CHAPTER - III

CONCEPTUAL FRAMEWORK OF SHOPPING PATTERN AND PREFERENCE OF DURABLE PRODUCTS AND PROFILE OF DHARMAPURI DISTRICT
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This chapter presents a conceptual framework of shopping pattern, Preferences of different consumers, growth of durable industry and outlines the district profile of Dharmapuri district, Tamilnadu, India study area. Various Consumer model are also discussed in length to portray consumer choice and decision making. It is comprised into four descriptive heads viz,

3.1 Consumer Behavior of Durable Products
3.2 Shopping Pattern and Preference Models
3.3 Growth of Durable Goods Industry in India
3.4 Profile of Dharmapuri District, Tamil Nadu, India

3.1. CONSUMER BEHAVIOUR OF DURABLE PRODUCTS

"Consumer behavior is the behavior exhibited by people in planning, purchasing and using economic goods and services. Consumer behavior is an integral part of human behavior and cannot be separated from it. In fact the consumer behavior is a subject of human behavior. This does not mean that all human behavior
is consumption oriented. Human behavior refers to the total process by which individuals interact with their environment.”

Consumer buying behavior is the study of how people buy, what they buy, when and why they buy. It is a sub category of marketing that blends elements from psychology, sociology, socio- psychology, anthropology and economics. It attempts to understand the buyer decision making process both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics and behavioral variables in an attempt to understand people’s wants. It also tries to assess influences on the consumers from groups such as family, friends, reference groups and society in general.

Thus, consumer behavior is, “the process whereby individuals decide, whether, what, when, where, how and from whom to purchase goods and services”.

In this process, the consumer deliberates within himself before he finally makes a purchase move. This deliberation relates to many variables and is aimed at solving consumption problems. Amongst these problems, the first and foremost is to decide whether to spend money and the second problem is what to buy because the needs are multiple and resources are scarce. Therefore needs are to be ranked in terms of priority. The subsequent consumption problems relate to the place from

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where to buy, the mode of purchase, quantum of purchases mode of payment and the seller shop from whom to buy.\textsuperscript{3}

This whole buying behavior consists of both physical and mental activities. The physical activities involve visiting a shop, examining the product, selecting products and eating/drinking outside, that is the actual act of consumption. Mental activities on the other hand, involve deliberations within and forming of attitudes, perceiving communication material and learning to prefer a particular brand of product. Consumer behavior consists of all human behavior that goes in making purchase decisions. An understanding of the consumer behavior enables a marketer to take marketing decisions, which are compatible with its consumer needs.

\textbf{Shopping Pattern of Consumer Durables}

The world of today is changing fast. India is no exception. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is mind boggling. India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social and economical framework.

\textbf{a) Need Recognition}

Need recognition means awareness of a want or a desire. A buying process starts with the need arousal. A need can be activated through internal or external

\begin{footnote}
\textsuperscript{3} Dickson, P.R., of Sawyer A.G., "The Price Knowledge and Search of Supermarket Shoppers", Journal of Marketing, 54 (3), (1990), PP.42 – 53.
\end{footnote}
stimuli. The basic needs of a man arise to a particular level and become a drive and he knows from his previous experience. This is a case of internal stimulus. A need can also be aroused by an external stimulus such as the sight of a new product in a shop while purchase after usual product.

b) Product Awareness and Information Search

In this stage the consumer enters a stage of active information search to get product awareness. He/she tries to collect more information about the product, its key attributes, and qualities of various brands and about the outlets where they are available.

The sources of consumer information are:

- Personal sources (family, friends, neighbors etc.)
- Commercial sources (advertisements, salesmen, dealers)
- Public sources (mass media, consumer rating organizations)
- Experimental sources (handling, examining, using the products).

c) Interest

Consumer interest is indicated in the consumer’s willingness to seek further information about a product. At this stage the consumer is actively involved in the buying process and pays attention to the product. However if he loses interest during

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his involvement, his attention will be diverted and the buying process will break
down\textsuperscript{6}.

d) Evaluation and Intention

Once interest in a product is aroused, a customer enters the subsequent stage of evaluation and intention. The evaluation stage represents the stage of mental trial of the product. During this stage, the consumer assigns real-time value-weights to different products/brands on the basis of accumulated stock of product information and draws conclusions about their relative satisfaction giving potential value\textsuperscript{7}. After this evaluation the consumer develops the intention either to purchase or reject the product/brand. The final purchase will however depend on the strength of the positive-intention that is the intention to buy.

e) Output

Output is the end result of the inputs of buying behavior. It emerges after these inputs are duly processed by the consumer. Output is composed of purchase and post-purchase behavior\textsuperscript{8}.


f) Purchase

It is the terminal stage in the buying decision process that completes a transaction. It occurs either as a trial and or adoption. If a consumer is buying something for the first time from the behavioral viewpoint it may be regarded as trial. This trial enables him to accumulate experience about the product purchased\(^9\). If this experience is positive in terms of satisfaction derivation then repeat purchases may occur otherwise not. However repeat purchases will occur only when he is satisfied with the performance. But the possibility of trial purchase is available. In the case of durables like refrigerator, Air conditioner, and Micro wave oven trial purchase is not possible because once a product is purchased it has to be adopted and repeatedly used.

g) Post Purchase Behavior

Post Purchase behavior refers to the behavior of a consumer after his commitment to a product has been made. It originates out of consumer experience regarding the use of the product and is indicated in terms of satisfaction. This behavior is reflected in repeat purchases or abstinence from further purchase\(^10\). If product use experience indicates satisfaction, then repeat purchase will occur otherwise not.

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Determinants of Buying Behavior of Consumers

There are various classes of determinants of buying behavior of consumer's namely marketing environment, economic, sociological, cultural, personal and psychological.

3.2. SHOPPING PATTERN AND PREFERNCE MODELS

Consumer behaviour is a multistage process in which actual buying comes at a much later stage. It becomes crucial for the marketer to understand the initial stages so that they are able to predict the buying stage. This makes the study of consumer behaviour models almost mandatory. Consumer behaviour models serve two distinct functions:

I) They explain the factors that effect purchase of a particular type of goods and services.

II) They allow future predictions to be made and are able to assess the likely outcomes of various marketing strategies.

