of purchase

Purchase of washing machine by cash consulting highest share with 72.29%. This is followed by installment scheme given by details with 13.12%. The third place is occupied by gifts from others with 8.4% of the consumers (Table no.5.5)

Consumer behaviour of Refrigerator

Available and use brands

There are different kinds of brands of refrigerators available in the market of Manipur in different designs, colours, capabilities and MRPs.

Majority of the consumers i.e., 33.23% used Godrej brand Videocon brand with 19.71% and Voltas with 14.4% of the consumers. (Table no.5.22)
Awareness level of different brand

Videocon brand had the highest awareness level with 59.11%. This is followed by LG brand with 55.58 and Godrej brand with 44.11% of the consumers. (Table no.5.20)

Preferable brand of Refrigerator by the consumers of Manipur

Among all the brands, LG brand has the highest number of consumers who preferred by 28.23% of the consumers and 22.05% of the consumers preferred Videocon. (Table no.5.23).

Mode of purchase

Purchasing refrigerator by cash constitute the highest share in the mode of purchase with 78.59% of the consumers. This is followed by purchase mode by Marup with 10.29% of the consumers and 7.64% of the consumers purchase refrigerator by installment scheme. (Table no.5.24)

Consumer behaviour of Grinder

Available and use brands

In Manipur market there are different kind of brands available at present (1.1.2008) in different models and different jars containing, capacities and MRPs. Regarding the brand of grinder which are being owned and used by the consumers, there are fifteen brands of Grinder and among them Prestige is the brand which has maximum number of consumers with 30.4%. Ameet and Usha (Lexus) occupies the second and third places with 18% and 13.6% of the consumers respectively. (Table no.5.41)
Awareness level of different brand

There are about sixteen brands, which are aware by the consumers of grinder. Among the different brands, 64% of the consumers are aware of Prestige brand, which possess the highest level. And then this is followed by Usha with 54.4% and the third by Maharaj with 40.4% of the consumers. (Table no.5.39)

Preferable brand of Grinder by the consumers

Prestige is the brand which has the maximum number of respondents who have preferred the brand of Grinder with 31.2% of the consumers. Usha occupies the second place with 19.5% of the respondents and Maharaj occupies the third place with 16.4% of the consumers. (Table no.5.42)

Mode of Purchase

By cash constitute the highest share in the mode of purchase of Grinder with 56.8% of the consumers and this is followed by gifts from others with 40.8% and only 2.4% of the consumers by Marup.

(Table no.5.43)

Consumers Behaviour of Oven

Available and use brands

Different kinds of Oven are present in the market of Manipur (1.1.08).
Among the different kinds of brands available in Manipur, maximum number of consumers owned LG brand with 25% Samsung and Quality occupies the second and third place who owned the brand with 17% and 12% of the consumers respectively. (Table no.5.60)

**Awareness level of different brands**

LG has the highest awareness level of brand with 92% of the consumers. This is followed by Samsung and Bajaj with 71% and 55% of the consumers respectively. (Table no.5.58)

**Preferable brand of Oven**

The brand which has the maximum of consumers who have preferred the brand of oven is LG with 27% of the consumers Electrolux occupies the second place with 14% and Samsung occupies the third place with 12% of the consumers. (Table no.5.61)

**Mode of purchase**

Purchasing Oven by cash constitute the highest share in the mode of purchase with 61% of the consumers. This is followed by Marup with 27% and 6% each by installment and gifts from others. (Table no.5.62)

**Effectiveness of Advertisement on buying habits of consumers/Home-maker of Manipur**

The importance of advertising has been summed up in the pithy statement 'Advertising is telling and selling'. Though advertising is but one of
the several functions of marketing, it has reached the status of an independent
discipline in itself.

1. Effectiveness of Advertisement on the buying habits who own
washing machine

Majority of the respondents i.e. 95.31% are affected by the advertisement of the consumers of Manipur and only 4.31% of the consumers are not affected by the advertisement.

