CHAPTER-II
REVIEW OF LITERATURE

Elizabeth Wolgast\(^1\) conducted a study “Do husbands or wives makes the purchase decisions” and revealed that in the American family economic decisions were most commonly made jointly by husband and wife. There also seemed to be an implicit division of responsibility growingly more pronounced with increasing age and the length of the marriage. The husband played a major role in planning car purchases and the wife in planning home appliances purchases.

Daniel Starch\(^2\) conducted a study “Family Decision Making”. It is one of the earliest and the most comprehensive studies examining the influences of husband and wife in purchasing goods. The study focused on 12 products grouped into 8 categories which includes both durables and non-durables. The results showed that wives express few brand preferences for predominantly non-durable products. They did most of the shopping with an awareness of the brands that their husbands preferred. The influence of the husbands and wives varied by sub-divisions on the durable goods categories.

Kapoor\(^3\) in his study on the “Durable Consumer Goods” examined the growth patterns in actual production and capacities of the consumer goods and concludes that rising income, urbanization and education are having a great impact on the Indian consumption pattern and the growing component of discretionary expenditure.

Frank Bass\(^4\) in his study “A New Product Growth for Model Consumer Durables Management Science” developed a growth model for the timing of initial purchase of a new product and tested it empirically against data for eleven consumer durables. The basic assumption of the model is that the timing of a consumer’s initial purchase is related to the number of previous buyers.
behavioral rationale for the model is offered in terms of innovative and imitative behavior. The model yields good predictions of the sales peak and the timing of the peak when applied to historical data. Long range forecast is developed for the sales of colour television sets.

Joseph.Newman and Richard Staelein\textsuperscript{5} in their study “Prepurchase Information Seeking for new cars and major house hold appliances” attempted to analyse the prepurchase information seeking for new car and major house hold appliances with an aim to highlight the factors contributing to the difference among the buyers. For the purpose of the study, both out-of store and in-store information seeking are considered. It is found that many buyers engaged in little information seeking. The number of brands considered in the decision process differentiates the prepurchase information search. It is found that persons who perform repeated purchase of brands seek less information. Information search did not vary with the price paid except for buyers who initially considered only one brand and brought the same. Results show that information seeking by buyers has increased with cost and education has made little difference in the amount of information seeking. The results of multiple classification analysis show that the young married persons have the highest information seeking scores. Relationship between information seeking and city size of residence is statistically significant for the product-car but not for appliances.

Subhas Mehta\textsuperscript{6} conducted a study on “Consumer Durables poor penetration in villages” where the study revealed that the upper income households (those with income above 12,000 p.a) possess a better ownership of consumer durables like scooter, furniture, electronic appliances, etc. The study further shows that the companies have failed to exploit the market potential in rural areas.
Ralph Day and Stephan Ash\textsuperscript{7} conducted a study “Consumer response to dissatisfaction with durable products” data were obtained from a sample of 119 household on instances of dissatisfaction, reasons for being dissatisfied and the nature and extent of any subsequent complaining behavior for each of 63 categories of consumer durables. Sustainable difference across categories were found in the fraction of users reporting dissatisfaction and the reasons given for dissatisfaction are subsequent actions or inaction. The study has reported some results of analysis of consumer responses to dissatisfaction with durable products. Using data obtained from a probability sample of 119 households in Bloomington. The focus of this study was on post-evaluation responses and three sets of results were analyzed and discussed. The results showed widely varying proportions of dissatisfied users over the 63 categories of durable products as well as wide variations in the fraction using particular durable. Further the study suggest that complaint statistics based on simple counts will fail to reveal even exceptionally high rates of dissatisfaction with products which are less widely used. Reasons for dissatisfaction also varied across the four sections of durable products and concern about product quality or its performance to over shadow other possible causes of dissatisfaction.

Yoginder Singh Verma\textsuperscript{8} in his article “Marketing in Rural India” stated that merchants have spent little time in understanding the hurdles in marketing to rural India even though 80% of the population lives in villages. The distinguished features of the rural India are in themselves disincentives: less purchasing power, illiteracy, superstition and autocratic rule-traditional and conservative. There are also other problems such as large lifestyle gaps, widely scattered villages and the prevalence of the barter system. Product planning will necessitate need satisfying qualities rather than attention to packaging or special attributes. Pricing policies and promotion measures are to be properly planned for marketing the goods in rural areas.
George. Day and Terry Deutscher in their study “Attitudinal predictions of choices of major appliances brands” reveals that it has been recognized for sometime that brand attitudes can be useful predictors of subsequent brand choices, when the proper measures are used and when few events intervene between attitude measurement and behavior. A survey has been conducted on major appliances, purchasing behavior and customer relationship for measuring pre search attitude and awareness. The data relating to these aspects were obtained as a part of 2,350 USA households. Results indicated that awareness and attitude towards major appliances brands were only related to subsequent brand choices. Attitudes towards brands of major appliances seem to be formed primarily through a process of learning without involvement. Results suggests that attitudes derived from previous satisfactory experience with other products in the line which are reinforced with consistent brand advertising are more resistant to change.

