CHAPTER - II
REVIEW OF LITERATURE

INTRODUCTION

It is an important part of any research study. All efforts were made to gather relevant studies. The review is done very extensively with the aim of obtaining a detailed knowledge of the topic being studied. These studies have been taken from reputed Indian and foreign journals, Ph.D theses and unpublished research works. These studies outline the theories involved in the research work and provide conceptual clarity of the variables. This review in fact, is a valuable aid for defining the research problem.

The present Study is made a comprehensive one by including different factors guiding the buying behaviour of various electrical and electronic home appliances. Hence the related studies were found useful for identification and formulation of research problems focusing on production, marketing, after sales services, factors influencing the purchase, buying behaviour, brand preference and customer satisfaction.

This chapter provides information about the studies on Home Appliances reviewed by the researcher.

**Chinho Lin and Wann-Yih Wu** analysed the approach for market structure in terms of brand loyalty and brand switching behaviours for the purchase of durable household appliances. A three-choice model provided by McCarthy et al. (1992) was implemented as the main technique in their approach. Then they employed factor analysis and ANOVA in order to identify the key factors affecting brand loyalty and to understand whether or not differences exist among the factors deemed important by heterogeneous customer segments. Through the application of empirical data, collected on the
refrigerator market data in Taiwan, it was seen that it was helpful to understand the structure and brand switching behaviours of a specific product line.\textsuperscript{52}

**Bhawaniprasad and Kumari** investigated on the “Impact of advertising on consumer durables markets: A study of Refrigerator consumer”. In this study a ranking/importance of refrigerator among other consumer durables is studied. A study of 200 owners of Allwyn refrigerator in the twin cities of Hyderabad and Secunderabad and Districts of Nizamabad and Karimnagar in Andhra Pradesh indicates that a very positive impact of advertising is found on the consumer durables market.\textsuperscript{53}

**Gupta** and **Verma** have done a study under convenience sampling of 50 household of New Delhi by questionnaire. It indicates that husband’s influence is considerably higher than the wives. Children also play an active role in brand selection of CTV.\textsuperscript{54}

**Venkteshwar** and **Rao** have focused on tracing and identifying the elements in consumer decision-making; the research has studied 200 urban working women belonging to different occupation, educational and income groups. The study observed television as a major source of information for 65.5% consumers, while group forces affect 50% respondents. Surprisingly 45%-employed women still feel radio as a source of information.\textsuperscript{55}


\textsuperscript{54} Gupta and Verma, (2000),“Role of family members in Purchase Decision Making Process, Department of Management Studies, Punjabi University.

Jain and Sharma studied 584 respondents of Delhi in five different product categories in terms of both durability and frequency of purchase as required. The study shows that the levels of consumer involvement differ across products. As against non-durables, consumer perceives durables as more involving products.  

Deepa tried to find out the level of customer satisfaction regarding IFB Washing Machine. Accordingly, a survey was conducted using a questionnaire about the customers’ attitude and satisfaction level regarding the products attributes, availability and quality of the service facilities and spares and general perception regarding the value of the machine were sought to be determined. 275 IFB customers were taken as sample, following probability and non-probability type of sampling technique. From that survey it is apparent that the satisfaction levels among the users of IFB washing machine are quite high.  

Gerard.J.Tellis examined the information processing theory and findings on advertising response suggest a nonlinear response to repetitive ad exposure, mediated by brand loyalty. Advertising seems to reinforce preference for current brands rather than stimulate brand switching. However, features, displays, and especially price have a stronger impact on response than does advertising. The effect of brand loyalty dominates that of the other variables.  

Preethi analyzed the consumers’ attitude towards brands of home appliances. The study was based on empirical research with the sample of 350. The required data were collected through questionnaire. Simple Percentage calculation and chi square test was

used. She pointed out that majority of the consumers prefer branded durables because of standard quality and service, easy remembrance and promotion and product uniqueness.\textsuperscript{59}

**Madhavi** focused 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 suggested that the manufacturers have to identify gaps existing in different values and magnitude of differences. Based on this they must take steps to match the perception and experience.\textsuperscript{60}

**Seema Gupta** aimed to understand the roles played by family members and their social influences in purchase of television sets. This study ascertained 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.\textsuperscript{61}


Keshav Sharma focused 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.62

Humdal and Sandhu made a 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.63

Gupta and Raghbir Singh, analysed the consumer behaviour of the people in Amritsar towards the selection of television sets. The study was based on empirical in nature. The survey questionnaire was prepared to collect data from the sample of 300. Convenience sampling technique was used. ANOVA and t test were used to analyse the data. 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.64