2. Effectiveness of Advertisement on the buying habits of who own Refrigerator

Majority of the consumers (94.41%) are affected by Advertisement of various Medias. And only 5.59% of the consumers are not affected by Advertisement.

3. Effectiveness of Advertisement on the buying habits of who own Grinder

64.8% of the consumers are effected by advertisement of Grinder in Manipur and 35.2% of the consumers are not effected by advertisement to the consumers of Manipur.

4. Effectiveness of Advertisement on the buying habits of who own Oven

Among the consumers of oven in Manipur, 41% of the consumers are not affected by the advertisement in Manipur and 59% of the respondents i.e., majority of the respondents are effected by advertisement of oven in Manipur.
5. Effectiveness of Advertisement on the buying habits of who own Rice-cooker

Most of the consumers (98%) of the respondents of Manipur are not affected by advertisement of electric cooker in Manipur. Only 2% are affected by advertisement.

The reason for not being effective by advertisement to the consumers of Manipur is that there is hardly any media advertising on electric rice-cooker in Manipur.

6 Consumers spending their Leisure time

In Manipur, most of the homemakers spend their leisure time by watching T.V. This consists of 31.25%. And 17.63% of the homemakers spend it doing their household chores such as decorating the house, arranging the room setting etc.

Some of homemakers of Manipur spend their leisure time with their child, which consists of 6.25% of the respondents.

There are other different other type of activities which the homemakers of Manipur spend their leisure time. Such as gardening, hearing music, reading out books, visiting friends house, doing embroidery works, making agarbati, going to park, painting, chatting with friends/ children/ family members etc, and taking rest sleep/ lay down, sit together and discussing with children/ other family members.
There are also homemakers who find themselves busy most of the time and they don't have any leisure time.

Consumers' satisfaction on Durable goods in Manipur

1. Consumers' extent of satisfaction on washing machine

Among the consumers of washing machine in Manipur, 60% of the consumers are fully satisfied with their washing machine and 36.56% of the consumers are just satisfied. Only 3.34% of the consumers are not satisfied with their washing machine.

2. Consumers' extent of satisfaction on Refrigerator

Out of 340 consumers of refrigerator in Manipur, 224, consumers i.e., 65.83% of the consumers are fully satisfied with their refrigerator and 33.23% of the consumers are just satisfied with their refrigerator. And only 88% of the consumers are not satisfied with their refrigerator.

3. Consumers' extent of satisfaction on Grinder

Majority of the consumers (92.4% are fully satisfied with their Grinder are 6.8% of the consumers in Manipur are just satisfied. And only 0.8% of the consumers of Manipur are not satisfied with their Grinder.

4. Consumers' extent of satisfaction on Oven

Among the consumers of Oven in Manipur, 52% and 39% of the consumers are fully satisfied and just satisfied respectively with their oven. And 9% of the consumers in Manipur are not satisfied with their oven in Manipur.
5. Consumers' extent of satisfaction on Electric rice-cooker

Majority of the consumers (62%) of Manipur who own electric rice-cooker are fully satisfied and 34% of the consumers of Manipur are just satisfied. And 4% of the consumers are not satisfied with their electric rice-cooker.

5.2 A Comparative study on consumer behaviour (among) of washing machine, refrigerator, Grinder, Oven and rice-cooker in some important aspects of consumer behaviour.

The following analysis of the present chapter tries to portray a comparative picture of the buying behaviour among washing machine, refrigerator, oven and rice-cooker. The following table presents in brief a comparative picture of the five equipments (of durable goods/household equipments) in some important aspects.
Table 6.1: A comparative findings of consumer buying behaviour among washing machine, refrigerator, grinder, oven and electric rice-cooker.