Peter. Dickson Robert. Lusch and William Wilki in their study “Consumer acquisition priorities for home appliances a replication and re-evaluation” reported the results of a replication study using Guttman Scaling. Data were gathered from a nation wide. With average years of ownership for 12 appliances. It was expected that the order of acquisition would be inversely related to the average years of ownership. However, this assumption was not supported in case of colour TV ownership. While the colour TV ranked third in the order of acquisition by Guttman Scaling, average years of ownership were significantly less than other appliances.

Yoshiko Yamada and Norleen Ackerman in their study “Price Quality correlations in the Japanese Market” tested the consumers rule of thumb, price indicates quality, in the Japanese market. The data source was the monthly consumers products testing magazine published by the Japanese consumed association. Spearman’s rank correlation of price and quality ranged from +0.87 to
-0.80 with a mean of -0.06. The slightly negative, near zero mean correlation indicated that the average price was a very poor indicator of quality. Among product categories, bicycles have the highest mean correlation, to +0.54. Mean correlations for other products categories exhibited considerable variation. Comparisons of correlation within a product category, such as television sets or microwave ovens revealed that a significant positive correlation and one point in time we have a reliable guide to the level of price-quality correlation for that product category of later point in time. Comparing results from this study, with results from previous studies of consumer reports and consumers research, reveals a smaller percentage of positive correlation for the present study.

Giller Laurent and Jean Noel Kapferer conducted a study “Measuring consumer involvement profile” to measure the involvement profile for 14 product categories, viz., durables, food, textiles, etc., with 100 housewives as a sample for the study. It was found that when consumers were involved, they were engaged in a number of behavior patterns such as active search active information processing etc., and when they were not involved, they were not engaged in this behaviours.

Preethi in her study “A Study on consumer attitude towards branded products with reference to Home Appliances” analyzed the consumers attitude towards brands of home appliances. She pointed out that majority of the consumers prefer branded durables because of standard quality and service, easy remembrance and promotion and product uniqueness.

Michael Mayo and William Qualls in their study “Household durable goods acquisition behaviour; a longitudinal study” Advances in consumer research, observed that the concept of priority or sequence of acquisition reflecting the order in which house holds acquire items has been one of the dominate paradigms employed for understanding durable goods consumption and purchase
decision behaviour. The study has examined the issue descriptively using cross-sectional ownership data. The present study tests a theoretical and predictive model of durable goods acquisition behaviour based upon 13 years of decision, consumption and ownership behaviour for the same households. The results indicate the proposed model to be strong with explanatory and predictive capabilities.

Bhavani Prasad and Ch.Sita Kumari\textsuperscript{15} conducted a study on “Impact of advertising on consumer durable market-A Study of Refrigerator consumers” in the twin cities of Hyderabad and Secunderabad. They found that advertisement is influencing the purchase decision in the city more than other factors.

Humdal and Sandhu\textsuperscript{16} made a study “Buyer Behaviour of Television Buyers in Punjab-A Case Study” with the main purpose of determining the pre and post purchase behaviour and brand preference of Television buyers. 250 samples were taken and the findings reveal that the main factors considered by the sample consumers were price of various brands and the product attributes including after sales service. The study further reveals that the word of mouth was an important source of information.

Gupta and Raghbir Singh\textsuperscript{17}, conducted a study on “Consumers brand choice behaviour for television sets” in Amristar. They found that consumers purchase decisions are always influenced by a vast number of factors which lead them to select a particular brand in preference to others.

Hubert Gatingnon and Jehoshuak Thomas\textsuperscript{18} in their study “Modeling Multinational Diffusion patterns :An efficient methodology”, presented a methodology for analyzing and predicting multinational diffusion patterns. The research attempts to develop an explicit model that captures the effect of country characteristics on the diffusion process. Six products were considered for the study.
viz., dish washer, deep freezer, lawn mover, packet calculator, car radios and colour TV. The countries are classified on the basis of three dimension viz., the level of cosmopolitanism, mobility and role of women in the society. It has been hypothesized that the countries with a high degree of cosmopolitanism show a greater propensity to innovate and a smaller propensity to imitate. The second premise assumes that mobility will be positively associated with propensity to imitate. As regards the role of women, it has been hypothesized that the percentage of women in the labour force is negatively related to the propensities to innovate for time consuming innovations and positively related to the propensity to imitate, when the work context provides a level of heterophilous influence. Results show that cosmopolitanism is related positively to the population propensity to innovate for the six products studied.