Chundawat revealed in his study that demands 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.\(^\text{65}\)

Rahav Sanjeev conducted a study to find out the brand image and advertising effectiveness among users and non-users of Voltas air conditioners in Hyderabad. It was found from secondary data collection that Voltas enjoys a market share of 12% in 20Bn air conditioner market in India. For primary data collection the sample size was restricted to 95 due to limitation of time and coverage area. A well-structured questionnaire was analysed using SPSS and MS Excel in order to arrive at meaningful conclusions. The major finding was that Voltas enjoys a good brand image in terms of quality, but inefficient dealer service and lack of promotional activities affect the brand image of the company.\(^\text{66}\)

Verma and Sheetal Kapoor conducted a study 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

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initiators of the buying decisions, students and children were among the influencers. The husband was found to play the highly significant role of coordinator, decider and buyer.\textsuperscript{67}

\textbf{Selvaraj and Mahendran} examined 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 used survey questionnaire to collect data from the sample of 450 respondents. The study used simple percentage analysis and chi square to interpret the data analysed. 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, and then both producer and consumers will be benefited.\textsuperscript{68}

\textbf{Sivamurgesh} tried to identify the perception of people towards the brand preference of home appliances. The study was descriptive and empirical. The sample size was 300. Simple random sampling technique was used to select the sample. The needed data were collected with the help of questionnaire and interview techniques. It was concluded that people 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.\textsuperscript{69}

\textbf{Sita Kumari} investigated the behaviour of the people influenced by the advertisement towards the purchase of refrigerator in the twin cities of Hyderabad and Secunderabad. The sample size was 250. Random sampling technique was used. Factor


analysis and simple percentage analysis was used to interpret the data. They found that advertisement is influencing the purchase decision in the city more than other factors.  

**Ravichandran and Narayanarajan** investigated the factors determining the brand preference of consumer durables. They concluded that the study with brand preference of consumer durable is largely influenced by a number of factors such as advertisement, price, quality, and performance, availability of spares and after-sales service. Moreover these factors play a vital role in the decision-making process and in the brand preference.

**Agila** intended to know consumers preference, attitude and satisfaction towards Videocon and BPL products and functioning of the dealers in those products. The study was descriptive in nature and the sample size was 250. Simple random sampling technique was used in the selection of sample. Data were collected through personal interview and questionnaire. The collected data were analysed with the help of statistical tools like Fried man test and chi square. 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.

**Selvarasu and Senthilkumar** discussed about the Brand promotion and its aims at Air Conditioners with reference to Blue Star Ltd., Chennai. It covers the impact of Blue

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Star advertisements on Awareness and Recall of Brand Name. The objectives of the study 
were to find out the awareness, level of information, to know the customer opinion on 
various brands of Air conditioners and their models and brand image of Blue star. For 
this, the exploratory research design was adopted with special emphasis on Air 
conditioners Brand Promotion. Stratified sampling procedure was followed in this 
study. 105 sample respondents were selected. The data required for the study were 
collected through two different sources primary and secondary. Chi-square test of 
independence, Two way ANOVA, One sample test and Pearson Correlation statistical 
tools were used to analyse the data. It is reported that consumers are well aware of the 
product brand and the image of Blue star is well established through television 
advertisements.  

Sunil and Ramesh Rao analysed that the consumer behaviour is the first and 
foremost requirement for the successful formulation and implementation of marketing 
strategies. This study is empirical analysis of consumer behaviour in the marketing of one 
of the household appliances, namely washing machine, in Chennai city of Tamilnadu 
State based on primary data collected from the consumers. 200 samples were collected at 
random but equally of the four zones ie., North Chennai, South Chennai, East Chennai 
and West Chennai. The data were collected by issuing questionnaire designed to elicit 
information on the various aspects required for the study. This study reveals that most of 
the families decide collectively on the purchase of a consumer durable product, majority 
of the people prefer purchasing commodities on payment of cash rather than resorting to 
credit payment. Advertisement or publicity through mass media proves to be the best 
source of reaching the public closely following information from friends and relatives. 

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Household Appliance in Chennai city of Tamilnadu State”, Indian Journal of Marketing, 
Vol.35, No.3, March.
Venkatrama Raju in his study 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. 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.  