In order to perform the above mentioned functions, the consumer behaviour model must be relevant (must be as much as possible nearer to the real market situation), comprehensive (they should not be vague and poorly constructed) and valid (the outcomes predicted by the model should be testable and verifiable). If these qualities are maintained in the model, then models become not only useful tools but essential tools for the marketer.
Input, Process and Output Model (IPO)

This is a simple model of consumer behaviour, in which the input for the customer is the firm's marketing effort (the product, price, promotion and place) and the social environment. The social environment consists of the family, reference, groups, culture, social class, etc., which influence the decision making process. Both these factors together constitute the input in the mind of the consumer (Figure No.3.1)

1. Need Recognition

When one is aware of a want, tension is created and one chooses a product to satisfy his needs. There is also a possibility that a person may be aware of a product before its need is recognized. This is indicated by the arrows going both ways from the need to the product and vice-versa.

2. Product Awareness

This can be had from advertisement or exposure to different types of media or by the social circle. The awareness and the need lead to the building of interest. In some cases, the interest may also breakdown and the decision process also stops or may be postponed for the time being.

3. Evaluation and Intention

Evaluation consists of getting more information about the product and comparing and contrasting it with other products. This can be done theoretically or by taking a trial. Once the evaluation is completed, the consumer interest may either buildup his intentions to buy, or he may lose interest and the decision process may again stop or be postponed.
4. **Intention**

Once there is intention to purchase the product, the consumer goes ahead and acts or purchases the product. Once the product is purchased, it is used to fulfill the need and the more the product is used, the more the consumer becomes aware of the positive and negative points of the product.
Fig. 2.1 – Input, Process and output model

5. Post -Purchase Behaviour

After the purchase and use of the product, the customer is satisfied, he/she is happy and goes in for repeat purchases or recommends the same to his/her friends and acquaintance. When the consumer is dissatisfied, he/she discontinues further purchase of the product and builds a negative attitude towards it, which may be harmful and costs to the company.

The post- purchase behaviour is very important for the marketer and the company because it leads to proper feedback for improvement and maintaining the quality and features as desired by the purchaser. If the customer is very happy with the purchase, it forms a good impression about the product and the company.

**Black box model**

It is also called stimulus response model. Consumer's mind and thought processing is treated like a 'Black Box' which cannot be opened to find out how it is working. The model highlights the input stimulus like a promotional advertisement and the resultant output, the purchase behaviour as shown is Figure No. 3.2.
Black box model, although does not go on to describe as how purchase behaviour is formed, mentions personality, motivation, attitude and learning process as the factors standing in between the input stimulus and the output behaviour.

**Howard – Sheth Model**

A simplified version of the basic Howard – Sheth model is shown in Figure No. 3.3. The model consists of four major sets of variables 1) Inputs 2) Perceptual and learning constructs 3) Outputs and 4) Exogenous variables.
(1) Inputs

The input variables consist of three distinct types of stimuli (information sources) in the consumer’s environment. Physical brand characteristics and verbal product characteristics are furnished by the marketer in the form of product or brand information.

The third type stimulus is provided by the consumer’s social environment. All the three types stimuli provide inputs concerning the product class or specific brands to the prospective consumer.

(2) Perceptual and Learning Constructs

The central component of the Howard — Sheth model consists of psychological variables that are assumed to operate when the consumer is contemplating a decision.

These constructs are treated as obstructions and are not operationally defined or directly measured. Some of the variables are perceptual in nature and are concerned with how the consumer receives and processes information acquired from the input stimuli and other parts of the model.
Fig. 3.3 Howard – Sheth Model

(3) Outputs

The model indicates a series of outputs that correspond in name to some of the perceptual and learning construct variables (attention, brand comprehension, attitudes, intention etc) in addition to the actual purchase.

(4) Exogenous Variables

External variables are not directly part of the decision making process and are not shown in the model presented here. Relevant external variables include the importance of the purchase, consumer personality traits, time pressure and financial status.

Nicosia Model

It is an elaborate computer flow chart of the consumer decision-making process (See Figure No 3.4). It is divided into four major fields they are:

1. The consumer attitude based on message exposure
2. The consumers product search and evaluation
3. The act of purchase and
4. The feed back in the form of consumer experience to both the firm and the consumer.

(i). Consumers Attitude based on the Firms Messages

The firms marketing environment and communication efforts affect the consumer attitudes, such as product attributes, the competitive environment characteristics of relevant mass media, the choice of copy appeal and characteristics
of the target market. It specifies various consumer characteristics that mediate reception of the firms.

Fig. 3.4 Flow Chart of the Nicosia Model of Consumer Decision Processes

Promotional messages. The output is an attitude towards the product based on consumers' interpretation of the message.

(ii) Search and Evaluation

It deals with the search for relevant information and evaluation of the firm's brand in comparison with alternative brands. The output of this stage is motivation to purchase the firm's brand.

(iii) The Act of Purchase

The consumer's motivation towards the firm's brand results in purchase of the brand from a specific retailer.

(iv) Feedback

Two important types of feedback are obtained from the purchase experience. One, to the firm in the form of sales data and the other, to the consumer in the form of experience i.e., satisfaction or dissatisfaction. The consumer experience with the product affects the individual's attitudes and predisposition concerning future messages from the firm.

Engel - Kollat - Blackwell model

This model of consumer behaviour consists of four sections (Figure No. 3.5)

1. Decision Process stages
2. Information input
3. Information processing and
4. Variables influencing the decision process
1. Decision Process Stages

The central focus of the model is on five basic decision process stages, viz., problem recognition, search, alternative evaluation, purchase and outcomes. The number of stages that in a specific purchase.

2. Information Input

Information from marketing and marketing sources feeds into the information processing section of the model. After passing through the consumers memory, which servers as a filter, the information has its initial influence at the problem recognition stage of the decision making process. Search for external information is activated, if additional information is required in order to arrive at a choice, or if the consumer experiences dissonance because the selected alternative is less satisfactory than expected.
Fig. 3.5 Engel – Kollat – Blackwell Model

3. Information processing

This section of the model consists of the consumers exposure, attention, comprehension, perception, yielding, acceptance, and retention of incoming marketer-dominated and non-marketing information. Before a message can be used, the consumer must first be exposed to it. He must be able to allocate information-processing capacity to it, interpret the stimulus, be persuaded by it, and retain the message by transferring the input to long term memory. In order to be retained in long term memory as information and experience, the message must pass through both sensory memory—which analyses the input in terms of physical properties and short term memory where the message is analyzed for meaning.