Ashok Jain, Sanjay Kumar, Shantanu Mukherjee, Bhagava and Bhagava\textsuperscript{19} in their study “A Diffusion model for the Indian Television Market” attempted to propose a diffusion model for the Indian Television market. A model has been applied for examining the diffusion of colour television and the modified model is used to study the diffusion of black and white television. The diffusion model based projection for television production in India shows a declining trend. The study has indicated that a one-time decrease in price by covering duty by the government or by lowering profits by the industry would not improve the long term situation. The researchers suggest a recurrent expansion in the market; possibly by decreasing the price through innovation in production and/or increasing the purchasing power of the consumer.

Barry Bayus\textsuperscript{20} conducted a study “The Consumer Durable Replacement Buyer” to develop a better understanding of the timing of consumer durable goods replacement purchase. The demographics, attitudes and perceptions and search behaviour of consumers who replace a product during the early and late parts of its
life time were examined. Results base on university and multivariate analysis of replacement buyers of new automobiles indicate that early replacement buyers are more concerned with styling and image and less concerned with costs than ”late” replacement buyers. Further, early replacers have higher income, but lower levels of educational achievements and occupational study, than late replacers. Late replacers engage in more search activity. Findings also suggest that marketing efforts have differential effects on the replacement buyer segments. A growth model for the timing of initial purchase of new products is developed and tested empirically against data for eleven consumer durables. The basic assumption of the model is that the timing of a consumers initial purchase is related to the number of preview buyers. A behaviourial rationale for the model is offered in terms of innovation and irritative behaviour. The model yields goods predictions of the sales peak and the timing of the peak when applied of historical data. A long range forecast is developed for the sales of colour Television sets.

Carol Meeks.B. and Anne Sweeney\textsuperscript{21} conducted a study “Consumers Willings to Innovate Ownership of Microwaves, Computers and Entertainment Product”. The study examined the factors influencing the probability and years of ownership of four technological products namely, microwave ovens, home computer, video cassette recorders (VCR’s) and compact displayers. Family income increased the probability of ownership of microwave ovens and video cassette recorders and the length of ownership of microwave ovens. Men were more likely to own a computer than women and the probability and length of computer ownership increased with educational level. Innovation adapters as measured by an innovation index had owned microwave ovens and VCRs longer. The densification of the indicators of product adoption provides guidance for future acceptance of innovative products.
Patrick Dupareq\textsuperscript{22} in his study “Reference prices and quality signaling effects for consumer durables: An experimental approach” explains that the role of price in a consumer’s decisions to buy or not a durable is complex, to say the least. It is now accepted in marketing literature that different price constructs and related observed prices to internal value scales of consumers are necessary complements of the observed market price. Not only the price is a multidimensional concept, it is not known in advance for a long period of time.

Ronald P. Le Blance and Turley\textsuperscript{23} in their study “Retail influence of evoked set formation and final choice of shopping goods” investigate retailers’ relative influence on consumers’ sequential decision making process of forming evoked sets and then making purchase decisions from the evoked sets. The analysis describes the study in which customers report on 23 durable goods grouped into 3 categories viz., Kitchen appliances, electronic products, and recreational products. The findings of the study indicate that influence of the retailer on product choice varies significantly across different categories of durable products. At the choice stage, retailers appear more likely to influence sales of electronic products than appliances, which reveal that retail managers should concentrate on the point of sale information and strategies on electronic products and degrease their use with other products.

Ranganathan and Shanthi\textsuperscript{24} conducted a study entitled “Brand Image among Refrigerators” in Tamilnadu state”. They concluded that manufacturers are taking only a little effort to solve the problems of consumers and the manufacturers are simply interested in increasing the sales.

Eva Martinez and Yolanda polo\textsuperscript{25} in their study “Adopter categories in the acceptance process for consumer durable” attempted to determine the factors, which characterize the behaviour of individuals in the adopter categories. The product innovation chosen for the purpose is the glass-ceramic hob unit. A postal
survey was conducted for this purpose. Cleanliness and convenience were considered as the most important aspects in adopting the product, followed by design, speed, energy consumption and price. Findings show that ‘word of mouth’ is more important at the time of adopting the product. Attempt was also made to identify the difference between innovators and non-innovators of glass-ceramic hop units on the basis of socio-economic variables viz., level of education, residential district age family income and number of individuals in the family unit. The study shows that income and number of individuals in the family influence the adoption of the product.