Losarwar. S.G, made an analysis of consumer behaviour towards selected durables in Maharashtra State. An attempt is to analyse decision making procedure of consumers residing in the Marathwada region. The major objectives of the study are to study the socio-economic profile of the selected consumers, to study the brand awareness of consumers, to identify the factors influencing the consumers in the selection and use of particular product and to examine consumer’s attitudes, behaviour and preferences and their effects on purchase decision. Data were collected for the five durable products; Television, Washing machine, Refrigerator, Mixer and Fan. 200 Sample was selected from different occupations, educational level, income and age groups and a sample survey was used. Primary data were collected through structured questionnaire. The sources of secondary data include data from books, census research papers etc. The data were analysed and interpreted with the help of statistical tools percentage, graphs, diagrams, rank correlation coefficient, Chi-square test. The study reveals that the majority of consumers are concerned with the quality of the product.

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Madhu and Prassana aimed at finding the factors influencing the rural customers to prefer a particular brand in Washing Machine. This study is explorative in nature and 200 samples were randomly selected from rural and urban people. Chi-square test and Percentage analysis were used to determine the preferences of the respondents and profile of the respondents. This study reveals that the quality, availability, suitability, reasonable price are the most influencing factors in buying a particular brand in Washing Machine.77

Sunil Bharadwaj and Indrani, did an empirical research on factors influencing the buying behaviour of the customers of LCD televisions of a selected brand. A random sample was selected from the company’s data base and techniques like exploratory, factor analysis and logistics regression are used to analyse the data. The main findings reveal that physical features, operational features, promotional features and word of mouth are the main factors which tend to influence the buying decision in a positive manner.78

Hundal in his study 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 judgment 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.\textsuperscript{79}

Sanjeevkumar and Singh, investigated the brand possessions of consumer durables by rural consumers and impact of demographic variables on brand choice. The present study being exploratory cum descriptive in nature mainly depends upon the primary sources of the information, which have been collected with the help of structured questionnaire. Sample were selected from four zones of two districts, in the entire study 32 villages were covered. The product category was confined to three consumer durables namely Colour Television, Refrigerator and Motor cycle. The collected data have been analysed with the help of frequency distribution, ranking method, correlation and chi-square. This study reveals that the rural customers are said to be price sensitive and least brand conscious and the factors were price, brand, and reference of shopkeeper.\textsuperscript{80}

Kathirvel and Chandrasekaran, descriptive research design study was used and the data were collected from 200 Onida television customers. Percentages, Chi-Square analysis, weighted arithmetic mean, analysis of variance and correlation were the statistical techniques used to analyse the data. The important product attributes of any television like price and company image have received favourable appreciation from the respondents. Product attributes like durability and audio perfection has also been


appreciated. It is certified that the consumer behaviour concept is an unpredictable one in any kind of market.  

Sarguna Mary tried 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. 

Shilpa Sashindran, said that the brand preference on home appliances varies based on the trends in the market. The study was to analyze the brand preference of home appliances in Nakheel, Ras-al-Khaimah and their attitude, level of perception in preferring the brands. The primary objectives of the research were to study the perception and buying behavior of consumers towards various home appliances, to study the factors that influence decision making in purchasing home appliances and to know about the

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effect of advertisement on buying decision. In the study convenience sampling amounting to 100 people was used from the population of Nakheel, Ras-al-khaimah was used for the study. These consumers were identified from 25 dealers in Ras-al-khaimah city. Both primary and secondary data have been used for the study. Primary data were collected from dealers and respondents using questionnaire method. Secondary data were collected from published sources such as journals, books and websites. The tools used for data collection were questionnaire and for analysis percentage method and cross tabulation was used. The brands preferred by the consumers on different home appliances were studied. It was found that LG television and refrigerators were used by most of the consumers which implies that LG had a good brand image in the case of television and refrigerators but should be improved for microwave oven and washing machine. Samsung and Haier washing machines have good brand image.  

Saravanan, evaluated the women’s purchase behavior and their role in purchase decision. A total of 125 respondents residing in the Coimbatore city were selected by convenience sampling method for the study. Percentage Analysis, Weighted scaling technique and ranking technique had also been used for analysing the factors determining the level of satisfaction and influencing the purchase behavior of the women consumers.  

Jiju, has reported that the perceptions of brand name with reference to brand risk and brand differences have been the prime factors in making buying decisions for new brands among consumers. The main objectives of the study are to evaluate the customers perception towards the purchase of branded products, and the influence of the

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demographic variables on brand preference of television sets. Primary data were collected through questionnaire from 200 customers of various retails electronic showrooms in Coimbatore District. This study reveals that information inflow on brands and outflow through inter-Product communication may act as a device to coordinate consumer expectations of the purchasing preference.  