<table>
<thead>
<tr>
<th>Aspects of consumer buying behaviour</th>
<th>Features of the aspects considered</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Washing machine</td>
</tr>
<tr>
<td>1. Three important product factors</td>
<td>(1) Quality</td>
</tr>
<tr>
<td></td>
<td>(2) Brand</td>
</tr>
<tr>
<td></td>
<td>(3) Price</td>
</tr>
<tr>
<td>2. Three important reasons of using</td>
<td>(1) To save time</td>
</tr>
<tr>
<td></td>
<td>(2) To reduce fatigue</td>
</tr>
<tr>
<td></td>
<td>(2) Convenient to use</td>
</tr>
<tr>
<td>3. Main sources of information</td>
<td>Friends/Family/</td>
</tr>
<tr>
<td></td>
<td>Neighbour</td>
</tr>
<tr>
<td>5. Main frequency of usages</td>
<td>Daily</td>
</tr>
</tbody>
</table>

Contd./-
<table>
<thead>
<tr>
<th>Aspects of consumer buying behaviour</th>
<th>Washing machine</th>
<th>Refrigerator</th>
<th>Grinder</th>
<th>Oven</th>
<th>Electric rice-cooker</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Main person who handles the equipment</td>
<td>Self (home-maker)</td>
<td>Self (home-maker)</td>
<td>Self (home-maker)</td>
<td>Self (home-maker)</td>
<td>Self (home-maker)</td>
</tr>
<tr>
<td>7. Percentage of disposing (not using)</td>
<td>3.43% of the respondents</td>
<td>3%</td>
<td>3.6%</td>
<td>43%</td>
<td>31.33%</td>
</tr>
<tr>
<td>8. Percentage of attitude change on the brand the respondents are using at present</td>
<td>2.8%</td>
<td>3.82%</td>
<td>5.6%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>9. Percentage of servicing required</td>
<td>6.88%</td>
<td>7.94%</td>
<td>Not required</td>
<td>Not required</td>
<td>Not required</td>
</tr>
<tr>
<td>10. Two main for repairment</td>
<td>(1) showroom personal (2) Local mechanic</td>
<td>(1) Local mechanic (2) showroom personal</td>
<td>(1) Local mechanic (2) Self</td>
<td>(1) Showroom personal (2) Local mechanic</td>
<td>(1) Self at home (2) Local mechanic</td>
</tr>
<tr>
<td>11. Percentage on power burden</td>
<td>42.8%</td>
<td>32.9%</td>
<td>49.2%</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>12. Views and suggestions given by the consumers</td>
<td>(1) Use the equipments carefully (2) Handle the equipments properly (3) Read the manual/instruction booklet carefully before using the equipments (4) The equipments saves time, labour and energy (5) Keep the equipment dry and clean it properly after every use (6) Check the parts of the equipment carefully frequently in order to avoid heavy damage in the equipments.</td>
<td></td>
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</tr>
</tbody>
</table>
Three important product factors

Three important product factors sought by the consumers in the purchase of washing machine are quality, brand and price where as the three important product factors sought by the consumers of refrigerator are quality, usefulness and price. The three important product factors sought by the consumers of grinder are easy maintenance, brand and price.

The three important product factors sought by the consumers of oven are quality, brand and durability.

The three important product factors sought by the consumer of rice cooker are quality, brand and usefulness.

Three important reasons of using washing machine

It is observed that the three important reasons of using washing machine, refrigerator, grinders, oven and electric rice-cooker by the consumers have the same opinions. The important reasons are:

(a) To save time
(b) To reduce fatigue, and
(c) Convenience to use

It is clear that the main sources of information of washing machine, refrigerator, grinders, oven and electric rice-cooker is personal sources. Personal sources comprise of friends, family and neighbours.
It has been found that most of the consumers of washing machine, refrigerator, grinders, oven and electric rice-cooker uses the equipment daily whereas the consumers of grinder and oven uses it occasionally/when needed.

The main person who handles the equipment (washing machine) refrigerator, grinder, oven and electric rice cooker are women.

The percentages of consumers who are disposing washing machine, refrigerator, and grinder are very less (i.e. 3.43%, .3% and 3.6% respectively). The disposing percentage by the consumers of oven and electric rice cooker are 43% and 31.33% respectively.

