INTRODUCTION

The present study was undertaken with the intention of identifying the leading brands of home appliances being commonly used in homes. The researcher started the investigation with a semi-structured questionnaire to form an understanding about different behaviour of the consumers while heading towards the purchase of home appliances. The data generated from the questionnaire helped the researcher to prepare a full-fledged questionnaire to establish the most preferred brand of the home appliances – Mixer, Fan, Television, Refrigerator, Washing Machine and Air Conditioner, and the most important factors of Social, Product, Physical, Utility and Economic dimensions influencing the purchase. The collected data after suitable analysis yielded valid information as decided by the researcher.

FINDINGS

MIXER

Among the various brands of mixers available in the market the Preethi brand seems to top the list of consumer preference in Tirunelveli district. The reasons contributing for the preference of Preethi are reported to be Spouses of the respondents; Features of the appliance; its Durability, the availability of Special Introductory Offers and Newspaper Advertisements, falling under Social, Product, Utility, Economic and Physical, dimensions respectively. Moreover the predictability of the factors Spouse, Features and Durability is confirmed for the purchase of the Preethi brand Mixer.

In the case of the 2nd-ranking brand Sumeet Mixer, the factor Spouses of the respondents (Social dimension); Price of the product (Product dimension); Durability (Utility dimension) Discount Offer (Economic dimension) and Television Demonstration
are stated to be the most deciding ones for the purchase. However the factor Durability has been confirmed as the significant predictor of the purchase of Sumeet Mixer.

Almost similar to them, the 3rd ranking Premier Mixer is also found to be preferred for the Social reason – Parents/Elders in the family, Product reason – Features, Utility based reason – Durability, Economic oriented reason – Special Discount for Cash Payment and the Physical reasons of appealing Newspaper Advertisement. However the statistical analysis has established that the Parents / Elders in the family and Special Discount for Cash Payment are stated to be the significant predictors of the purchase of Sumeet Mixer.

All these findings are supported by the outcome of the questionnaire recorded in the study. While answering the query of the researcher about the reasons for buying the Mixer, similar factors such as Cheap and Best (Special Introductory Offer) and Long Lasting (Durability) have been put forth by the consumers. Moreover the sources, according to them, responsible for making the purchase are Willingness of both Husband and Wife (Spouses) of the respondents.

Regarding the statements of the consumers for the future purchase of Mixer they have pointed out the factor Fast Performance, Easy Handling and Trouble Free Performance supposed to be the components of the factor features studied under the Product dimension.

The factors forming the Physical dimension such as Television Demonstration, Newspaper Advertisement, and Home Demonstration are helpful for supporting and coordinating the factors of other dimensions to target the product.

Therefore the researcher concludes that all the reasons securing the first rank under different dimensions - Social, Product, Physical, Utility and Economic are the pertinent ones for most of the consumers to decide the brand of Mixer. On comparison
with the studies of the past, the present study is in agreement with Uma and Sasikala, (2014), Losarwar (2006) in bringing out the importance of the spouses in Maharashtra to prefer a particular brand of home appliance. It is also similar in the adoption of random sampling technique and application of Percentage Analysis and ranking to establish the quality of home appliances. As in the case of present study, Maman, Panda and Biju Patnaik (2009) have reported an Explorative study in descriptive form focusing on women subjects in Andrapradesh purchasing the home appliance Mixer/Grinder. The design of the study adopted random sampling and made use of simple Percentage Analysis to arrive at social factors advice of family members and suggestions of friends responsible for the purchase of a particular brand of Mixer as reported in the present study. The study of Sarika Lohana (2011) has established reasons for consumer preference as Durability of the product, Performance (features) and Service conditions similar to the outcome of the present investigation. The design of the study comprised survey technique with data collected through questionnaire and adoption of statistical analysis is almost like the present study. Studies reported by Satyanarayana, (2013), Swadi Gupta and Prateekumar (2012); Vijayalakshmi, Mahalakshmi and Mahesh (2013), Gupta & Varma (2000) and Mujahid and Mukathar (2000) have investigated similar household appliances with special emphasis on differentiating the brand preferences and factors influencing different brands on the basis of gender, income, family size and educational status, are different in their focus and outcome from the present research.

**FAN**

Out of seven brands of Fan studied Crompton Greeves stands at the top in the preference of the consumers in Tirunelveli district. On studying the factors associated with Social, Product, Physical, Utility, and Economic dimensions, it is noted that the
Parents/Elders in the family (Social dimension); Price of the appliance (Product dimension), Durability of the product (Utility dimension), Special Discount for Cash Payment (Economic dimension) and Newspaper Advertisements (Physical dimension) are the prime movers of the consumers towards the purchase of Crompton Greaves. However the statistical analysis has shown that the factor Spouses of the respondents and Durability are capable of significantly predicting the purchase of the brand Crompton Greaves Fan.