**Jinju Agarwal**, helped to understand the consumer behaviour towards purchasing a new Washing Machine or Refrigerator. It also opens the various factors which can affect the purchase decision. This study reveals the frame of mind of people, and the exceptions of consumers that are helpful for Retailers and Companies so that they can understand the consumer behaviour and can satisfy the consumer in a better manner.  

**Sapna Solanki**, aims at improving business performance through an understanding of customer’s preferences and desires. This study made an attempt to find the factors affecting consumer’s buying behaviour. The variables include packaging, cost, availability, ingredients, product popularity etc that influence the choice of a brand from among those in the consideration list.  

**Priyam Mehta** and **Umesh Lukhi**, investigated the purchase pattern of consumers for consumer durable. The objectives of the study were to study the factors affecting purchase of consumer durables, to study brand preference of consumers for consumer durable goods and to study brand preference of consumers towards organized & unorganized outlet for the consumer durable goods. The research was conducted on a sample of 200 in Ahmadabad city. Research design was descriptive in nature. Preference

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of people was analyzed and quantified to know the factors responsible for their preference. Further preference is quantified in terms of organized and unorganized retail formats. Secondary data were collected from various past studies and other sources like magazines, newspapers, and websites. Structured questionnaire was used to collect primary data. The study reveals preferential criteria for the purchase of consumer durables.\textsuperscript{88}

\textbf{Sumitt Sharma and Shana}, found out the consumer attitude and preference towards electrical and electronic products. The significance of the study is to know about customers’ satisfaction level in order to increase the number of products. Survey method is used to collect data and 100 samples are taken to analyse the people’s preference regarding Videocon products. The result shows that Videocon products have been one of the best and so people believed in this company. It provides better products and services to their customer.\textsuperscript{89}

\textbf{Sarika R. Lohana}, attempted to study consumers’ preferences for the different brands of Household appliances, and to analyse the buying behaviour of different classes of consumers based on their Product characteristics. The study area was confined to sample population of Nanded City. Among the household appliances, Mixer, Grinder, Refrigerators, Washing Machines and Television were included for the purpose of the study. This is a survey type of research. The whole Nanded City area was taken as the universe of the study, with the consumers of different age groups and income groups. Convenient sampling method was used to select the households for the purpose of this


study. The size of the sample was restricted to 75 in this area. Primary data were collected from the 75 households selected through convenient sampling. The data were collected with the help of questionnaire. A questionnaire was designed and used as tool for the collection of data from the households. The questionnaire was administrated to the head of the family available at the time of collection. It was a detailed Questionnaire enlisting questions on issues such as brand preference, the reasons and their performance of the product, after sales service, method of purchase etc., Percentage and average have been used in the tables whenever necessary. Chi-square test of significance was used to test the Hypothesis framed for the purpose of this study. The diagrammatic representation has also been made. The study reveals that Consumer preference of a product should be based on sales service, reputation of the company, durability of the product etc.\textsuperscript{90}

\textbf{Konstadinos Abeliotis,} analysed the factors affecting consumers' preferences towards the ownership of household appliances. The study is based on 186 survey responses from Cypriot households, and they are analysed econometrically using regression techniques. The results show that consumers that buy energy-efficient appliances are highly educated and women. Household income is not a statistically significant. On the contrary, income and number of persons per household affect the number of appliances that consumers own.\textsuperscript{91}

\textbf{Sushil Chande,} analysed the consumer buying preferences in buying a television and the factors that influence this behavior. This study started out as an exploratory study but developed into an explanatory study. The respondents 64 consumers and dealers are


selected randomly. The area of the research was Mumbai region. Primary data for the research was collected through questionnaires. This research can help a lot of television manufacturing companies to understand what exactly their consumers want and to focus on the specific needs and hence increasing the profits.\(^{92}\)

**Dhanpath**, expresses that in today scenario, every company wants to compete with others to remain in the market. So it is very necessary for the company to know what are the needs and wants of the customer, what is the preference of customer. It is very important for a company to know which product is preferred by the customer on which basis. This study is all about this i.e. to study the preference of customer in selected brands of refrigerator on the basis of price, brand name, quality and after sales services and to find out the steps that a company can adopt to fight the competition. In the earlier part of the project the researcher discussed about the Consumer\& the preference of consumer. This study also had discussed about the introduction of the refrigerator. This research was carried out using primary data. Questionnaire technique was used to get the data from the customer. The sample size was of hundred customers of Yamuna Nagar those are using refrigerator. From this study, it was found that LG was having major market share in terms of Refrigerator in comparison to others. There were 46% of the people who were having LG Refrigerators.\(^{93}\)