4. Variables Influencing the Decision Process

The model consists of individual and environmental influences that affect all five stages of the decision process. Individual characteristics include motives, values, lifestyle and personality and the social influences are culture, reference groups and family. Situational influences, such as a consumer's financial condition, also influence the decision process.
3.3. GROWTH OF DURABLE GOODS INDUSTRY IN INDIA

Globally it has been observed that as income levels rise, the share spent on food and grocery in the total household income declines and the proportion of income spent on lifestyle-related activities increases. Spending on consumer durables, apparel and lifestyle products have increased, both in developing as well as developed nations.

In Economics, a consumer durable is a commodity which does not quickly wear out, or more specifically, it yields services or utility over time rather than being completely used up when used once. Examples of durable goods include cars, appliances, business equipment, electronic equipment, home furnishings and fixtures, house ware and accessories, photographic equipment, recreational goods, sports equipment, toys and games. Growth in the consumer market has received further impetus by the fact that a large proportion of the consumers are in the 18-35 years age group with a propensity to spend. In the Indian context, the size of the market is currently estimated at 300 million, which is larger than the population of the United States and is expected to grow to 450 million before the end of the decade. The middle class forms the backbone of any economy. Besides this the higher income group is estimated to grow to 38.2 million in 2007 from 14.6 million in 2000 translating it to growth across all levels of society.

The Indian consumer durables industry has witnessed a considerable change in the past couple of years. Changing lifestyle, higher disposable income coupled with
greater affordability and a surge in advertising has been instrumental in bringing about a sea change in the consumer behavior pattern.

This industry consists of durable goods used for domestic purposes such as televisions, washing machines, refrigerators, microwave ovens, mobile phones etc. The growth in the consumer durables sector has been driven primarily by factors such as the boom in the real estate and housing industry, higher disposable income, emergence of the retail industry in a big way coupled with rising affluence levels of a considerable section of the population.

As per a survey conducted by FICCI on the Indian consumer durables industry, a shift in consumer preferences towards higher-end, technologically advanced branded products has been quite discernable. This shift can be explained by narrowing differentials between the prices of branded and unbranded products added with the high quality of after sales service provided by the branded players. The shift has also been triggered by the availability of foreign branded products in India owing to lower import duties coupled with other liberal measures as introduced by the government.

**Industry classification of consumer durable goods**

The consumer durables industry can be broadly classified as consumer electronics and consumer appliances. The consumer appliances category can be further segmented as white goods and brown goods.
TABLE NO. 3.1
CLASSIFICATION OF CONSUMER DURABLE GOODS

<table>
<thead>
<tr>
<th>White Goods</th>
<th>Brown Goods/Kitchen Appliances</th>
<th>Consumer Electronics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refrigerators</td>
<td>Mixers and Grinders</td>
<td>Mobile Phones</td>
</tr>
<tr>
<td>Washing Machines</td>
<td>Microwave Ovens, Cooking Range</td>
<td>Television</td>
</tr>
<tr>
<td>Air conditioners</td>
<td>Iron</td>
<td>MP3 Players</td>
</tr>
<tr>
<td>Speakers and Audio Equipments</td>
<td>Electric Fans</td>
<td>DVD Players/VCD Players</td>
</tr>
</tbody>
</table>

Spending on mobile phones has more than trebled in the past three years, says Management consultancy KSA Technopak. Tele-density has increased from 8.8 per cent in January 2005 to 11.7 per cent at the end of January 2006. The total number of phones, as on January 31, 2006 was 130.8 million. The passenger vehicle market (which includes cars and utility vehicles) crossed the coveted one million mark during the financial year 2004-05. India's domestic passenger car sales rose 8.34 per cent in January 2006 to 84,235 units from 77,744 units in the same month last year, according to the Society of Indian Automobile Manufacturers.

The white goods industry comprising air conditioners and refrigerators recorded a surge of 37.9 per cent in sales turnover for the quarter ended September 2005. Leading consumer durables players and experts predict a 10-12 per cent growth for the sector in 2006. Their confidence stems from the fact that calendar year 2005
saw a growth of 8-10 per cent in the US$ 4.7 billion sector, driven by high-end categories.

The Federation of Indian Chambers of Commerce and Industry (FICCI) have carried out a comprehensive Survey of industries in the consumer durable goods sector. The FICCI Survey, based on feedback and interaction with representatives of consumer durables industry, allied industry organizations, associations, Government agencies and public sector undertakings, reveals that sector is poised for a quantum leap due to technological improvements, falling prices due to competition, aggressive marketing and declining import tariffs.

The Survey reflects the changing dynamics of consumer behaviour – luxury goods are now being perceived as necessities with higher disposable incomes being spent on lifestyle products. There is a discernible shift in the consumers 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 explained by the growing trend of products being manufactured in the organized sector of the economy and the narrowing down of the price differential between branded and non-branded goods. Competition has forced companies to offer efficient after sales service and support and this, in turn, has swayed customer preference for branded products. The Survey highlights the positive growth trends in consumer durable segments –white goods and consumer electronics during April-March 2004-05 and points to sustained growth during 2005-06 because of emerging opportunities and strong fundamentals of the economy.
The FICCI Survey offers insights into the dynamics of growth in a competitive market environment. The Survey has identified some of the salient features of developments as follows:

(i) A quality product with superior technology and technology upgradation has helped the industry to achieve higher growth in terms of volume and also in higher realization in value terms. Though CTV segment faced a de-growth in April-June 2005 sales of CTVs declining by 5.3 per cent and in value terms by 14.1 per cent due to the Value Added Tax (VAT) regime introduced in April 2005, the flat CTV category achieved a volume growth of 36.2 per cent and value growth of 25.8 per cent in the first quarter of 2005-06.

(ii) The refrigerator segment also has shown a similar trend with frost-free segment having about 54 growths with about 15 per cent de-growth indirect cool refrigerators there has been qualitative change in consumers preference – going for higher end products.

(iii) Rate of growth in production has been more in terms of quantity or in Volume growth rather than the growth in value terms for a number of products. This has appended because of constantly falling prices over the years due to competition among the major players, aggressive marketing strategies, declining import tariffs. Because of growth in production in the organized segment and domestic availability of branded products due to lowering of import duties and other liberal measures, the share of unorganized segment has come down sharply to only 8 to 10 per cent from 40 to 50 percent. The
production of VCD/DVD has shifted to the organized sector, which has come out with branded DVD players with Multi-facilities combined.