Percentages of attitude change on the brand by the consumers of washing machine, refrigerator, grinders, oven and electric rice-cooker.

Percentages of attitude change on the brand by the respondents of washing machine are 2.8%. refrigerator, grinders, oven and electric rice-cooker 3.82%, 5.6%, 19% and 6% respectively.

The percentage of respondents who required servicing by the consumers of washing machine and refrigerator are 6.88% and 7.94% respectively.

Whereas the respondents of grinder, oven and electric rice cooker does not required servicing at all.

The consumers of washing machine refrigerator and oven approaches for repairment to Show room personal and local mechanic whereas the
consumers of grinder and electric rice cooker approaches for repairment to local mechanic and some of respondents repair by themselves at home.

**Percentage on power/electric burden**

The percentages of uses based on power by the respondents of washing machine, refrigerator, grinders, oven and electric rice-cooker are 42.8%, 32.9%, 49.2%, 37% and 34% respectively.

**Marketing strategies for the consumers’ decision of Manipur.**

**Available brands**

At present there are eleven different brands of washing machine. Eight different brands each of refrigerator and oven. Among them Electrolux and Haier brands are the most available brand in Manipur. (Table no. 5.96).

There are fifteen each different brands of grinder and electric rice cooker available in Manipur at present (2008). Among them National brand of electric rice cooker is the brand which are being sold in most of the shops. And for grinder, Ameet and Seema brands are sold in majority of the shops (Table no.97 & 98)

**Price**

From the market survey findings, it can be depict that majority of the customers of Manipur buy the lowest/minimum price of brand of most of the durable goods.
Types of selling

From the market survey be taken from different shops of durable goods, it has been found that cent percent of the shops sells their product by direct cash payment.

Brand most preferred by the customers

Electrolux is the brand most preferred by the customers washing machine, refrigerator and oven in Manipur. And it has been found that Ameet and National brand of grinder and electric rice cooker are preferred by the consumer.

Highest and lowest sales record

From market survey findings, it came to realize that maximum number of shops had their highest sales record during the marriage season in Manipur (Nov.-Feb.).

And maximum no. of shops had their lowest sells record during rainy season.

Home servicing

Most of the shops who selling washing machine and refrigerator offer home service whereas for oven grinder and electric rice cooker does not offer home delivery service.
Average sales record

From the market survey findings it came know that 11 to 15 numbers of washing machine and grinder are sold per month by majority of the shops in Manipur.

And 16 to 20 refrigerators and each of oven and electric rice cooker sold per month had the maximum sales record. (Table no. 101)

6.2 Views and Suggestions given for the consumers of washing machine, Refrigerator, Grinder, Oven and Electric rice cooker (Durable goods)

The views and suggestions given for the consumers of durable goods (washing machine, refrigerator, grinder, oven and electric cooker) are given below:

i) To use the equipment carefully

ii) To handle the equipment carefully

iii) To read the manual/ instruction carefully before using the equipments

iv) The equipments saves time & labours and energy therefore use it judiciously.

v) Keep the equipment dry and clean it properly after every use.

vi) Check the parts of the equipment carefully/frequently in order to avoid heavy damage/out of order in the equipments.

vii) Comparative shopping will provide wider for decisions regarding quality and price.
viii) Demonstration of performance of equipment or wearing qualities of materials aid a buyer

ix) Advertising descriptions in newspapers, magazines, and in mail order house catalogues give specific and helpful information.

x) Observing at various items and talking with friends and relatives about the equipment before purchasing is very helpful

xi) Consulting with salesman about the price the purchase/consumer had to spend or could afford, performance to be expected, how to care for and how to use the items were considered most use.
6.3 Conclusion

The consumer landscape is changing very fast. Consumers today see an exciting explosion of choices, new categories and new shopping options and have increasing disposals income to fulfill their aspirations. They are seeking more information to make these choices. Consumers are increasingly seeking convenience in shopping. A typical housewife buys her monthly grocery requirements from four shops on an average, with multiple visits during a month for bulk and top-up purchase, with greater desire to spend time with children and on leisure, there is desire of convenience. Consumers also increasingly want the shopping experience to be enjoyable. Shopping is no longer seen as a mundane chore, but it is now much more exciting and an engaging prospect. Shopping malls, self-services stores and services are all emerging rapidly to fulfill this need for an enjoyable experience the traditional retail stores are undergoing a dynamic change as new formula and channels are emerging rapidly.