**Sivaji Ganesh Bobbili**, tried to find out factors that influence buying decision, to find out sources of information used by customers before making decision of specific brand of home appliance and to know about features for which the potential customers looks for when they buy any branded home appliance. Primary data were collected by well-structured questionnaire and

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interview method. Secondary data were collected from books, internet and newspapers. The sample size was 100 respondents (75 men and 25 women) in Hyderabad. The sampling unit of the study was all users of home Appliances in the age group of 30-45yrs of middle income group in Hyderabad city. Non-probability convenience sampling technique was used. The conclusions of the study was that people in Hyderabad city were highly aware about different brands of home appliances, and people in the age group 30-35 were mostly educated and having sound knowledge of home appliances of different companies. Majority of the respondents were motivated by their spouse in buying decision, and TV advertisements play a major role in the selection of brand of home appliance.94

Sunil Vardhan’s major objectives of the study were to know the customer preference in buying colour television and to determine the buying decision of consumers with regard to colour television. Moreover they had also proposed to find out the best media to reach the customers, to know the opinion of consumers about the colour television markets. For the purpose of analysing and to accomplish the various objectives of the study, the researcher collected only primary data through structured questionnaire following survey method. The questionnaire was prepared on the basis of discussions with experts in the organisation. The questionnaire survey method covered information like the awareness, advertisement effectiveness, media planning and attitudes towards the brands. The primary data was collected from the consumers of the five districts in Kerala, namely Tiruvananathapuram, Kollam, Pathanamthitta, Alapuzha, and Kottayam for the purpose of analysing consumer attitudes. The secondary data was collected for the support of study from company reports; annual reports etc. the total sample size was 300

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respondents. The sampling method adopted was simple random sampling. The percentage analysis was used throughout the study for analyzing the data like awareness, buying decision, preferences, influencing factors for buying media planning and attitudes towards the brand. The study has been found out that most of the people preferred quality as the main factor for taking buying decision. If the company takes the above said recommendations, then Thompson will enjoy high market share over other brands in near future.⁹⁵

Ramachandran Azhagaiah, revealed the results of survey data analyzed on Mixer Grinders (MGs) (based on responses from 171 MG users in Puducherry). Kruskal Wallis (KW) H test, one-way ANOVA (F-test), and Conjoint Analysis (CA) were the statistical tools used for analyzing the data. The study showed that 45.7% of the respondents who had studied up to a degree used the branded MGs. The brand-wise analysis revealed that most of the housewives used Preethi Brand of MG, as compared to that of the other brands, which revealed that there was no significant relation between the brand preference of MGs and the occupational status of consumers. The brand ‘Philips’ was preferred for its “quality”, while Crompton Greaves (CGs) was preferred for its after-sales service. Quality was given first preference when comparing the perception of consumers towards MGs age-wise, while analysis with gender as the factor depicted that most of the men and women prefer an “ISO” certified product. Educational status and occupation did not influence the brand preference as most of the respondents preferred “ISO” products, irrespective of their educational qualification and occupation. Perception by age with various features of MG showed that its features were given more importance in respect of the consumers’ level of satisfaction, when compared with various features of

MG. The educational status played a significant role in giving preference to the “grinding capacity” of the MGs, while occupational status gave preference to “speed” of the MGs.\textsuperscript{96}

\textbf{Nithin Sharma}, studied the consumer behaviour about durable goods and how Indian consumer is behaving, how he behaved in past and what are the future estimates about. The study is based upon the secondary data. After going through the secondary data the study shows that there is a noticeable shift in the consumer’s preference in favour of higher end, technologically superior branded products. The demand being fuelled by increasing consumer awareness and preference for new models.\textsuperscript{97}

\textbf{Sanjeev}, mainly dealt with knowing purchase and post purchase behaviour and also focus on changing preference of customers. The objectives of the study are to know consumer behaviour while purchasing, to know what factors affect consumer behaviour. The Primary Sources are customer who purchase or going to purchase Washing Machine and Refrigerator. The data were collected from a sample of 200 through administrated questionnaires. This Research shows the changing preference of customers because in today’s time there are so many best option for customers for every electronic product.\textsuperscript{98}

\textbf{Hemanth}, studied about the marketing skills used while convincing the customers, and examined Preference of consumer in Select Brands (Whirlpool, Videocon, LG) of 200 Lts Refrigerators on the basis of Price, Brand Name and Quality. The study was designed to find out the market share of these three brands in the market, to find the extent of brand loyalty that exists among Refrigerator user, to


the brand awareness of Refrigerator among the residents of Yamuna Nagar, and to study the influence of various factors on the purchase of Refrigerators Price, Quality, Brand Awareness and to study the effect of after sales services on purchasing the appliances. Primary data were collected through the questionnaires from different customers who were using different brands of refrigerators of 200 lts (Whirlpool, Videocon, and LG). Secondary sources include websites, brochures of the respective companies, magazines published etc. Historical sample size is of 100 people of Yamuna Nagar using the refrigerator. Sample unit was individual customer of Yamuna Nagar whose Preference had to be examined. Judgment sampling technique was used. Multidimensional scaling and Correlation analysis were used to analyse the data. The study found that LG was having major market share in terms of Refrigerator in comparison to others.  