Agila in her study “Marketing of consumer durable goods: A Study relating to Videocon and BPL products” with the objective to know consumers preference, attitude and satisfaction towards Videocon and BPL products and functioning of the dealers in those products. It was concluded that most of the respondents who have BPL and Videocon products are satisfied with their models. The respondents do not find any difficulty in using their products and the dealers are functioning well in Coimbatore district and most of the dealers have selected radio as their media in promoting their sales.

William.Lundstrom, Oscar Wlee and Steven White in their study examined the impact of national identity cultural values, country of origin effects and selected demographics on the intention to buy foreign made appliances. Specifically the study examined Japanese versus us refrigerators. Although the Japanese have been in the market for the longest period and have similar cultural backgrounds with the Taiwanese. The study revealed that US made refrigerator are held in higher esteem by younger well educated and high income consumers.
John Ford, Kiran Karande and Brue Seifert in their study “The role of economic freedom in explaining penetration of consumer durables” examine the link between economic freedom (a measure of government intervention) and the penetration of three durable goods (Television, Radio and Automobiles) across countries. The study reveals that after controlling the influence of income, there is a significant relationship between the greater amounts of economic freedom and durable penetration for these three products.

Deepali Singh in her study “Children as consumers” found that young children attempt to influence family decision as soon as they possess the basic communication skills needed to interact with other family members. The friends, parents and the immediate environment are the instruments towards the immediate purchase among them.

Sampath Kumar in his study “A study of the consumer behaviour with reference to selected products”. He made an attempt to highlight the findings of consumer behaviour on selected consumer products carried out in urban areas of Hyderabad city and in rural areas of Nalgonda District. The study has been undertaken with a view to a) Identify the factors influencing the behaviour of consumers in the selection and use of a particular product category; b) Interpret and analyse the socio economic profile of different strategy of consumers and retailers and c) examine the motivation factors exhibited by consumers to impress upon and to convince the retailers to get a product of their choice. The sample size was fixed at 500 and four consumer durables and four consumer non-durables were taken. The study revealed that a majority of consumers were highly enlightened. They were concerned with the quality of the products. It further revealed that both the urban and rural consumers desired to have quality products at reasonable prices and they relied more on the advice of retailers.
Debabrata Talukdar, Sudhir and Andrew Ainslie in their study “Investigating new product diffusion across products and countries” investigated the diffusion of six product across developed /developing countries from Europe, Asia, North and South America. Products considered for the study are VCR players, CD players, Microwave, Camcorder, Fax machines and cellular phones. The set of countries selected includes emerging economies such as China India, Brazil and Thailand. The study explored the penetration potential and also the impact of several new macro environmental variables on penetration potential and speed. Penetration potential was measured through the ability to pay willingness to pay and access to the product. The external influences considered are consumers access to the product-related information, consumers inclination and ability to process non-word of mouth information. The internal influence measures the influence of exiting number of adopters within a country on purchase decision of other people yet to adopt the new product in that country. As regards penetration potential for the set of product considered it is found that the average penetration potential for developing countries is about one-third of that for developed countries. It is also found that it takes developing countries on an average 17.9% longer to achieve peak sales. It was further found that past experience of other products in a country’s effects was more useful in explaining the penetration level. Whereas past experience in other countries where product was earlier introduced(Product effects) are more useful in explaining the speed with which the product will attain peak sales.

The Federation of Indian Chamber of Commerce and Industry (FICCI) has carried out a comprehensive survey of industries in the consumer durable goods sector. The survey is based on feedback and interaction with representativeness of consumer durable industry allied industries, public sector and government agencies. The survey reflects that the changing dynamic of
consumer behavior-luxury goods are now being perceived as necessities with high disposable incomes being spent on life style products.

Ziauddin Khairoowala and Saif Siddiqui\(^{33}\) had undertaken a case study "Buying Behaviour of rural consumers in Haat markets-A Case study of same selected villages of western Uttarpradesh". This study was undertaken to analyse the buying behaviour of rural consumers and to explore the potentialities and further prospects of Haat markets. The study revealed that mostly middle aged people go to haats to make purchases and for most of the village people haats are the only market place to make purchases. Their study suggested that the modern marketers can penetrate into rural markets through haat by providing cheap products with reasonable quality which in turn will results in the increase of the revenue. The study concluded that haat can provide answer to all the marketing problems but what is required is only a different approach.

Dr. Mallikarjuna Reddy\(^{34}\) conducted a study “Marketing strategy :Linkages with consumer behaviours”. It reveals the consumer behaviour models and their relevance to consumer electronic industry linkages of buying behaviour with marketing strategies of consumer electronic firms and concluded that studying the consumer behaviour provides a sound basis for identifying and understanding consumer needs.