In the case of Second ranking brand Usha, the factors Spouses of the respondent (Social dimension), Price of the appliance (Product dimension), Durability of the product (Utility dimension) and Special Introductory Offer (Economic dimension) are the driving forces to materialize the purchase of Usha Fan. In addition to this the factor Newspaper Advertisements identified under the Physical dimension is also stated to be equally helpful to draw the consumer towards the purchase of Usha Fan. Moreover the factor Durability proves to be the single significant predictor of the purchase of Usha brand Fan.

Almost all these factors stated to be responsible for the purchase of Crompton Greaves and Usha, stand good for the purchase of the third ranking brand Polar Fan. In addition to these the factors Newspaper Advertisement and Durability are reported to be the significant predictors of the preference for buying the brand Polar Fan.

On relating the information inferred from qualitative data generated through the structured questionnaire it is identified that the Product factors Low budget product (Price), New Model (Features) and Beauty (Design); are the prime reasons for preferring the brand of fan to be bought. More over the questionnaire provided information that the liking of Husband and Wife, (Spouse), Family Members (Parents/Elders in the family) and Friends of Social dimension are the sources responsible for purchase of the preferred brand. Similarly the factors Performance cost (Durability), Noiseless Working (Usability)
and Zero Maintenance are the much deciding utility factors for the future purchase of the preferred brand.

From the conclusion arrived at over the purchase of the preferred brands of fan the researcher found that the findings of the studies reported by Jagwinder Singh (2011), Ravichandran and Narayanarajan (2004), Rameshkumar (2001), Nithin Sharma (2011), Sivaji Ganesan and Babili (2011), Aravind (2012), Jain and Sharma (2000), Sri Paramamand Dasar (2013) are in agreement with most of the findings, sampling techniques and research design of the present study. However the findings reported by Konstadanios, Abeliotis, Niki Nikalove and Eleni Saridianou (2012), Saravanan (2010), and Gupta and Varma (2000) are not in agreement with the design and some of the findings deduced from the present research.

TELEVISION

The consumers in Tirunelveli district are found to be highly impressed by the LG brand Television followed by Samsung and Sony. The reasons for the preference of high ranking brands are Spouses of the respondents (Social dimension); Features and Price of the product (Product dimension); Durability, Usability (Utility dimension); and Discount Offer, Festival Offer (Economic Dimension) and the Newspaper Advertisements (Physical dimension) are stated to be the causative factors for the high ranking brands.

The findings arrived from empirical data are very much supported by the qualitative data derived from the structured questionnaire used by the researcher on a select convenient sample of consumers. According to the report of the questionnaire the factors such as Picture Clarity, Price and Channel Availability (Product dimension) are the most compelling forces for deciding the preferred brand of Television. Interestingly the identified pressure groups such as Family Members (Social dimension) Impressive Advertisements and Attractive Showroom Display (Physical dimension) have turned out
to be the most influencing agents of the purchase of a Television. Moreover the factors such as appealing Picture quality, Multi usability and Product Guarantee falling under the *Utility dimension* have emerged as factors shaping the outlook of the consumers for the purchase of high ranking brands of Television. However in the case of LG brand Television the choice could be predicted by the factors Spouses of Social dimension and Durability of Utility dimension. While considering the second ranking Samsung television, third ranking Sony Television one may be benefited to know that the factor Usability of Utility dimension is a significant predictor of Samsung brand; and the factors Newspaper Advertisement (Physical dimension) and Festival Offer (Economic dimension) are the significant predictor of Sony brand Television.

The studies reviewed so far in the field of consumer preference of home appliances have yielded information regarding the sampling techniques, methods of investigation, data collecting instruments, population, statistics used and the major research outcomes. The present study is somewhat similar to the studies reported by Jerold Tellis (2001), Sunil Baradwaj and Indrani (2008), Sanjeevkumar and Singh (2008), Kathirvel and Chandrasekar (2009), and Shilpa and Sasheendran in terms of the identified factors responsible for the preference of consumers for a preferred brand of Television, the method of research adopted and the statistics employed. However, the studies of Sunil Varadhan (2011), Venkateswar (2000) and Rajesh Mathai and Anil Bhat (2013) are different in their findings about the high ranking brands of Television and in identifying some of the factors other than the ones found in the present study for the purchase of a particular preferred brand of Television. Tan Su Vee (2012) has inferred the factors responsible for the purchase of a particular brand of Television only through the qualitative data generated through survey questionnaire unlike the present one.
REFRIGERATOR

The top preferred Refrigerators Whirlpool, ranking First; Godrej, ranking Second; and Kelvinator, ranking Third have established the commonality of factors responsible for making the consumers prefer such identified brands of refrigerators. The Social dimension oriented factors such as Spouses of the respondents; Parents/Elders in the Family and Friends; Product dimension oriented factors such as Price, Features and Design of the products; Utility dimension oriented factors Durability, Usability and Maintenance and Economic dimension oriented factors Exchange Offer and Special Introductory Offer and Physical dimension oriented factor Newspaper Advertisements and Television Demonstration are found to be the pertinent ones for such a consumer preference. In addition to these the factors Spouse of the respondents and Durability are reported to be the significant predictors of the preference for the purchase of the first ranking brand Whirlpool and the second ranked Godrej. However in the case of third ranking Kelvinator, the factors Newspaper Advertisement of Physical dimension and Special Introductory Offer of Economic dimension have turned out to be the significant predictors.