Achievement and efficiency are valued symbols of success for all kinds of workers. Thus the person, almost always the women, who manages homemaking responsibilities successfully and keeps housework under control, tends to gain feelings of satisfaction, security, and price in her position whether she is a full time home maker or also gainfully employed. These feelings tend to be shared by family members and help children to develop wholesome attitudes toward homemaking responsibilities. A sound reason for any woman to become an effective home manager, in the words of the Late 'Lillian
Gilbreter, is to make homemaking “an interesting and satisfying as it is important”. The overall purpose of effectiveness in performing the work of the home is to maximize the satisfaction and the well-being of the homemakers and the family as well as to enable them to share in the life of the community. In the United States, the acquisition of labours-saving appliances has become an important and in achieving these goods. The affluence of the state has enabled the majority of families to obtain a large number and variety of household appliances designed to facilitate the performance of every household task. But does the ownership of a so-called “houseful” of labour-saving equipment assure an efficient homemaking and satisfied family? The answer tends to vary among families although study indicates that only through effective management can the homemaker and the family gain the greatest possible benefits from the household equipment and other resources.

Need of household equipment is related to the kind of frequency of the activities carried on in the home and the effort required in their performance in order to achieve satisfactory results. Generally the work required for different homemaking activities such as providing food and clothing for the family, house cleaning, and laundering is directly related to the number of family members and sometimes also outsiders and includes their age, sex, health and life-style.

Although the roles of family members are changing so that some responsibilities between husband and wife are neither clearly defined nor
separated, the great majority retain the major responsibility for the management and the work in the home with only limited assistance from husband, children and paid outside help. At same time some people question the significance of the home making job and whether it should remain the wife’s major responsibilities. Regardless of the opinions about homemaking it remains a unique occupation. Even though it is characterized by a great diversity of activities and demands knowledge and variety of skills, any person may assume the job without any preparation. Much of the work is co-ordinate with the biological needs of the family and the customs of society, but for some aspects the homemaker is free to choose and organize. She may indulge in some leisure during working hours but her responsibility may extend over a 24 – hour day when she is the mother of young children.

The fact, that the homemaker’s job, especially as a mother, is not an easy one. It is probably takes more endurance, more patience, more intelligence, more healthy emotion to raise a decent happy human being than to be an atomic physicist, a politician or a psychiatrist”. Of course this responsibility tends to succeed best when co-operatively shared with the husband.

Although equipment, ready to use and easy care products, and commercial service have reduced the physical work and energy expenditures of the homemaker, intellectual requirements including decision making and managerial responsibilities, especially for the gainfully employed homemaker,
are increasing. Possibly in the future computers may assist the homemaker and the family with the multitude of managerial decisions they face.

On the basis of the complexity and the significance of the homemaker's responsibilities may it be logical to conclude that when equipment is managed to free her some time consuming, repetitive housework humanistic, intellectual and spiritual and endeavors in the home and community and possibly also for employment of value to society, equipment is a wise investment.