Ming Ouyang, Dongsheng Zhou and Nanzhou\(^{35}\) in their study “Estimating marketing persistence on sales of consumer durables in china” states that conventional studies consider advertisement spending as a means to increase sales and it is the sustained action in maintaining a desired level of sales. But the recent studies on marketing persistence, however, indicate that a short term marketing action could result in a long lasting high level of sales. They suggest that this phenomenon could save scarce marketing resource and is of obvious importance.
for marketing strategies. The article also reveals an econometric mode to estimate the effect of marketing persistence.

Hirakubo, Kublin and Kanematsu\textsuperscript{36} have made a study on Enigma of the Japanese Luxury Goods Market. The study includes the subject terms as Markets, Consumption(Economics), Deflation (Finance) Luxury, Life Styles and Conformity. Several factors have contributed to the increase in the sales of designer brands in Japan: strong demand for high-quality, durable, and prestigious products; changes in the lifestyle of young women; deflation; and social conformity, particularly as it relates to the quest for status. Rising economic inequality and the absence of attractive ways to save or invest money may also play a role. To date, Japanese women's spending on luxury goods has been recession-proof. According to research conducted by Nishi-Nippon Bank, women's number one leisure activity is shopping, particularly for upscale personal accessories. Japanese women spend more money on designer brand products than any other consumer group in the world. In part, the foreignness of many Western premium brands is an important part of their attraction.

Keshav Sharma and Dr.Deepak Raj Gupta\textsuperscript{37} conducted a study “Knowing the rural consumers” . In their paper focus on the buying behaviour of rural consumers and factors influencing the buying decision making of rural consumer along with the decision process. Their study revealed that the rural consumers knowingly or unknowingly take their urban counter part as their reference group. It is also interesting to note that the females are also given equal importance in making buying decisions. The study concluded that the rural consumer is simple and virgin, upholding the dictum that consumer is the king. If the marketers try to approach them through their culture, they will feel that they are respected and they will be regular customers for ever.
Krishna Rao\textsuperscript{38} in his article “Penetration of refrigerators in India” revealed that the high growth of the Indian refrigerator market during the last decade is primarily attributable to a significant increase in income middle and high income households and a decline in lower income households.

Madhavi and John Willaim Felix\textsuperscript{39} in their study “Consumers level of perception and experience of product values with reference to refrigerators” focus on the level of perception and experience of product value with reference to refrigerators. The study was conducted with 150 randomly selected consumers and the aspects taken were quality, durability, availability, technology, economic service etc,. They suggest that the manufacturers have to identify such gaps existing in different values and magnitude of differences. Based on this they must take steps to match the perception and experience. If this attempt is not made there will be many dissatisfied buyers and in the long run the manufacturers will be kept way from the market.

Seema Gupta and Chundawat\textsuperscript{40} revealed in their study “Family and social influences in buying decion-making: A Study of refrigerator” that demand initiation for household goods differ from product to product. The rise in the number of dual income families, fewer children per household and nuclear families have made parents more responsive to the needs and demands of children. The social factors mainly family,friends,relatives and acquaintance play a major role in influencing purchase decisions. Information obtained from these sources was considered to be most reliable. The study also revealed that the advertisements that do not reflect the importance of social factors will be in vain.

Seema Gupta andChundowat\textsuperscript{41} in their study “Family and social influences in buying decision making-A study of television decision” understand the roles played by family members and their social influences in purchase of television sets. This study aimed to ascertain the impact of family and social influences in
buying decision-making, dealers understanding of the role played by family members and social influences in purchase. A purposive sample of 100 respondents as consumers drawn from four cities of Jaipur, Jodhpur, Udaipur and Kota in Rajasthan and 36 dealers were also taken for the study and interviewed. Percentage, simple mean, rank correlation, t-test and chi square had been used to interpret the data. It was found that family exerted tremendous influence in the purchase of a television sets and it was revealed that demand initiation for household goods differed from product to product. Both the consumer and the dealer survey revealed that mostly children, followed by husbands and then wife, initiated the demand. However, the final decision and payment was done mostly by male members of the family.

Pradeep Kashyap\textsuperscript{42} conducted a study “Rural Marketing Stealing the rural show” and the study revealed that the disposable income in rural India is higher. He has stated that the durable goods consumption which was 25\% of the total market in eighties has been growing rapidly and now exceed 50\%. The author has also stated that rural marketing was neglected by most of the companies due to the concept of urban orientation. It is also true that many companies have not invested sufficient time and money to understand rural consumer. The author concluded that more rural research studies should be undertaken to understand rural consumers for better results because the next big marketing revolution is expected rural marketing.