This has been supported by the qualitative data obtained from the questionnaire of a convenient sample of consumers. The factors forcing the consumers to go in for such brands of refrigerators are identified as cost of the products (Price), Special provisions (Features) and attractive Designs which are in fact incorporated as factors studied under Product dimensions in the present investigation. Likewise the environment which was in a way helpful for preferring particular brands of refrigerators was found to comprise sources such as Advertisements, Inducement of Life Partner and Recommendation of
Parents / Elders inferred from the qualitative data which have also been studied as factors of the *Physical dimension* and *Social dimension* in the present quantitative study.

Moreover the consumers were reported to be focused, on the basis of the qualities of the refrigerators such as Long lasting performance, Multi usability and Spares availability. These qualities identified from the structured questionnaire were found to be the same as those factors such as Durability, Usability and Maintenance of *Utility dimension* studied in the present research.

Some of the previous studies analysed reveal the contribution of the present research in the field of consumer preference. Neha Sharm, (2013), Sariha Lohana (2011), Hemanth (2011) and Rani and Maran (2013) have brought forth findings regarding consumer preference of brands of refrigerators which are very much akin to the factors identified in the present research. Surprisingly the Nasrin Sultana, (2011), Chinho Lin and Van Ye Wu (2000) have made use of descriptive method of research using statistics such as Factor Analysis and ANOVA adopting variables such as brand Productity, brand loyalty, brand promise etc unlike the present research. Jagwinder Singh, (2011) and Bhawani Prasad and Kumar (1997) investigated the impact of positive advertising on consumer preference of refrigerators on a sample of 200 people. It differs from the present investigation in the factors studied in terms of consumer preference and in the mode of statistical analysis and sampling techniques. Moreover the significant positive impact of Newspaper advertisement on consumer preference of refrigerator reported by them is not upheld by the present research.

**WASHING MACHINE**

It is known from the present research that the IFB brand Washing Machine is at the top of the preference of consumers followed by Videocon and LG. On juxtaposing the factors responsible for such a preference, in terms of all the three top ranking brands, it
may be noted that Spouses of the respondents (Social dimension); Price of the appliance (Product dimension); Durability (Utility dimension); and Special Introductory Offer and Exchange Offer (Economic dimension) are the deciding ones for such consumer preference. In the case of six Physical factors studied in the context of consumer preference, it is observed that all of them - Newspaper Advertisement, and Television demonstration, stand supreme as factors responsible for shaping the consumer preference behaviour. To finalise the factors / reasons responsible for buying the first, second and third ranking Washing machines, it is reported that the Social factor – Spouse and the Utility factor – Durability are the significant predictors of the purchase of first ranking IFB brand Washing machine; the Product factor – Price and the Utility factor – Durability are the significant predictors for the second ranking brand Videocon and the factor Spouse of Social dimension and Special Introductory Offer of Economic dimension are significant predictors of third ranking LG brand Washing machine.

The interview conducted prior to the quantitative survey has put forth the fact that the Price of the product, Multi Options provided in the product and Easy Operation of the appliance, are the most suggested reasons for the purchase of particular brands of Washing Machine. Similar factors were studied as constituents of Product dimension in the present quantitative study along with the factors of other dimensions and the finding upholds the outcome of the qualitative analysis. Moreover the finding arrived at from the quantitative study regarding the sources or factors responsible for the purchase of the top ranking brands are very much supported by the outcome inferred from the qualitative study such as Opinion of Husband and Wife (Spouses), Friends and Colleagues of (Social dimension) and Advertisements (Physical dimension).

Similarly the same questionnaire helped the researcher to identify factors – Better Quality of washing (Durability), Easy handling (Usability) and Trouble Free Services
(Maintenance) for future consumer preference. All these three factors were established in the quantitative study under utility dimension for consumer preference. In short the factors brought forth by the quantitative survey for consumer preference are found to be substantiated by the qualitative data provided by the structured questionnaire conducted before the survey.