(iv) The price differences between branded and unbranded goods has narrowed down and with branded players providing good after sales services and support consumer prefer to buy branded products. The consumer durables industry appears to have two clearly differentiated segments. The MNCs have an edge over their Indian counterparts in terms, of technology combined with a steady flow of capital. The domestic companies compete on the basis of their well-acknowledged brands, an extensive distribution network and an insight into local market conditions. Competitive strategies revolve around strong brand differentiation and prices. Bargaining power of customers is high due to availability of many brands.

(v) Demand is Cyclical and seasonal. Demand is high during festive season and it is generally dependent on good monsoons. Purchase necessarily is done only during the harvest, festive and wedding seasons April to June and October to November in North India and October to February in the South.

(vi) Rural India, which accounts for nearly 70 percent of the total number of households, offers plenty of scope and opportunities for the white goods industry. The urban consumer durable market for products including TV is growing annually by 7 to 10 percent whereas the rural market is zooming ahead at around 25 percent annually.
(vii) Increasing consumer awareness and preference for new models have added to the demand. Products like air conditioners are no longer perceived as luxury products but are treated as necessities in the changed socio-economic environment with changed life styles.

(viii) Attractive consumer loan schemes with reduced interest rates over the years by the financial institutions and commercial banks and the hire-purchase schemes have added to the surge in demand. Besides, the consumer goods companies are themselves coming out with attractive financing schemes to consumers through their extensive dealer network.

(ix) The phenomenal growth of media in India and the flurry of television channels and the rising penetration of cinemas have spread awareness of products in the remote markets. The Internet being now used by the market functionaries that will lead to intelligence sales of the products. It will help to sustain the demand boom witnessed recently in this sector.
Growth Prospective

TABLE NO 3.2

KEY CONSUMER DURABLES - SHARE BY VOLUME

<table>
<thead>
<tr>
<th>S. NO</th>
<th>DURABLE PRODUCTS</th>
<th>SHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>COLOUR TELEVISION SETS (CTVS)</td>
<td>30%</td>
</tr>
<tr>
<td>2</td>
<td>REFRIGERATORS</td>
<td>18%</td>
</tr>
<tr>
<td>3</td>
<td>AIR-CONDITIONERS</td>
<td>13%</td>
</tr>
<tr>
<td>4</td>
<td>WASHING MACHINES</td>
<td>5%</td>
</tr>
<tr>
<td>5</td>
<td>OTHERS</td>
<td>34%</td>
</tr>
</tbody>
</table>

(Source: Cygnus Quarterly Report, Aug 2007, Edelweiss Report on Industrial Production)
TABLE NO.3.3

Year-Wise Growth of Durable Goods Production in India

<table>
<thead>
<tr>
<th>Use based group</th>
<th>Basic goods</th>
<th>Intermediate goods</th>
<th>Capital goods</th>
<th>Consumer goods</th>
<th>Consumer Durables</th>
<th>Consumer Non Durables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight</td>
<td>35.6</td>
<td>26.5</td>
<td>9.3</td>
<td>28.7</td>
<td>5.4</td>
<td>23.3</td>
</tr>
<tr>
<td>2002-03</td>
<td>4.8</td>
<td>3.9</td>
<td>10.5</td>
<td>7.1</td>
<td>-6.3</td>
<td>12.0</td>
</tr>
<tr>
<td>2003-04</td>
<td>5.5</td>
<td>6.4</td>
<td>13.6</td>
<td>7.2</td>
<td>11.6</td>
<td>5.8</td>
</tr>
<tr>
<td>2004-05</td>
<td>5.5</td>
<td>6.1</td>
<td>13.9</td>
<td>11.7</td>
<td>14.3</td>
<td>10.8</td>
</tr>
<tr>
<td>2005-06</td>
<td>6.7</td>
<td>2.5</td>
<td>15.7</td>
<td>12.0</td>
<td>15.3</td>
<td>10.9</td>
</tr>
<tr>
<td>2006-07</td>
<td>10.3</td>
<td>11.9</td>
<td>18.3</td>
<td>10.1</td>
<td>9.1</td>
<td>10.5</td>
</tr>
</tbody>
</table>

April-May

<table>
<thead>
<tr>
<th></th>
<th>Basic goods</th>
<th>Intermediate goods</th>
<th>Capital goods</th>
<th>Consumer goods</th>
<th>Consumer Durables</th>
<th>Consumer Non Durables</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-07</td>
<td>9.2</td>
<td>10.5</td>
<td>20.6</td>
<td>9.7</td>
<td>12.5</td>
<td>8.8</td>
</tr>
<tr>
<td>2007-08</td>
<td>9.4</td>
<td>10.5</td>
<td>18.6</td>
<td>12.7</td>
<td>3.8</td>
<td>15.9</td>
</tr>
</tbody>
</table>


(x) The sectors which have recorded excellent growth rates of more than 20 per cent in terms of quantity produced are Air Conditioners (25 per cent), Split Air Conditioners (42.6 per cent) Micro Wave Woven (27.3 per cent), DVDS (25 per cent) VCD/MP3 (20 per cent), Colour Picture Tube (23 per cent). The sectors which have recorded high growth rates between 10 and 20 per cent in April-March 2004-05 over the corresponding previous period are Colour Television (12 percent), Window Air Conditioners (18.8 per cent), Washing Machines (18.1 per cent) Watch (10 percent), Frost Free Refrigerators (13.8 percent).
Some sectors which have recorded moderate growth of 0 to 10 per cent are refrigerators (5 per cent), clock (8 per cent), Direct Cool Refrigerator (2.8 per cent) the sector recording negative growth is Black and White TV (-16.7 percent). The refrigeration industry has reached 3.9 million units in 2004-05 from 3.7 million units in the last year with a growth of 5 per cent.

The Air-Conditioners industry has reached at 1.2 million units during 2004-05 with a growth of 25 per cent from 9.8 lakh units in 2003-04. Washing Machines is estimated to have grown by 18.1 per cent from 1.35 million units in 2003-04 to 1.6 million units in 2004-05. Microwave ovens have grown by 27.3 per cent growth 3.5 lakh units compared to 2.75 lakh units in 2003-04.

The Indian Color Television industry has grown by 12.1 per cent in 2004-05 by reaching 9.25 million units in 2004-05 from 8.25 million units in 2003-04. The Black and White TV has recorded a negative growth of 16.7 per cent from 3 million units in 2003-04 to 2.5 million units in 2004-05.