Dr. Satya Sundaram\textsuperscript{43} conducted a market survey “Survey of Television Industry” and states that rural India contributed 50\% of overall colour television sales during 2001 which was 37\% in 1998. Experts attribute this rise in rural share to low price and easy financing. He also quotes in his survey that, as per National Council for Applied Economics and Research (NCAER), the rural markets would
contribute 70% of the total demand after 2000. This actually shows the manufacturers focus on the rural markets.

Suman Bery, Shukla \(^{44}\) conducted a market survey on: NCAER’S (National Council for Applied Economics and Research) market information survey of household statistical properties and applications for policy analysis”. This study was conducted in both urban and rural areas on the basis of multi-stage, stratified sampling techniques. The study concluded with the fact that between 1987-1988 and 1998-1999, the income distribution of households has undergone a significant change, while the share of low income households in the total population decreased sharply which in turn leads to increase in consumer durables in both urban and rural areas but the proportion of rural is increasing at an increasing rate when compared to urban.

Sivamurgesh \(^{45}\), conducted “A Study on consumers preference for household articles in Coimbatore City”. In the present world, we have got a variety of brands of household durables. The wide range of choice was possible because of the advent of technical changes and competition of the foreign brands.

Gerard Tellis Stefan Stremersch and Edeny \(^{46}\) conducted the study “The international takeoff of new products: The role of economics culture and country innovativeness”. Takeoff is the point of transition between the introduction and growth stage of a new product. The study focuses on the variation in time-to-takeoff of select new consumer durables (refrigerator, washing machine, freezer, dishwasher, colour TV, dryer, VCR, computer, CD player and micro wave oven) across many European Countries. Role of country characteristics and category characteristics in the takeoff of new product are explored. Country characteristics are further classified as economic, cultural and information access variables. Four category characteristics considered are product class, market, penetration, number of prior takeoff and the year of introduction. Results of the analysis leads to the
conclusion that sales of most new products display a distinct takeoff in various European Countries at an average of 6 years after introduction. Time to take off differs dramatically across product classes. The mean time to take off is 8 years for white goods and 2 years for brown goods. Time –to-take off differs dramatically between countries also. Culture partly explains these differences.

Losarwar\textsuperscript{47} found in his study “Marketing Challenges for new millennium: Brand awareness and brand selection of consumer durables-A Study with reference to Marathwala Region: India” that the maximum number of brands of consumer durable products namely Television, Washing Machine, Refrigerator, Mixer and fan were available in both urban and rural markets. There is a considerable positive correlation between urban and rural populations with reference to selection of brands of Television, Washing Machine, Refrigerator and Mixer. There is negligible positive correlation between urban and rural population with reference to selection of brands of fan.

Selvaraj and Mahendran\textsuperscript{48} conducted a study on “Brand preference of washing machine: Role of factors and problems” to examine the factors influencing the consumers choice of washing machine and the problems faced by the consumers of gobichettipalayam town ,Erode district of Tamilnadu. The study revealed the fact that the choice of a particular company is based on its quality, price and problem solving approach of the manufacturers. The study concluded that, if due attention is given to these aspect, then both producer and consumers will be benefited.

Verma and Sheetal Kapoor\textsuperscript{49} conducted a study “Dimensions of buying roles in family decision making” in seeking to examine the family buying process and to identify the roles played by different family members. The study had surveyed 313 families living in Delhi who had purchased one of six durable consumer products viz., Audio system, car, personal computer, refrigerator,
Television Sets and washing machine. In recent years 5 roles namely the initiators, influencers, the deciders, the buyers and the users played by family members were examined in the study. The study revealed that while the young, well educated women in the family emerged as initiators of the buying decisions, students and children were among the influencers. The study further revealed that the purchase decision process was relatively democratic at the initial stages, subsequently it seemed to become much more unilateral in terms of the role played by the decider member. The husband was found to play the highly significant role of coordinator, decider and buyer.

Gerard Tellis\textsuperscript{50} conducted a study “The role of economics, culture and country innovativeness in the international take off of new products” which focused on selecting new consumer durables (refrigerator, washing machine, colour television, dryer, computer and Compact disk player) across many European countries. The results of the analysis leads to the conclusion that sales of products display a distinct take-off in various European countries.

Rajdeep Grewal, Raj Mehta Fran and Kardas\textsuperscript{51} in their study “The timing of repeat purchase of consumer durable goods: The role of functional bases of consumer attitudes” revealed that the firms which are selling consumer durable products face two unique challenges viz., a) durables typically cost substantially more than one durable products and thus entail greater financial risk for consumers and b) the purchase of durable product is characterized by the buyer purchasing the product and then staying away from the market for along period, returns to the market for a short time either to purchase an additional item or to replace an existing durable. The consumers are in the market for a short time period and spend a substantial amount in that period, it becomes critical for marketers to identify the right consumer at the right time to target and market their products effectively. The article suggests the firm to tailor their communication and
positioning strategies by which managers could position their products to shorter in their purchase intervals and target the appropriate attitude functions.