Interestingly the survey of related studies shows that many of the variables such as quality, durability, availability, maintenance, family members, opinion of the spouse, suggestion of friends and colleagues etc. identified from the present quantitative study are in fact reported as factors responsible for consumer preference in various studies completed by Deepa (2001), Sunil and Ramesh Kumar (2011) Jyoti and Indu Pratap Yadav (2013) Paramanand Dasar (2013) and Aravinth (2012). However studies such as those reported by Thanmilah (2010) differ from the present study in the methodology adopted, statistical techniques used, sampling procedure and the variables considered for the dependent variable.

AIR CONDITIONER

After analysing the ranking of different brands of air conditioners by consumers the researcher identified that brand LG was at the top of preference followed by Carrier and General. In the preference of top ranking air conditioners the factors such as Parents/Elders in the family, Spouses of the respondents of Social dimension; Price of the appliance of Product dimension; Durability of Utility dimension; and Special Introductory Offer, Exchange Offer of Economic dimension, have emerged as the significant ones for causing that type of consumer preference. Of the six factors studied under Physical dimension, the factors Home Demonstration Television Demonstration and Newspaper Advertisements have emerged as superior ones having significant impact over consumer preference. In order to provide a conclusive answer to the question of brand preference, it
is reported that the Social factor Parents / Elders in the family and the Utility factor Durability are significant predictors of the brand preference for the purchase of the first ranking LG Air-conditioner and second ranking Carrier Air conditioner. However in the case of third ranking General Air conditioner the Social factor Spouse and the Utility factor Durability are stated to be the significant predictors.

The qualitative data collected from the structured questionnaire support the results of the quantitative analysis in terms of the factors of the major dimensions Social, Product, Physical, Utility and Economic in influencing the consumers to manifest the purchasing behaviour with regard to different brands of air conditioners. According to the qualitative data, the factor cost of the unit, availability of the different options and easy operations are found to be the significant ones as already established by the quantitative study.

The immediate agents or sources governing consumer preference are found to be Advice of the Elders of the Family, Advertisements, and Direct Observation. These are the same or very much similar to the factors such as Parents/Elders of the family (Social dimension), Newspaper Advertisements and Demos (Physical dimension). These factors were studied under Social and Physical dimensions in the quantitative survey. Moreover some of the findings of quantitative survey related to consumer preference are supported by the outcome of qualitative analysis regarding the reasons for future preference such as Long Range Performance (Durability) of Utility dimension; Availability in Different Capacity and Size and Cost of Working (Features and Maintenance) of Product and Utility dimensions.

The present study on consumer preference is different from the previous studies on the same thrust area in methodology, sampling, variables, application of statistical techniques and findings pertaining to purchasing behaviour. In the study reported by
Pandey and Mithilesh Kumar, (2013), Rahav and Sanjeev (2003) on consumer preference of air conditioners, the researchers made use of exploratory method with simple random sampling using employment status as an independent variable. The application of ‘t’ test and ANOVA established the differences in consumer behaviour among different categories of employees. Selvarasu and Senthilkumar (2004) completed a study adopting questionnaire ‘e’ method with stratified sampling. They made use of Percentage Analysis and Chi Square to establish the preferred characteristics/qualities of preferred brands of air conditioner. Abdul Brosekhan, (2014) and Biju Sauhan (2011) completed a study on consumer preference of air conditioners following Explorative method of research with random sampling. He made use of Percentage Analysis and Weighted Scaling Technique to establish preferential factors such as performance, easy installation etc unlike the present quantitative survey. However the present design of the study and findings related to consumer preference of air conditioners are very much in accordance with those of Sandeep (2006), Sunil Polywal (2012) and Napheel Yehsan (2012).

SUGGESTIONS TO MANUFACTURERS

MIXER

While Preethi brand ranks First, brand Summet and Premier rank Second and Third in all top ranking brands, what manufacturers should note is, that the Social, Product as well as Utility oriented factors are responsible for manifesting the observed consumer preferences.

Product factors are those instantly appealing qualities preferred by people of almost all categories. In the present study the researcher studied factors such as Price, Mode of Operation, After Sales Service, Cost of Working, Space Requirement, Availability of Spares, Colour, Model, Design and Features of Product Dimension of which the factor Features dominates all other factors in the capacity of a significant
predictor of brand preference. As such, it compels the attention of the manufacturers to role out their products incorporating qualities – provision of options for better service, safety measures, use of weightless but strong alloys, easy mode of spares replacement etc comprising the factor ‘Features’ for enhancing the desire for procuring the product.

Similarly Utility factors are those appealing working qualities generally preferred by the people. In the present study the researcher investigated Usability, Durability, Usable warranty, Moveability, Multi usability, Endurability and Low Power Workability, all under utility dimension, of which the factor Durability is found to be the most important one being the sole significant predictor of brand preference for the manufacturer to incorporate in his/ her product. Since durability is the quality judged by long range working condition with trouble free service, the manufacturers’ option for this provision involves willingness to go for large investment but not so attractive returns in a short span of time. Though an element of risk is there for manufacturers to make the product fairly durable, it is certain that ‘consumer loyalty’ would be the ultimate outcome of such a positive attempt.