Watch and clock have registered growth of 10 per cent and 8 per cent from 20.6 mn units and 26.3 million units in 2003-04 to 22.6 mn units and 28.4 mn units in 2004-05.

The VCD/MP3 industry has registered 20% growth and has achieved production of 8.4 million units. The un-organized sector has occupied a major share in manufacturing and supplying VCD/MP3. DVD Players are estimated to have grown by 25 per cent in 2004-05 with the volume estimated to be 625000 units. The first half of the year and the first quarter of the financial
year, 2005 have seen a little setback for the domestic consumer electronics and
durables industry with the two largest segments of the industry - colour
televisions (CTV) and refrigerators facing decline in production and sales
during the period. But the Air conditioners and washing machines market have
grown at the rate of 20 percent. The de-growth seen in the first quarter of the
current fiscal has been mainly due to the value added tax regime introduced in
April, 2005, as held by the industry representative.

Overall, the refrigerator segment had achieved a negative growth of 4.3
per cent in volume terms and two per cent in value terms during the period.
The continued acceleration in the production of consumer goods during 2003-
04 through 2005-06 experienced a sudden retardation in 2006-07. It was
caused mainly by a sharp slowdown in the production of consumer durable
goods. The output of consumer durable goods grew by 9.1 per cent in 2006-07,
compared to 15.3 per cent in 2005-06. The deceleration continued during the
first two months of the current fiscal, April-May. The growth rate dipped to 3.8
per cent against 12.5 per cent posted in April-May 2006. The sharp slowdown
in the output of consumer durables appears to have been caused by slump in
demand on account of the rising rates of interest.

Opportunities and Potentialities for Future Growth

The rising rate of growth of GDP, rising purchasing power of people with higher
propensity to consume with preference for sophisticated brands would provide
constant impetus to growth of white goods industry segment. Penetration of
consumer durables would be deeper in rural India if banks and financial institutions come out with liberal incentive schemes for the white goods industry segment, growth in disposable income, improving lifestyles, power availability, low running cost, and rise in temperatures.

While the consumer durables market is facing a slowdown due to saturation in the urban market, rural consumers should be provided with easily payable consumer finance schemes and basic services, after sales services to suit the infrastructure and the existing amenities like electricity, voltage etc. Currently, rural consumers purchase their durables from the nearest towns, leading to increased expenses due to transportation. Purchase necessarily done only during the harvest, festive and wedding seasons April to June and October to November in North India and October to February in the South, believed to be months 'good for buying', should be converted to routine regular feature from the seasonal character.

Rural India that accounts for nearly 70 percent of the total number of households has a 2 percent penetration in case of refrigerators and 0.5 percent for washing machines offers plenty of scope and opportunities for the white goods industry. The urban consumer durable market for products including Television is growing annually by 7 to 10 percent whereas the rural market is zooming ahead at around 25 percent annually.

According to survey made by industry, the rural market is growing faster than the urban India now. The urban market is a replacement and up gradation market now. The increasing popularity of easily available consumer loans and the expansion of
hire purchase schemes will give a moral boost to the price-sensitive consumers. The attractive schemes of financial institutions and commercial banks are increasingly becoming suitable for the consumer. Consumer goods companies are themselves coming out with attractive financing schemes to consumers through their extensive dealer network. This has a direct bearing on future demand. The other factor for surging demand for consumer goods is the phenomenal growth of media in India. The flurry of television channels and the rising penetration of cinemas will continue to spread awareness of products in the remotest of markets. The vigorous marketing efforts being made by the domestic majors will help the industry. Now The Internet being used by the market functionaries that will lead to intelligence sales of the products. It will help to sustain the demand boom witnessed recently in this sector. The ability of imports to compete is set to rise. However, the effective duty protection is still quite high at about 35-40 per cent. So, a flood of imports is unlikely and would be rather need based.

Reduction in import duties may significantly lower prices of products such as microwave ovens, whose market size is quite small in India. Otherwise, local manufacturing will continue to stay competitive. At the same time, there will be some positive benefits in the form of reduction in input costs. Washing machines and refrigerators will also benefit from lower input costs.

The recently released index of industrial production (IIP) data for July 2008 was a welcome relief reporting a five month high of 7.1 percent on account of high growth in production of capital goods and consumer durables. Clearly the suppliers
are gearing up for the festive season expecting the demand to pick up. Some say it's just a process of inventory build-up following months of low production. Others say that it is a reflection of buoyancy in consumer sentiment. So the obvious questions are: What lies in store for the durable good's industry?

A number of factors are working to the detriment of this industry this includes.

- **A high rate of inflation**: A strong demand dampener – Inflation hits the durables sector with a greater impact due to its characteristics long inter-purchase interval and due to the fact that typically necessities are non-durable. The situation is compounded by the fact that rising input costs have forced producers to hike prices by 3-7 percent.

- **A depreciating rupee**: further increasing input cost – Most top-End Models of white goods (washing machines, Microwaves, Air-Conditioner and refrigerators) are either wholly important or imported and hence assembled in India weakening rupee has added to the production cost of these goods. Though its effects vary across manufactures, a prudent estimate explains a standard minimum imported component of 5 Percent across durable goods categories.

- **Shrinking consumer finance**: Adversely affecting demand – Direct credit based finding accounts for 10-20 percent of sales in the consumer durables segment. Several times bank has withdrawn this facility and now offers credit cards. The monetary contraction by the RBI has only worsened the situation.

- **Innovation**: Success in the long-term will require firms to develop a wide and robust distribution network, differentiate their products in areas of relevance to
the consumer and innovate in the areas of promotion, product financing, etc. The product and approach to market need to be customized to suit the unique needs of the Indian market.

Notwithstanding the above factors, the future is not expected to be bleak. The election bound government at the centre is leaving no stone unturned in doling out goodies to the voters. The government hopes to augment purchasing power by accepting recommendations of the sixth pay commission and granting the much hyped farm loan waiver. Moreover several reports point to the rising pay checks in the private sector as well. Given the on set of the festive season which make boom period for the industry. The immediate future is expected to be bright. On the whole, medium term prospects could be dim on account of cyclical fluctuation in the economy but the long term growth prospects of this sector are intact.