Venkateswarlu\textsuperscript{52} in his study “Preference Portfolio of rural customers towards consumer electronics” revealed that age and education could explain the variation in perception of preference functions in terms of price, quality, service, status, style significantly in relation with other land sizes with an exception of perception of preference towards the style. The lower the land size greater is the sensitivity in terms of perception of preference towards parameters like price, quality, service, status and style. As the land size increased lesser was the degree of said sensitivity.

Ravichandran and Narayanarajas\textsuperscript{53} undertook a study “Factors Determining the Brand Preference of Television Sets –with Special Reference to Thoothukudi District in Tamilnadu” and revealed that the study with brand preference of consumer durables is largely influenced by a number of factors such as advertisement, price, quality, performance, availability of spares, after-sales service and the like. Moreover these factors play a vital role in the decision-making process and in the brand preference.

According to Consumer Electronic and Television Manufacturers Association (CETMA)\textsuperscript{54}, refrigerator sales in 2001-2002 showed a 5% growth. The direct cool segment has grown by 4% only in the financial year 2000-2001. The other major segment frost free grew by 15%. The refrigerator industry grew from a size of 2.3 million units in 1997-1998 to about 3.15 million units in 2000-2001.

Hariprakash\textsuperscript{55} in his article “Refrigerator in India” revealed that in the Indian Refrigerator market, traditionally, the 165 litres capacity Refrigerator is the most popular mainly because it has proved to be the optimal size for the average Indian home.
Ashutosh Rana\textsuperscript{56} in his article “Refrigerators” found says that the size of the refrigerator purchased depends on among other things, the size of the family and its shopping habits. A thumb rule is that refrigerator should ideally be big enough.

Venkatrama Raju and Saravanan\textsuperscript{57} in their study “A Study on consumer behavior in the marketing of a household appliances in Chennai city of Tamilnadu state” found that the purchase of consumer durables is collectively decided by the family members. The choice is dependent on the income and size of the family. Advertisement or publicity through mass media proved to be the best source of reaching the public followed by information from friends and relatives.

Power\textsuperscript{58} conducts its first satisfaction study of major home appliances by Nigel F. Maynard J.D. Power's study measures homeowners' satisfaction with three major kitchen appliances: dishwashers, ranges/cook tops/ovens, and refrigerators. The study based on responses from 7,574 new-home buyers who recently purchased kitchen appliances with their new home or from a retailer explores such topics as consumer brand loyalty, problem occurrence, and warranty and repair service.“As the home appliance market grows increasingly competitive, quality becomes an important differentiator for consumers,” says Dale Haines, director of real estate industries at J.D. Power. This is an important issue that appliance manufacturers should consider, Haines says, since consumers can easily dismiss brands based on the information that is available for products. According to the study, Kitchen Aid, the high-end line manufactured by Benton Harbor, Mich.–based Whirlpool Corp., ranks highest in both the dishwasher and the range/cook top/oven segments. The line received exceptional ratings for performance and features. Whirlpool Gold, GE Profile, and GE Monogram also performed well in the dishwasher category, and Whirlpool Gold, Frigidaire, and GE Profile did well in the range/cook top/oven segment. Korean manufacturer
Samsung ranked the highest among refrigerator manufacturers, receiving outstanding ratings from consumers in the highly important performance factor. Samsung also received strong ratings for price. Also performing well were Kenmore Elite, Kitchen Aid, and Whirlpool Gold. The study finds that more than 90 percent of buyers of newly built homes bought their dishwashers and ranges from the builder, but 60 percent of buyers purchased their refrigerators from a retailer rather than the builder “While builders often simplify the process of purchasing appliances, there are typically fewer options in terms of brands and features for consumers,” says Haines. “Consumers who purchase their appliances from a retailer are often more satisfied with the brand and model they ultimately purchased, because they had complete control over the purchase decision. This contributes to higher rates of brand loyalty.

Suné Donoghue and Helena M de Klerk\textsuperscript{59} conducted a study on Dissatisfied consumers’ complaint behavior concerning product failure of major electrical Household appliances – a conceptual framework and revealed that a soundly planned conceptual framework is valuable The conceptual frameworks should, however, be based on a well-founded theory. It is essential that retailers and manufacturers understand how consumers reason out and how they explain unexpected negative outcomes such as product failures. It is focusing on consumers’ post purchase expectations and levels of (dis) satisfaction, and it revealed that attributions for product failure and complaint behavior should be part of an ongoing plan to improve products, to protect and ensure consumers’ rights and to improve business.