**FAN**

In the category of Fan, Crompton Greeves, Usha and Polar brands have emerged as the top ranking ones. In preferring such brands the consumers go by the factor Spouse of the respondents (Social dimension) Price of the appliance (*Product dimension*) and Durability of the product (*Utility dimension*). Therefore the manufacturers are required to keep the product Long Lasting without much complaint, but at the same time, the Cost of the product is to be kept at the lowest possible level to attract the Spouses of the respondents. Though it may not be easily agreeable for the manufacturers to sell a costly product at a low rate, in the long run the quality durability will make it a household name among the consumers.
TELEVISION

The population of the present study has established LG brand, followed by Samsung and Sony as the most preferred ones because of the influencing Social as well as Utility factors present in those products. As in the case of many other home appliances in the category of television also the consumers go by the Social factor Spouses of the respondents and the Utility factors – Durability and Usability. It connotes that the manufacturers should pay special attention in turning out the products with the long range performance and furnished with easy mode of operation, and user friendly fittings for easy manoeuvrability. While making such a product, the manufacturers have to make use of latest scientific advancements for providing comfort and convenience to the consumers with multifarious operations for arriving at the needed results in terms of picture quality and audio clarity almost instantly at the touch of a button. But the cost of manufacturing may trouble the manufacturer to fix the price at a competitive rate with similar products having lesser durability and the much expected usability. In spite of such financial constraints in manufacturing the product, as the findings suggest, the manufacturers ought to forego the initial loss for a lasting benefit.

REFRIGERATOR

Among the different brands of refrigerators, Whirlpool tops the list of preference followed by the brands Godrej and Kelvinator. Though Durability of Utility dimension and Spouse of Social dimension are reported to be the major factor significantly predicting the purchase of Refrigerators as in the case of Mixer, Fan and Television, in this appliance the Product factor - Price and the Social factor Spouse have been putforth by the consumers as a deciding factor for their purchase. In addition to this, the factors Features and Design of Product dimension are also considered for procuring the top rank refrigerator. To fulfill the expectation of the consumers, the manufacturers of refrigerators
have to add sophistication in the quality Features as well as in the Design of the products. In adding additional provisions for strengthening the qualities related to features for better functioning, and for providing a new look modified from the existing design in terms of Shape, Size, Look etc the manufacturer have to make use of the latest available technologies, suitable raw materials, and the most modern machineries for converting the existing products altogether into a new or a fresh ones. Certainly the cost of production will go high because of additional investments in the production center. Therefore in the case of adopting such factors of Product dimension the manufacturers are forced to spend costly resources which may not help them secure the returns in a profitable mode in the near feature because of the deliberately reduced price tag fixed by the manufacturers to attract the consumers for their products. Similarly the factors of Utility dimension – Durability, Usability and Maintenance are also very difficult qualities for the manufacturers to provide in their products as they would cost a lot. Only the manufacturers having a good infrastructure in the form of machinery and marketing agencies may sell out their products with such qualities of Product and utility dimensions to the appreciation of the consumers.

**WASHING MACHINE**

IFB washing machine is the topmost brand preferred by the consumers followed by Videocon and LG. In all the top ranking washing machines the consumer preference is stated to be due to the significant predictor Social factor Spouse, and the Utility factor Durability. As in the case of most of the home appliances washing machine is also not an exemption to the genuine expectations of the consumer with regard to quality and the worth of the Price tag fixed for the product (Product factor). Since washing machine is an appliance subjected to rough handling and over use more than the expected usage, it is prone to develop repair in almost all units of the assemblage. In short it may be pointed
out that the maintenance of the Durability in the case of washing machine is a very big question for the manufacturer. But the consumer preference marks the fact that the Long range trouble free performance of washing machine is the first and foremost priority, the manufacturer has to satisfy. In spite of such strong and sturdy machine offered by the top ranking brands, the consumers expectation of a fitting price tag competitive to other brands in the market whether they have similar workability or sustainability, needs to be an affordable one. Therefore the manufacturers are expected to find a way to cut the production cost in terms of expenses other than raw material procurement, wages to the employees and quality maintenance to satisfy the consumers with a product of known Durability at a competitive selling price.