3.4. PROFILE OF THE DHARUMAPURI DISTRICT, TAMIL NADU, INDIA

Selection and adoption of a suitable area is a pre-requisite for meaningful analysis of any research problem. The trend of sustainable economic growth and development of a region is basically influenced by the quantitative and qualitative aspect of existing resources. Environmental factors, such as land, water, climate and atmosphere are the necessary factors which determine to a greater extent, the level of economic development attained and also the future economic development of a region. Moreover, human resources, its skill and level of utilization are the important factors for the socio and economic development of an area.
This section of the thesis provides a view of the environmental factors of Marketing such as Consumer, Technology, Socio-economic condition and other infrastructural facilities of the study area. An environmental study necessarily develops a comprehensive understanding of an integrated Marketing condition of the area taken for investigation and analysis. A short account of the study is given in this chapter.

**History of Dharmapuri District**

The earliest known chief tain who ruled Tagadur (present Dharmapuri) during the Sangam era, is Adhiyaman Naduman Anji, whose patronage sustained the famous poetess Avvaiyar. The next we hear in the 8th century when the northern parts of Salem District were probably under the Pallavas regime. Subsequently, we hear of the Ganga Pallavas having sway over the Western parts of the Salem District. The Western Gangas are also mentioned as having ruled Baramahal during the end of the 8th century.

In the beginning of the 9th Century, the Rashtrakutas gained power and influenced the history of the district for the next two centuries. During the period, the Cholas also rose to power in the south and Aditya-I conquered the Kongunadu in 894 A.D. During 949-950 A.D., the Cholas suffered a defeat from the Rastrakutas whose decline started later after the death of their king Krishna-III. Subsequently, the entire area in Salem District came under the rule of the Cholas. The Gangavadi was then annexed to the Chola territory and placed in charge of an Adigaman Tagadur. The 12th century witnessed the decline of the Chola empire when the Hoysalas rose to
power and routed the Cholas from Gangavadi. They are said to have captured Kolar, sacked Kotayur and over ran the western parts of Kongunadu. The Baramahal and Talaget areas apparently still remained with the Cholas. But the Adigaman seems to have practically become free and owed only nominal allegiance to the Cholas. Soundrapandia-I assisted the Yadavas in driving out the Hoysala king, Vira Someswara from the Chola territory.

The histories of the 13th Century revolve itself between the Hoysalas and the Pandyas. This portion may be added after when they were attacked from the North by the Yadavas, the Hoysalas retreated towards the South in Kongunadu. It is known that Jatavarman Soundrapandian-I assisted the Yadavas in driving out the Hoysalas king, Vira Someswara, from the Chola territory. But it is doubtful whether he made himself master of the Talaghat area as there are records to show that Vira Someswara's son Vira Ramanatha later ruled the whole of Salem District and the Pandiyas were then eclipsed by the Mohammadan emissaries of the Delhi Sultanate.
The rise of Vijayanagar kingdom was seen in the 14th century. In 1365-66 A.D., Bukka-I turned his attention towards the south to overthrow the Mohammedan Sultanate of Madurai. One of these campaigns must have brought Salem District under the Vijayanagar kings. They ruled these parts till 1565 A.D when the glory of the Vijayanagar king was laid in dust by the combined armies of the Deccan Sultans.
on the field at Talikota Hosur Denkanikota. While Jagaderea Raya of Chennapatna ruled the Baramahal along with Mysore. Meanwhile the ascendancy of the Madurai Nayakas reached its zenith during the time of Tirumala Nayak who came to power in 1623 A.D. and this tract was placed in charge of Poligars owing allegiance to him. Ramachandra Nayaka, one of his poligars was incharge of Talaimalai a hill overlooking the Cauvery in the south Namakkal taluk. The Namakkal Fort is said to have been built by them. The Gathi Mudaliars were incharge of the most dangerously exposed province of the Nayak Kingdom with Kaveripuram on the right bank of the Cauvery as their strategic capital commencing one of the principal passes to the Mysore plateau. The centre of their power seems, however to have been Taramangalam where they built a grand edifice of a temple. It is said that their domination extended as far as Talaivasal to the east, Dharapuram in Coimbatore District in the south. The forts of greatest strategic importance held by the Gathi Mudaliars were Omalur and Attur.

Several places in Coimbatore were taken by Kantirava Narasa Raja of Srirangapatnam from Gathi Mudaliars in 1611 A.D. After 11 years, he seized Baramahal including Viralahadradurg, Pennagaram, Dharmaipuri and Denkanikotta in 1654 A.D., he took over Hosur from Chandra Sankar Dodda Devaraju the king of Mysore wrested Omalur from the Gathi Mudaliars and thus erased them out of political scene. The aggression of Marattas, however checked the power of the Mysore Kings. For a time Baramahal and Talaghat passed into the hands of Marattas.
In 1688-89 A.D., Chikka Deva Raya king of Mysore felt strong enough once again to invade Baramahal and wrested Dharmapuri, Manukonda, Omalur Paramathi, Kaveripatinam and Attur were also retrieved by Chika Deva Raya and the whole district of Salem came under his control before his death in 1704 A.D. Meanwhile Abdul Nabikhan of Nawab of Cuddapah extended his possession towards South and by 1714 A.D., he made himself master of the Baramahal. By about 1750 A.D., Hyder Ali was in power in Mysore Baramahal came under his sway in 1760 A.D. By 1767 A.D., the British Government at Madras planned an attack on Hyder Ali and seized Kaveripattinam without serious opposition. Krishnagiri was then besieged. Meanwhile, reinforcement was brought by Hyder Ali and they drove away the British. Thus, Kaveripattinam was recaptured. Some months later the British made another invasion on the Baramahal. Further, South Dharmapuri, Salem, Attur, Sendamangalam and Namakkal were surrendered to the British without serious difficulties. The victory, however, was short lived because Hyder Ali soon recaptured Dharmapuri, Denkanikota, Omalur, Salem and Namakkal. During the period of second Mysore war, Salem District was in the hands of Hyder Ali. Tippu Sultan succeeded Hyder Ali and proved to be a formidable power. The British made an alliance with the Marattas and the Nizam and started the third Mysore war in 1790 A.D., in order to curb the power of Tippu Sultan. A wing of the British forces stationed itself fully reinforced at Kaveripattinam. Even though Tippu Sultan rushed to this spot with his full force, he could not dislodge the British. A number of alternations took place between the commanding forces in the Baramahal area.
In 1791, Hosur, Anjetti, Nilgiri and Ratnagiri came under the British Royakotta and many other small forts fell without much resistance. In 1791 Tippu sent a force from the South along the Tippu pass. In the battle at Pennagaram they surrendered to the British. In 1792 A.D., a peace treaty was signed between Tippu and English. According to this, a half of the dominion of Tippu was taken away. The whole of Salem District except the Balaghat and a portion of Hosur came into the hands of the British. The first British Collector had is headquarters at Krishnagiri on strategic consideration.

