ABSTRACT

The Consumer Durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. Instruments such as cell phones and kitchen appliances like microwave ovens are also included in this category. The sector has been witnessing significant growth in recent years, helped by several drivers such as the emerging retail boom, real estate and housing demand, greater disposable income and an overall increase in the level of affluence of a significant section of the population. The industry is represented by major international and local players such as BPL, Videocon, Voltas, Blue Star, MIRC Electronics, Titan, Whirlpool, etc. The consumer durables industry can be broadly classified into two segments: Consumer Electronics and Consumer Appliances. Consumer Appliances can be further categorised into Brown Goods and White Goods.

India in its 64 years of journey has seen manifold increase in the income of its denizens and this has led to paradigm shift in the purchasing behaviour of the people here. There is a discernible shift in the consumer’s preference in favour of higher end, technologically superior branded products, the demand being spurred by increasing consumer awareness and preference for new models. This shift is also because of the increase in manufacture of branded products and narrowing down of price between branded and non-branded goods. Competition has forced the companies to offer efficient after sales service and support and this, in turn, has swayed customer preference for branded products. Post liberalisation there has been inundation of goods transcending the borders and the customer has a wider choice; breaking the shackles of the consumers regarding limitations of choices. Indian consumer durables market used to be dominated by a few domestic players like Godrej, Allwyn, Kelvinator, and Voltas. But post-liberalization many foreign companies have entered into India, dethroning the Indian players and dominating
the market. The major categories in the market are CTVs, refrigerators, air-conditioners and washing machines. The rural market is growing faster than the urban markets, although the penetration level in rural area is much lower. The CTV segment is expected to be the largest contributing segment to the overall growth of the industry. The rising income levels, double-income families and increasing consumer awareness are the main growth drivers of this industry. In addition to them the young nature of population and easy finance options are also fuelling the market and its dynamics. Consumers today are more indulgent in market place than their predecessors. There has been shift in the definition of needs and wants

India has an increasingly affluent middle class population that, on the back of rapid economic growth, has made the country’s consumer electronics industry highly dynamic. The industry has been witnessing significant growth in recent years due to several factors, such as retail boom, growing disposable income and availability of easy finance schemes. But still, the consumer electronics goods, like refrigerators, microwave and washing machines have low penetration in the country, representing vast room for future growth.

The report finds that since the penetration of several products like TVs and refrigerators are reaching saturation in the urban areas, the markets for these products are shifting to the semi-urban and rural areas.

This research evaluates the Indian consumer electronics industry (White Goods). It briefly discusses about the current and emerging trends in the industry, underlining the future potential areas and key issues crucial for the industry development. It provides an insight into the consumer behaviour in white goods utilization.

The white goods were selected for the study were Washing Machine, Refrigerator, Air-conditioner, as they were considered as luxury goods a decade ago and today
they have almost become necessity goods. This change in the consumer durable industry may be due to the growing dual income families, nuclear families and increase in working women population. The changing trend may be due to the rapid development in the technology, shortage of time, and so on.

**Research Process:**

The research proceeds with identifying the need of the study as what is the level of post purchase satisfaction the consumer have with regard to the above mentioned white goods?. Previous studies and many learned scholars stressed the point that customer satisfaction is the core and underlining principle for any successful business. The whole world of business and market revolves around the single focal point called the customer. The customer retention strategies are framed and reframed to suit the current scenario of globalised business. Researcher had framed the objectives for the study to determine the level of post purchase satisfaction in consumer who are using white goods.

The researcher had proceeded with collecting the data from various consumers using the three white goods namely washing machine, refrigerator and air conditioner which are selected for this study. The data was collected on convenient sample basis by distributing questionnaires to various consumers in and around Chennai city. The researcher had collected data from 610 consumers in and around the city. The collected data was then tabulated and further interpreted.

The data was divided for interpretation into two parts as descriptive analysis and they analytical analysis.

The demographic data was interpreted and represented as descriptive analysis. The data required for the analytical analysis was selected from the tabulated data. All important view and perception given by the consumer were further interpreted
by using various statistical tools like, Chi-square, ANOVA, Correlation, Regression and t test. Required data was inferred and interpreted by using the above mentioned statistical tools. Further the interpretation was presented in a detailed manner. The findings and conclusion were drawn based on the analysis and were presented in a separate chapter. The researcher also suggested few points for a successful business and also presented the further scope in the area.