AIR CONDITIONER

As in the case of Television, LG has emerged as the top preferred Air conditioner followed by Carrier and General. It is interesting to note that as in the case of most of the home appliances the top ranking air conditioners are also preferred for the same reason parents / Elders in the family and Spouse of the respondents Social dimension and Durability of Utility dimension. Unlike washing machine air conditioners are not subjected to rough handling, but they are put to work ceaselessly for hours and days together nonstop. Therefore in the case of air conditioners also, the workability in terms of continuous functioning for very long durations, withstanding power fluctuations, without causing any trouble in performance is assessed as Durability. Such a quality can be achieved only by the application of advanced technology. From this, it may be concluded that it is the prime concern of every manufacturer of air conditioners to rollout their products carrying the assurance of Durability, with an affordable Price to attract the Parents / Elders in the family and the Spouses of the respondents for finalizing the choice of top ranking Air conditioner.
SUGGESTIONS TO MARKETERS

The manufacturing of a product can be sustained only with the effective cooperation of the marketers. In fact the marketers do a wonderful job of linking the minds of manufacturers and that of the consumers. If such a parallelism occurs between the two minds, both of them would exist together and move together for generations.

The present study highlights the Factors of Physical dimension to be considered first and foremost by the manufacturer followed by Factors of Economic dimensions for approaching the consumers with visible realities and monitoring gains. Along with them the references to Product and Utility factors will have added effect to convince the consumers of the product they are marketing.

MIXER

In the present study of all the six physical factors of physical dimension – TV demo, Newspaper advertisement, Home demo, Visit to show room, Dealer contact and Incidental and Product handling, the factors- Newspaper Advertisements, Television Demonstration and Home Demonstration are stated to be of supreme importance in influencing the top ranking brands. It implies that the Marketers should find attempt to execute these three factors perfectly to connect the product with the consumers for enabling them to experience the product. While providing visible and practical experience through the factors of Physical dimension, and the focus on the appealing Features of Product dimension, and Durability of Utility dimension, the thought of preferring the product may start crystallising in the minds of the consumers. The convincing attempts by the marketers would bear fruit quickly by the intelligent interplay of the identified factors of Economic dimension – Special Introductory Offers, Discount Offer and Special Discount for Cash Payment. Thus the marketer can easily lay a road for the consumer to trek towards the purchase of the Mixer being marketed by them.
FAN

As in the case of Mixer, the Marketers of the home appliance Fan should also take care of the three factors Newspaper Advertisements, Television Demonstration and Home Demonstration of physical dimension to take the product closer to the consumers by providing such real and assured experience.

While offering concrete experience with the product through the factors of Physical dimension, and projecting the consumers to the appealing Price tag of the Product dimension and Durability of Utility dimension by the marketers, the intention of purchasing the product being dealt with may start solidifying in the minds of the consumers. The efforts taken by the marketers to convince the consumer would yield good result forthwith by incidentally highlighting the identified factors of Economic dimension- Special Discount for Cash Payment and Special Introductory Offer. Thus the marketing personnel can easily instill confidence in the consumers to prefer the brand of fan their marketing.

TELEVISION

Similar to other home appliances, the preference for a particular brand of television too depends on Newspaper Advertisements and Television Demonstration of Physical dimension. That is, the more the marketer concentrates on these Physical factors, the more would be the sale output of the brand suggested. While creating opportunity for the consumers to experience the reality of the product through the factors of physical dimension, the infusion of the appealing Features and Price of Product dimension, and the much convincing Durability and Usability of Utility dimension, the small positive idea created in the minds of the consumer will easily turn out to be his / her goal to procure that particular brand of television. Moreover the apt presentation of the availability of Discount offer, and Festival offer of Economic dimension would bring the consumer to
the threshold of the sale outlet of a particular brand of television. Thus the Marketers can beautifully do the job of convincing the prospective consumer to prefer the brand of television being marketed by them.

**REFRIGERATOR**

As in the case of other home appliances the preference for a particular brand of refrigerator also stated to be controlled by Newspaper Advertisements and Television Demonstration factors of *Physical dimension*. Therefore it goes without saying that the marketers should concentrate on these two factors to bring their products closer to the prospective buyer. When the marketer adopts the physical factors systematically for creating an awareness and interest in the consumer for the product being marketed, the incidental but embedded qualities of the product - Price, Features and Design of *Product dimension* along with Durability, Usability and Maintenance of *Utility dimension* would strengthen the facts and crack the hard nut to drive the consumer towards the purchase of the product. Moreover the unexpected but emotionally touching facts of the product, casually but convincingly put forth by the marketer, such as Exchange offer and Special introductory offer of *Economic dimension* would instantly settle the mind of the consumer to prefer the product being highlighted. Thus the Marketers can convincingly control the act of consumer preference by timely and careful presentation of these facts to the prospective buyers.