The last Mysore war in 1799 added up several places in Hosur Taluk like Nilgiri, Anjetti, Durgam, Ratnagiri and Kelamangalam which were recaptured by British. After the fall of Srirangapattinam in which Tippu Sultan lost his life the Balaghat area was also added to Salem District. The present Dharmapuri District was then the part of the Salem District. The British on their victory over Tippu had control over this area since 1792 A.D.

During the British rule in the country and even till 1947 there was no separate district except Dharmapuri as one of the taluks of Salem District. This was formed as a separate district in 1965 with it headquarters at Dharmapuri. Again it was bifurcated as Dharmapuri and Krishnagiri in the year 2004, now it bounded by Tiruvannmalai and Villupuram Districts on the east, Salem District on the South, Krishnagiri District on the North and Kaveri River on the west. The total geographical area of Dharmapuri District is 4497.77 Sq Kms, i.e., 3.46% of Tamil Nadu.
FIGURE NO. 3.7

TALUKS OF DHARMAPURI DISTRICT

Dharmapuri District
Taluks

Palakkodu

Pennagaran

Dharmapuri

Harur

Pappireddipatti

(Map Not to Scale)
Digital Map Source: TWAB Board, Chennai
Web Design: NIC, TNSC
TABLE NO. 3.4
ADMINISTRATIVE DIVISIONS

<table>
<thead>
<tr>
<th>REVENUE DIVISIONS</th>
<th>REVENUE TALUKS</th>
<th>PANCHAYAT UNIONS</th>
<th>TOWN PANCHAYATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Dharmapuri</td>
<td>1. Dharmapuri</td>
<td>1. Dharmapuri</td>
<td>1. Marandahalli</td>
</tr>
<tr>
<td></td>
<td>5. Pappireddipatti</td>
<td>5. Karimanagalam</td>
<td>5. Pennagram</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6. Morappur</td>
<td>6. B. Mallapuram</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8. Pappireddipatti</td>
<td>8. Harur</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>9. Kadathur</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>10. Karimangalam</td>
</tr>
</tbody>
</table>

(Source: Dharmapuri District statistical Handbook, 2008).
FIGURE NO.3.8
BLOCKS OF DHARMAPURI DISTRICT

Dharmapuri District
Blocks

Palakkodu
Karikangalam
Pennagaram
Harur
Pappireddipatty
Morappur
Nallampalli
Dharmapuri

Digital Map Source: TWAD Board, Chennai
Web Design: NIC, TNSC
Demographic Profile of Dharmapuri District

As of 2001 India census, Dharmapuri had a population of 12,95,182. Males constitute 52 percent of the population and females 48 percent. Dharmapuri has an average literacy rate of 74 percent, higher than the national average of 59.5 percent. Male literacy is 79 percent and female literacy is 68 percent. In Dharmapuri, 11 percent of the population is under 6 years of age.

**TABLE NO. 3.5**

**POPULATION OF DHARMAPURI DISTRICT**

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>District</td>
<td>Censu</td>
<td>Males</td>
<td>Females</td>
<td>Decadal Population</td>
<td>Variation</td>
</tr>
<tr>
<td>Dharmapuri</td>
<td>1901</td>
<td>356,471</td>
<td>362,171</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td>1911</td>
<td>372,641</td>
<td>378,725</td>
<td>33,344</td>
<td>4.7</td>
</tr>
<tr>
<td></td>
<td>1921</td>
<td>358,757</td>
<td>359,843</td>
<td>33,486</td>
<td>4.5</td>
</tr>
<tr>
<td></td>
<td>1931</td>
<td>402,687</td>
<td>418,143</td>
<td>120,230</td>
<td>16.7</td>
</tr>
<tr>
<td></td>
<td>1941</td>
<td>489,372</td>
<td>480,704</td>
<td>131,246</td>
<td>15.7</td>
</tr>
<tr>
<td></td>
<td>1951</td>
<td>551,501</td>
<td>540,090</td>
<td>121,515</td>
<td>12.5</td>
</tr>
<tr>
<td></td>
<td>1961</td>
<td>676,885</td>
<td>655,366</td>
<td>240,660</td>
<td>22.1</td>
</tr>
<tr>
<td></td>
<td>1971</td>
<td>855,274</td>
<td>825,501</td>
<td>345,524</td>
<td>25.9</td>
</tr>
<tr>
<td></td>
<td>1981</td>
<td>1,019,362</td>
<td>977,698</td>
<td>319,285</td>
<td>19.0</td>
</tr>
<tr>
<td></td>
<td>1991</td>
<td>1,250,671</td>
<td>1,177,925</td>
<td>431,536</td>
<td>21.6</td>
</tr>
</tbody>
</table>

Source: Census of India 2001.
### TABLE NO. 3.6

**RURAL AND URBAN POPULATION OF DHARMAPURI DISTRICT**

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
<th>Total</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,70,520</td>
<td>6,24,662</td>
<td>12,95,182</td>
<td>11,60,628</td>
<td>1,94,554</td>
</tr>
<tr>
<td>52%</td>
<td>48%</td>
<td>--</td>
<td>85%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: Census of India 2001.