Hundal\textsuperscript{60} in his study “Significant considerations in the purchase of consumer durables: A Study of rural consumer in Punjab” found the significant considerations in the purchase of consumer durables(refrigerators, washing machine, television sets and air conditioners) for rural consumers in Punjab. A
sample of 325 respondents households was selected based on stratified sampling, random sampling and judgement sampling methods. The data were analyzed with the help of ‘factor analysis’ and varimax rotation. It was found that the rural consumers consider the 2 factors such as ‘location convenience and dealer relationship, and after sales service and variety’ while making the actual purchase of consumer durables. The study also revealed that the consumers had a preference or loyalty towards particular brand of consumer durables and was not ready to buy any other brand, for which they had already decided was not available with the dealer.

Sarguna Mary\textsuperscript{61} conducted a study “Product purchase decision making process among urban married working women in Tiruchirappali District-An analysis” to know the purchasing power among the married working women in the south Indian town of Tiruchirappali District. By adopting purposive sampling, 100 were selected and the data were collected through the questionnaires. The analysis of the data were done with the help of friedman’s test factor analysis logistic regression analysis, products taken for the study were mixer television, two-wheeler, refrigerator, washing machine and computers. The factors influencing decision-making refers to indentified variables such as age, income of the family, income of the working wives ,family size and educational qualification may influence the decision-making of the sample respondents. It is inferred from the analysis that the final decision maker in purchasing the mixer, the refrigerator and washing machine was the working wife, for television sets, it was the children, for two wheelers was the husband and for personal computers, it was the family as a whole.

Jagwinder Singh\textsuperscript{62} undertook a study on “A Comparison of Rural and Urban Buying of Consumer Durables”. Three durable goods from three different product categories; Television (entertainment product), Refrigerator (home
appliance), and an Automobile (two wheeler, motorcycle and car/jeep) have been selected for study. A sample of 411 (204 from urban and 207 from rural areas) households across the Punjab state (India) have been selected on the basis of non-probability convenience sampling. Overall there have been moderate differences for television and refrigerators and low differences for automobiles between rural and urban consumers in terms of timing of purchase, buying the same brand of other durable, number of items, and duration of planning before buying. A large majority of rural and urban consumers have a tendency to buy an item in case of need. There are differences between rural and urban consumers in terms of buying of a refrigerator during festive season and on special occasion. In the former case, the urban consumers and in the later case, the rural consumers have the greater tendencies than their other counterparts. Similarly, there are differences between rural and urban consumers in terms of buying of an automobile in case of need and on special occasion. In the former case, the rural consumers while in the later case, the urban consumers have greater tendencies than their other counterparts. Though both rural and urban consumers have the tendency to buy the same brand of television as that of refrigerator or vice versa, yet rural households have greater tendency than urban households.

Nasrin Sultana and Dr. Sakthivel Murugan undertook a study on “Consumer buying behaviour of home appliances with reference to LG products”. The objectives of the study is to study the factors influencing customer buying behaviour of LG Home Appliances, to identify the customers brand preferences towards purchasing home appliances. The study reveals that consumer buying behaviour is influenced by internal factors such as demographic, psychographic (lifestyle), personality, motivation, knowledge, attitude, beliefs and feelings. Consumer behaviour is concerned with consumer need for action in the direction of satisfying his needs. The external factors which influence consumer behaviour were as follows: culture, subculture, locality, royalty, ethnicity, family, social
class, past experience, reference groups, lifestyle and gender. The study also revealed that customers are having a good opinion about LG brands.

Napheel Yehsan\textsuperscript{64} undertook a Study on the Customer Satisfaction of Home Appliances Segment of Samsung Electronics India Ltd in Ernakulam region. The objectives of the study is to understand the customer satisfaction of the customers of home appliances segment of Samsung Electronics India Ltd in the Ernakulam region and To understand the basis on which customers preferred Samsung over its competitors. The study reveals that there is a lot of new customers and also there are a fair number of customers retained. The customers of Samsung electronics Ltd have achieved an overall satisfaction level of 74\% and majority of the customers preferred Samsung over its competitors because of the good quality and variety products offered by Samsung. On a whole Samsung is performing well in dealing with its customers, but it can improve in certain areas like post sales assistance and with regard to its prices.

The various studies reviewed earlier reveal that an attempt was not made to study the customer preference, satisfaction along with retailers perception towards home appliances. This study, fills the gap by making a broad attempt on the above aspects.
References

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