After a decision has been made to procure a certain household appliance to satisfy a certain need or want, more managerial decisions arise such as which one to select from the many different brands and models on the market, whether to purchase or lease, to buy now or wait for a sale, to pay cash or use credit and which for of credit and from to who to obtain. Gaining some understanding of the operating principles and different materials used their likely performance lays a foundation for an intelligent solution of any appliance. It aids the prospective consumer in understanding the advertising, specification sheets, fact tags, warranties, and instructions for use and care provided by the manufacturer. In conclusion, equipment is well selected when it performs effectively and safely the purpose for which it was chosen with thrifty utilization of energy at a total cost in harmony with the benefits it provides and the family financial situation.
The most important reason for studying consumer behaviour is the significant role it plays in our lives. Much of our time is spent directly in the market place, shopping or engaging in other activities. A large amount of additional time is spent thinking, about products and services, talking to friends about them, and seeing or hearing advertisements about them. In additions the goods we purchase and the manner in which we use them significantly influence how we live our daily lives.

India, after liberalizing her economy has been benefited in many fields. It has improved the efficiency of the industry. It has also enabled the domestic industries to reach to the international market. As a result of the changes taking place in the economy; Indian domestic markets of consumer durable goods are growing rapidly.

For the consumers, the change has been heralded by a very large number of foreign brands now available legally in shop shelves. The competition is fierce and the consumers have benefited not just by price slashes but differed payment, home deliveries, gifts and extended free services.

A deep look into the consumer behaviour of durable goods reveals that Manipur market deserves to be given attention by the marketers for it is a growing market the potential of which is yet to be fully tapped.
Manipur is a small state situated in the North Eastern corner of India bordering with Myanmar (Burma). Its neighbouring states are Nagaland on the North, Assam on the West and Mizoram on the South and Southwest.

The estimated number of households of Manipur is 399437. Majority of the people of Manipur are Hindu. The estimated average size of the family in Manipur is 6 (six) persons.

On 30th June 2000, there are 63,829 state government employees, 3305 quaese government employees. About two-third of the main workers in Manipur are engaged in Agriculture as cultivator and agriculture laborers. Further the decadal growth rate of the population is 30.02%. In 2001, the population of Manipur is 0.23% of the total of all India.

In Manipur, there are not many large scale industries. Handloom weaving is the largest single cottage industry. Other cottage industries are sericulture, bamboo and cane articles, carpentry, blacksmith, leather goods, edible oil crushing, rice milling, etc.

The people of Manipur for its household consumption or use of many durable goods such as washing machine, refrigerator, grinder, Oven, rice-cooker, TV etc. depends on the products which are manufactured outside the state.
So, Manipur with its decadal growth rate of population of 30.02%, which is higher than 21.34% of all India, is a growing market and the knowledge of which will be of immense help to the marketers for formulating appropriate marketing strategies for the satisfaction of consumers and profit to the company. Moreover, market trend and consumer behaviour of many durable goods are similar. So, by understanding consumer behaviour of washing machine, Refrigerator, Grinder, Oven and Rice-cooker in durable goods, one can infer to some extent the characteristic of the other product in the same category (i.e. Durable goods).

The study of household equipment now takes a new dimension requiring more and better knowledge in the selection, performance and care of all available household equipment in the state.

Manufacturers promised certain things for each brand of equipment. It should be seen and found whether their clients turn out correctly and whether it works out satisfactorily.
Thus with the study of consumer behaviour of Washing machine, Refrigerator, Electric Grinder, Oven, and Electric Rice cooker, one can infer to some extend the characteristics of other products in the same way.

The field of consumer behaviour holds great interest to all the segments of people i.e. consumer, marketers, entrepreneurs and policy makers for individual development of Manipur as well as the country.

Therefore, it has been seen throughout the present thesis that, there are profound changes in consumer behaviour which is influencing how people search for product information and evaluate alternative brand. As well lastly it can be conclude that new world of consumer space, we have the potential to shape our own marketing destinies of our own choice brand.

To fulfill the right marketing destinies of individuals and marketers, the formulation of marketing policies and their development thereafter are the sole responsibility of top management. Thus the development of marketing policies depends upon the day-to-day problem arising in an individual/marketer/home maker and their solution presented by various authorities.
In designing the marketing policies and public policies, the law of the country, social values and customs, and consumers aspiration should be taken into account and they should be integrated in such a manner that they couldn't be surpass the economic and social agenda of the state.