### TABLE NO. 3.7

**AREA, POPULATION AND LITERATES-SEX WISE**

**BY BLOCKS AND MUNICIPALITIES**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Name of the blocks</th>
<th>Area (SqKm)</th>
<th>Population</th>
<th>Literates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Persons</td>
<td>Male</td>
</tr>
<tr>
<td>1.</td>
<td>Dharmapuri</td>
<td>371</td>
<td>213775</td>
<td>110102</td>
</tr>
<tr>
<td>2.</td>
<td>Nallampalli</td>
<td>413</td>
<td>161343</td>
<td>84202</td>
</tr>
<tr>
<td>3.</td>
<td>Harur</td>
<td>882</td>
<td>165736</td>
<td>85174</td>
</tr>
<tr>
<td>4.</td>
<td>Morapur</td>
<td>562</td>
<td>1555000</td>
<td>80073</td>
</tr>
<tr>
<td>5.</td>
<td>Pappiredipatty</td>
<td>408</td>
<td>102866</td>
<td>52646</td>
</tr>
<tr>
<td>6.</td>
<td>Pennagram</td>
<td>1130</td>
<td>194882</td>
<td>102269</td>
</tr>
<tr>
<td>7.</td>
<td>Palacode</td>
<td>384</td>
<td>164074</td>
<td>84923</td>
</tr>
<tr>
<td>8.</td>
<td>Karimangalam</td>
<td>348</td>
<td>137506</td>
<td>71131</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>4498</td>
<td>1295182</td>
<td>670520</td>
</tr>
</tbody>
</table>

Source: Census of India 2001
INDUSTRY ESTABLISHMENT

The district is an industrially backward one. However, after the formation of the SIPCOT industrial Complex in Hosur a number of medium and large-scale units were started, most of them in and around Hosur. Presently 112 large-scale units are located in the district. Besides these, there were 10880 SSI units in the district as on 31.7.01. Huge granite reserves helped the growth of quarries and granite polishing industry in the district. Similarly, the vast mango plantations helped the growth of pulp units also.

TABLE NO. 3.8

INDUSTRIAL SCENARIO

<table>
<thead>
<tr>
<th>Existing Industrial Scenario</th>
<th>Emerging Industrial Scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Agro Based industries</td>
<td>• Agro based industries</td>
</tr>
<tr>
<td>• Auto two wheeler</td>
<td>• Auto Components</td>
</tr>
<tr>
<td>• Coir Products</td>
<td>• Biotech Products</td>
</tr>
<tr>
<td>• Cotton Textiles &amp; Hosiery</td>
<td>• Cold storage of Vegetables and Fruits</td>
</tr>
<tr>
<td>• Engineering Industry</td>
<td>• Consumer durable</td>
</tr>
<tr>
<td>• Granite polishing</td>
<td>• Electronic Industries</td>
</tr>
<tr>
<td>• Paper products.</td>
<td>• Food Processing Industry</td>
</tr>
<tr>
<td>• Plastic Industries</td>
<td>• Granite polishing</td>
</tr>
<tr>
<td>• Readymade Garments</td>
<td>• Herbal Products</td>
</tr>
<tr>
<td>Wood products</td>
<td>Oleoresins</td>
</tr>
<tr>
<td>---------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td></td>
<td>Recreational and Entertainment</td>
</tr>
<tr>
<td></td>
<td>Rubber and Plastic Industry</td>
</tr>
<tr>
<td></td>
<td>Software and IT Enabled Services</td>
</tr>
<tr>
<td></td>
<td>Tissue culture.</td>
</tr>
<tr>
<td></td>
<td>Tourism</td>
</tr>
</tbody>
</table>

(Source: Dharmapuri District statistical handbook, 2008).

**Infrastructure Profile Dharmapuri District**

**Climate**

The climate here is generally warm. The hottest period of the year is between the months of March to May, reaching a maximum temperature of up to 38°C in April. The temperatures drop in December and the low temperatures continue up to February, touching a minimum of 15°C in January. The district receives an average annual rainfall of 895.56 mm.
a) Mineral Resources and Communication

Dharmapuri district is endowed with sizeable reserves of Granite. High quality black Granite is available in Pennagaram, Harur and Palacode blocks. Quartz is available at Kendiganapalli Village of Pennagaram Taluk, Velampatti
of Harur taluk and Pethathampatti of Pappireddipatti Taluk. Another high value mineral available here is Molybdinum, which is identified as a good conductor. It is available in Harur. The district possesses good communication network especially more number of telephone exchange and number telephone line in use apart that nearly 60% of people are using cell phone, the major service provider are BSNL, Air cell, Air tel and reliance.

**TABLE NO 3.9**

**LENGTH OF ROADS (IN KILOMETRES)**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Item</th>
<th>Cement</th>
<th>Concrete Bituminous</th>
<th>Water Bound Macadam</th>
<th>Total</th>
<th>Un surfaced Road</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Highway</td>
<td>—</td>
<td>1326.801</td>
<td>—</td>
<td>1326.801</td>
<td>—</td>
<td>1326.801</td>
</tr>
<tr>
<td>2.</td>
<td>Village Panchayat</td>
<td>1140</td>
<td>858.06</td>
<td>488.88</td>
<td>1358.34</td>
<td>1241.29</td>
<td>2599.63</td>
</tr>
<tr>
<td>3.</td>
<td>Union roads</td>
<td>0.70</td>
<td>378.95</td>
<td>95.40</td>
<td>475.05</td>
<td>39.85</td>
<td>514.90</td>
</tr>
<tr>
<td>4.</td>
<td>Municipal road</td>
<td>31.34</td>
<td>23.55</td>
<td>2.45</td>
<td>57.34</td>
<td>0.49</td>
<td>57.83</td>
</tr>
</tbody>
</table>

Source: Respective District Heads of Departments

The district possesses necessary infrastructure such as Highway road, banking, and good climate for industrial development. There is a sound banking network and transport facility connecting the district with major commercial and industrial centers. There is no major power-generating project in this district, with the exception of
minor cogeneration facility; hence it has to depend on the state grid for required power supply. Frequent power cuts and voltage fluctuations affect industrial activity often.

**TABLE NO. 3.10**

**NUMBER OF TELEPHONE EXCHANGES**

<table>
<thead>
<tr>
<th>SL. NO</th>
<th>ITEM</th>
<th>NUMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Number of Telephone Exchanges</td>
<td>61</td>
</tr>
<tr>
<td>2</td>
<td>Number of Equipped Capacity</td>
<td>59926</td>
</tr>
<tr>
<td>3</td>
<td>Number of District Exchange Lines</td>
<td>43444</td>
</tr>
<tr>
<td>4</td>
<td>Number of Junction lines</td>
<td>7793</td>
</tr>
<tr>
<td>5</td>
<td>Number Telephones in use</td>
<td>42293</td>
</tr>
</tbody>
</table>

(Source: District Telecommunication office, Dharmapuri)

3.5. SUMMARY

The chapter completely explored the shopping pattern and preferences, consumer behavioral model and it highlights growth of durable goods industry’s opportunities and potentialities of future growth. It also explained the characteristic futures of geographical domain in which the study is conducted.