Sunil, expected to throw light on various factors which affect consumers purchase decisions while buying consumer durables and demographic profile of consumers in Kolkata. This study is based on both primary and secondary data and thus it will be able to analyse various major factors which affects purchase decisions regarding consumer durables namely, CTV, refrigerator and Computers for various income segments. This study followed survey method. A questionnaire was used to collect both the primary and secondary data. The sample size was 100 and the sample design for the survey is convenience sampling. The study provides the knowledge of meaningful elements present in the market of Kolkata and its effects on purchase decision on consumer durables.


Ramesh Kumar found successful brands are valuable because they guarantee future income streams. Companies know that loyal customers will repeatedly buy their brands and are also willing to support them during crisis. A successful brand is an identifiable product, services, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most clearly. Furthermore, its success results from being able to sustain these added values in the face of competition.  

Nasrin Sultana undertook a study on “Consumer buying behaviour of home appliances with reference to LG products”. The objectives of the study was to study the factors influencing customer buying behaviour of LG Home Appliances and 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.

Jagwinder Singh compared the rural and urban buying of consumer durables. Television and Refrigerator 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 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.\textsuperscript{103}

\textbf{Eganathan Ezhilarasi}, revealed the results of survey data analysed on mixer and grinders. The study showed that 45.7\% of the respondents who had studied up to a degree used the branded mixer and grinders. The brand wise analysis revealed that most of the housewives used Preethi brand of mixer, as compared to that of the other brands. The brand Philips was preferred for its quality, while Crompton Greaves was preferred for its after-sales service. Educational status and occupation did not influence the brand preference as most of the respondents prefer ISO products. The educational status played a significant role in giving preference to the grinding capacity of the mixer grinders, while occupational status gave preference to speed of mixer grinders.\textsuperscript{104}

\textbf{Sunil Polywal} tried to identify the factors affecting sales of ONIDA Air Conditioners in Guwahati city, and rank the factors according to their importance or preferences among the consumers. A structured questionnaire was used to collect data from 200 samples. Statistical tools like chi square and factor analysis was used to obtain the results. It is concluded from the study that majority of the consumers are aware about


the brands available in the market. It also reveals that consumers are satisfied with the services offered by their market.105

Aravinth.S, says the preference of customers is nothing but the required product or commodity is according to their expected features and attributes. In this regard the researcher dealt with housewives and took them as respondents in the name of customers on their choices of purchasing electronic goods. 200 samples were selected randomly to provide data through structured questionnaire. ANOVA, cluster analysis and factor analysis were used as statistical tools to analyse the data. The result showed that producers must justify an electronic product on its price and build better brand.106

Napheel Yehsan undertook a study to understand the customer satisfaction of the customers of home appliances segment of Samsung Electronics India Ltd in the Ernakulum region and to understand the basis on which customers preferred Samsung over its competitors. The study reveals that there were 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.107


Sreeranganadhan and Lekshmi Bhai provided an overview of the responses of various consumers with respect to the effect of advertising on their purchasing behaviour in the consumer durables market of Kerala. Besides, the study reveals that most of the durable manufacturers using advertising as one of their marketing strategies. The survival and growth of consumer durables companies in a competitive environment is not viable without the advertising strategies.\textsuperscript{108}

Jyoti Indupratap Yadav, stated the main objectives of the study as to study the pre-purchase buying behavior and post purchase buying behavior of urban and rural consumers in terms of their preference for various attributes of the choice criteria like brand, price, features, after-sales services for Washing machine in the rural and urban areas of Sangli District (Maharashtra). The present study is exploratory in nature based on survey method. The data which were collected from 150 respondents were analyzed by using percentage analysis and chi-square test. It is found that there is significant difference between the buying behavior of urban and rural consumers with regard to their preference for washing machines (brand, price, features, and after-sales services).\textsuperscript{109}