**WASHING MACHINE**

Unlike refrigerators, in the case of Washing machine, the most preferential factors for purchasing the top ranking products are few in number. However, the play of Newspaper Advertisements and Television Demonstration, the *Physical dimension* are not to be under estimated, rather to be used to the maximum to draw the consumer standing far of, intellectually and emotionally, close to the product to be marketed. Using
the factors of Physical dimension, the marketer provides practical experience about the products. Meantime, the Marketers have to be careful in presenting the appealing factors such as Price of the appliance of Product dimension coupled with the much needed factor Durability of Utility dimension. Such an attempt would help the marketers to open up the mind of the consumers to receive the facts so as to know about the product being recommended. Along with this attempt the marketer would intelligently infuse the appealing Economic factors Special Introductory Offer and Exchange Offer in the minds of the consumer. This would instantly convince the prospective buyer to materialize his purchase. This is how the marketers can make use of the findings of the study to promote the sale of the brand of washing machine being recommended by them.

AIR CONDITIONER

The consumer preference for the product Air conditioner, of the people of Tirunelveli district seems to behave similar to that of washing machine. Therefore the marketers should execute all those facts pertain to Newspaper Advertisements, Television Demonstration and Home Demonstration found in Physical dimension to enlighten and educate the prospective consumer about the product in hand. While executing such acts with the intention of providing a real, in certain cases, hand on experience, in following the factors of Physical dimension, the marketers should see to it that the most appealing criterion Price of the appliance of Product dimension and the much desired Durability of Utility dimension are brought forth in clear cut terms to provide a new outlook to the prospective consumer about the product. Moreover the additional and unexpected benefits offered for the product may be highlighted by the marketer by revealing the availability of the factors such as Special introductory offer and Exchange offer of Economic dimension. This sequences of valid information presented in a reliable manner to the consumer by the marketer would make the purchase of the recommended product a reality.
SUGGESTIONS TO CONSUMERS

The manufacturers and marketers studied the behaviour of the consumers so as to boost their products and the sale of their manufactured goods. Incidentally the same information would be very much educative for the consumers who are still ignorant of nature of several products and to choose the right one for their use. The studies of these kinds invariably focus on the different characteristics of such products and those qualities the majority of consumers look for. So by developing such awareness about various products, the consumers become more knowledgeable, and as a result they tend to be immune to false propagandas about fake products.

MIXER

From the present study the general public will understand that majority of the consumers go in for purchasing brands such as Preethi, Summet and Premier because of their appealing qualities such as availability of different provisions and options for varied usage and safety measures assessed as ‘Features’ a factor of Product dimension and appealing performance such as Quickness in completion of work and Long lasting performance measured as ‘Durability’ a factor of Utility dimension. Also the consumers become aware of the fact that they are competitively Priced (Product dimension). In addition to this, they come to know that majority of the consumers of such top ranking mixers are careful enough to gather more information about those products personally from TV domo, Home demo, and Newspaper Advertisement. In spite of all these, they realize that those consumers do not fail to avail Special introductory offers, Discount offer and Special discount offer of Economic dimension offered during special occasions. The more enlightening information is the role of the family playing in the life of the consumers of top ranking brands of mixers. All good things about the mixer of a particular brand or brands are also tucked into the minds of buyer by the Spouse that is
the Head or Queen of the family and also by the Parents / Elders in the family. By all these, one can be assured of forming right type of consumer behaviour, worthy of making right choices.

**FAN**

The present study is good enough to provide valid information to the consumers about the factors the prospective buyer should bear in mind to join the majority in purchasing a top ranking brand of fan.

The consumer is made aware of the fact by the study that the experienced and knowledgeable consumers give top most preference to the Price of the product (*Product dimension*) with an assured quality of Long lasting performance that is Durability of *Utility dimension*. Notwithstanding such read or received information, these types of consumers do not hesitate to compare or relate with the media borne information such as TV domo, Home demo, Newspaper Advertisement, and by Product interaction such as Home Demo, including Incidental and Product handling of *Physical dimension*. Moreover they are keen enough to avail the supplementary benefits through Special Discount or Cash Payment and / or Special Introductory Offer (*Economic Dimension*). This is how the present study would certainly be an eye opener for many of the ignorant consumers.

**TELEVISION**

As the market is spread with brands of television one may be just confused to fix up a particular brand for his / her use. The present study reveals that majority of the consumers of television preferred to lay the hands on a product which is assured of strong and sturdy conditions capable of serving for a very long time without causing much trouble, and also having varied options for different types of uses with adequate protective measures but at the same time costing comparatively less than other products not fulfilling such performing criteria. The present study has brought forth the fact that
majority of the consumers of top brands go by the factors – Features and Price of Product dimension and Durability and Usability of Utility dimension.

Moreover such consumers never leave out the option to gain Product experience with that brand of television in mind by carefully following Television advertisement and Newspaper advertisement followed by Home demo, of Physical dimension. The decision to buy such a top ranking brand gets crystalised by availing Discount offer and Festival offer of Economic dimension. From the findings of the present study, it is sure that a consumer may easily get channelized towards a worthy purchase of television.