Rani and Maran dealt with Consumers Expectation, Satisfaction and Preference towards Refrigerator. This study throws light on the differences in Expectation, Satisfaction and Preference level among consumers, based on their Occupation and Income. Also the study highlights on the relationship between Expectation, Satisfaction and Preference of consumers towards Refrigerator. Using a structured questionnaire data


were collected from 120 respondents belonging to Chennai city through convenience sampling. To analyze the relationship between the selected variables statistical tools like F-Test and Correlation analysis were performed on the data using SPSS. Based on the analysis it was found that there exist a correlation between consumer Preference, Expectation and Satisfaction towards Refrigerator.\textsuperscript{110}

Satyanarayana tried to identify factors influencing the customers to buy LG products, and identify the customer brand preference as well as to analyze the purchase behaviour of customers in preferring their choice of home appliances. A structured questionnaire was circulated to 200 respondents of Hyderabad city, who were using the LG home appliances. Factor analysis and chi square were used to analyse the results. It was found that consumer buying behaviour is influenced by both internal and external factors such as demographic, psychographics (lifestyle), personality, motivation, knowledge, attitude, beliefs and feelings and the external factors culture, locality, royalty, ethnicity, and family, social class, past experience, reference group, lifestyle and gender.\textsuperscript{111}

Biju Chauhan’s study is about finding the factors affecting customer satisfaction, extent and level of prevalent after sales service in regard to consumer durable goods. The instant study attempts to put up microscopic lens to various facets of this wide spread unresolved problem. After sales business activities in the country especially in this industry have received little systematic research attention. Results indicated to confirm on


the earlier literature that there was strong relationship between the dependent variable of customer satisfaction and four independent variables- product provided delivery and installation, performance and repairs and maintenance of durable goods.\textsuperscript{112}

\textbf{Lilly.J} undertook the study with the main objectives of knowing whether the demographic variables of the respondents have influence on brand preference of television sets and identifying the important variables that influence the respondents in purchasing their own brand of television. Primary data were collected through questionnaire from 200 customers of various retails electronic showrooms in Coimbatore District. The sample respondents were selected on the basis of convenient sampling method. This study reveals that information inflow on brands and outflow through inter-
Product communication may act as a device to coordinate consumer expectations of the purchasing preference.\textsuperscript{113}

\textbf{Neha Sharm} focused on consumer buying behavior in the Indian sector to explore its trends prospects, and challenges. The objectives of the study were to analyze the relationship between the factors affecting the purchase consideration, to study the significance of various roles played by individuals on purchase consideration and to determine the relationship between the sources of information influencing the purchase consideration. The study was an empirical analysis of consumer behavior towards home appliances (Refrigerator, Washing Machine and air-conditioner) with reference to Jaipur region. This is a descriptive kind of research study. Data have been collected through direct personal interview and questionnaire sample size was 200 consumers and 100


dealers/retailers of Home Appliances’. Statistical tools such as percentages, averages, chi-square test, ANOVA test and factor analysis. It is revealed from the study that consumer behaviour depends on a number of variables such as demographic variables, personality, needs and buying motives, family life cycle stage, family buying roles and the factors included in the choice criteria such as technology, brand image, price, style and after sales services.\textsuperscript{114}

**Pandey and Mithilesh Kumar** analyzed the peoples’ lifestyle changes with demography and behavior of consumer changes with the influence of media. The present study is descriptive in nature and shall adopt the survey method. A structured questionnaire has been used to collect data. The collected data will be selected by random sampling and clustered sampling method. The questionnaire shall be administered to total 200 consumers from Haridwar region of Uttarakhand state. Cronbach’s Alpha and chi-square technique has been used to analyze the data. It is clear from the results that the advertisement has major influence on the purchase decision of the durable products. The consumers insist on specific brand after every purchase of consumer durable products. It is also find that male domination is high as compared to female domination.\textsuperscript{115}

**Vijayalakshmi and Mahalakshmi** investigated the occurrence of purchasing the Home Appliances products, and to study the demographic variables having an impact on the purchase of home appliances products. This is research was descriptive in nature and conducted in Chennai. Data were collected through the questionnaire. The sample size for


the study was 357. Convenience sampling was used to select the respondents. Statistical tools Percentage and chi-square were adopted to analyze the data and to obtain the results. It was found that the respondents prefer to purchase the home appliances products mostly during the festival and seasonal offer where the marketers need to focus. It also reveals that demographic variables like income do not have significant relationship with occurrence of purchasing the home appliances products.116