**REFRIGERATOR**

A good refrigerator is an indispensable one in every home. Needless to say that the purchase of a good one is the most troublesome task. The consumer is tossed from pillar to post with unrelated pieces of information voiced through disconnected sources. To put an end to such a chaotic atmosphere misleading the consumers, the present study has brought forth findings which are comprehensive as well as global to provide a clear picture about the standard criteria for choosing the best and ideal one comprising social, Product, physical, utility and economic dimensions.

Because of the present study the consumer may realize that for purchasing a good refrigerator first we must look for the factors competitive Price, good Features and attractive Design of Product factors followed by the Durability of the product, its wider Usability and easy and economical Maintenance of Utility dimension. All these availabilities can be verified through TV domo or Home demo or Newspaper advertisement, of Physical dimension. Moreover as a bonus for the purchase he or she may avail the exchange offer and special introductory offer of Economic dimension. The present study could educate the prospective buyer to pay adherence to the Spouse as well as the words of Parents / elders in the family, and also their friends of social dimension.
This is how the present study would provide an insight into the consumers to make a wise purchase.

**WASHING MACHINE**

Washing machine is supposed to be the core of housekeeping for every family. However, the salient qualities needed for a good brand of washing machine are not known to many of the consumers. The present study is capable of giving the needed input to the consumers to buy a standard product worth the cost. As per the study, first and foremost, the prospective buyer is to look for the Price of the product (*Product dimension*) and Durability of the machine (*Utility dimension*). That is the washing machine should withstand rough handling without developing repairs to incur loss to the consumer. But at the same time, the Price should not be too high for the prospective buyer to procure that brand. Forming such an understanding, the consumer proceeds to verify the Qualities through TV domo or Home demo or Newspaper advertisement, of *Physical dimension*. It is also ascertained in the study, that the suggestion or judgment of the Spouse (*Social dimension*) is also a dominant factor to materialize the purchase of a particular brand of washing machine, in addition to the availability of Special Introductory offer or Special Discount offer or Exchange offer.

**AIR CONDITIONER**

The present study has yielded findings to create necessary awareness about the essential characteristics features of a good air conditioner, a prospective buyer should look for. It has revealed that the majority of the consumers prefer a top ranking brand for its Durability (*Utility dimension*) and Price of the product (*Product dimension*). After being satisfied with the assured quality, the consumer is likely to confirm the facts through media such as Television demonstration and Newspaper advertisement and also by establishing them personally or by Arranging Home demonstration of *Physical*
Further the consumer gets emboldened by the availability of Special Introductory offer and Special Discount offer of Economic dimension, supported by the encouraging words of Parents/elders in the family and the Spouse of Social dimension. Because of all such interactive effects of these influential factors the purchase behaviour of the consumer is streamlined to avoid unnecessary pitfalls. Thus it may be stated that the purchase of a worthy brand of air conditioner could in all aspects be materialized by adhering to the valid findings of the present study.

The studies of the present kind are illustrative ones to show how consumers control the activities of the manufacturers and marketing personnel. It is the consumer who signals the manufacturer to gear up the scale of production through the marketing personnel who ceaselessly screen the mind of the consumer for understanding his/her positive and negative impressions about the product. That is why, it is said that ‘Home, the Living Spot’ of the consumer decides the product of a Factory or Industry and the business of a dealer unit or a sales outlet. Moreover it may be concluded that the Social factor, Product factor, Physical factor, Utility factor and Economic factor are the crucial ones for preferring a particular brand of home appliances. In addition, the regression analysis has brought forth the fact that the factors such as Spouse and Durability are the most predominant ones followed by the less predominant ones; Newspaper Advertisement and Special Introductory Offer; and the least prominent ones Parents/Elders in the family, Special Discount for Cash Payment and Usability are significant enough to predict the consumers brand preference for the home appliances studied.

**SCOPE FOR FURTHER RESEARCH**

On completion of the present study the researcher would like to mark the possibility of further research in the field of brand preference on the basis of the findings
reported. Since the factors Spouse of Social dimension and Durability of Product dimension have emerged as the prime factors capable of predicting the brand preference of almost all home appliances, an indepth study may be undertaken in future focusing on the impact of these factors on the consumer in different stages of the process of going in for a particular brand of the select home appliances in the context of certain psychological and environmental variables.

The present study, though a comprehensive one, it is limited only to the people of Tirunelveli District. The findings of the study may be generalized only for the districts having similar background that is a predominately rural environment as in the case of a present one. Therefore the researcher suggests similar studies may be replicated in other districts bestowed with different environmental status such as predominantly urban background, industrial setting etc.

Moreover similar brand preference studies may be undertaken in respect of electronic equipments widely used in both rural and urban settings at the background of occupation. On completion of such studies a more information relevant to the present context may enrich the quantum of information already available for enabling the manufacturers and marketers to bring in the needed category of equipments and appliances for the consumers to suit the latest trend.

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