Abdul Brosekhan analyzed the various factors and its impact on Consumer Buying Decision of Home Appliance Products in Ramanathapuram. The study was based on the survey method. Data were collected through structured questionnaire. The Systematic Random sampling method was followed to choose the sample respondents. The sample size was 400 household respondents for different brands of product preferred by consumers. Factor analysis and chi square was used to analyse the data. It is concluded that, the consumer behavior have a great impact on the home appliance products of the clusters. The home appliance products like LCD and LED televisions, Air Conditioner, Refrigerator, washing machine, Computers and Laptops, Induction Cookers, Mixer Grinder, Wed Grinder, Kitchen Stove, Microwave Ovens, were once considered as life purchase but now people become more open to the idea of exchanging their old appliances for new ones.117

Uma and Sasikala analysed the Consumer Buying Behaviour towards selected Home Appliance Products in Madurai. The research design adopted for this study is Descriptive Research. The sampling design of the study is based on the Area sampling


and convenience sampling. Primary data have been collected from the respondents by using a well-structured, non-disguised questionnaire. Data where analysed using statistical tool of percentage analyses. A sample is a representative part of the population. The Probability methods of Systematic Random sampling method was followed for study to choose the sample respondents. The researcher has decided to select a sample size of 300 household respondents have been selected from the Madurai District as Urban, Semi Urban and Rural. Maximum of the respondents of urban area uses home appliances than the rural area. So the home appliances companies have to find the consumers preferences regarding promotion scheme in the rural area. It is found that the “brand name” plays a dominant role in purchasing the home appliances.\textsuperscript{118}

\textbf{Jisana and Basheer Ahameed} tried to reveal that the consumers in Kerala are using almost all the home appliances for their comfortable life. Refrigerator, Washing Machine and Air Conditioners were changed to necessaries from luxurious status. People are considering brand and features of the product before making purchases. Some people were influenced by festival season offers. None of the customers are using online mode of purchase for acquiring home appliances. All the respondents are satisfied with their existing home appliances and they will recommend these products to their friends and relatives.\textsuperscript{119}

\textbf{Alireza Nodehia and Afarin Azambon} made a study on the impact of brand equity on consumer’s behaviour towards the purchase of home appliances. The present research is a combination of descriptive and correlational study. The research population

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comprises of home appliances consumers brand from which 500 are selected using simple random sampling. A valid and translated questionnaire has been used for collecting data. Questionnaire reliability was tested using Cronbach's alpha coefficient and the collected data are analyzed using SPSS and Amos software. Results indicate that brand equity affect brand preference, individuals’ willingness for paying more and consumers purchase intention.\textsuperscript{120}

\textbf{Khader Mohideen and Saravanan} examined the personal characteristics of buyers of Consumer Durable Goods. The study is an empirical research based on the survey method which uses both primary and secondary data. The researcher adopts convenience sampling method of non – probability sampling technique and the sample size is 175 respondents residing in Tiruchirappalli District. The interview schedule was structured with 55 questions. Data collected through questionnaire. The various statistical tools used for analysis of the data, are Descriptive, Cross table and Regression. It is concluded that “Service Quality” exerted significant influence on the overall satisfaction and acted as dominant in factor determining buying decision.\textsuperscript{121}

On reviewing the research works published on home appliances and family durables with regard to brand preference, factors influencing brand preference etc, the researcher has concluded that good number of studies have been done almost in all the states in India and also in many other countries. Home appliances such as Mixer, Fan, Television, Refrigerator, Washing Machine, Air conditioner etc have been studied independently (Abdul Brosekh, Neha Sharm, Satyanarayana, Napheel Yeshan, Chinho


Lin Wann-Yih Wu, Deepa, Gerrald and Tellis, Rahav and Sanjeev) as well as in clusters (Jisana and Basheer Alireza and Afarin, Ravichandran and Narayanarajan, Jyoti and Indhuprasad Yadav, Uma and Sasikala, Vijayalakshmi and Mahalakshmi, and Sarika Lohana). Almost all the studies followed random sampling technique for the adoption of descriptive survey method. For testing the stated hypotheses they had employed statistics such as Percentage, ANOVA, Pearson Product Moment Correlation, Chi Square, Kruskal Wallis, Manwhitney and Factor Analysis. Moreover, the brand preference and brand loyalty were tested in these studies in terms of Price, Qualities, Features, Services, Availability of Spares, Friends, Relatives, Cash Payments, Credit Facilities and so on.

But the present research is aimed at identifying the brand preference of a unique population comprising equal percentage of people of rural and urban living. Though the cluster of home appliances including Mixer, Fan, Television, Refrigerator, Washing Machine and Air conditioner is studied in the present research, each category is studied in depth to understand the factors influencing the brand preference of each one of them. The researcher has planned to make use of the ranking technique for estimating the most and the least preferred factors of Social, Product, Physical, Utility and Economic dimensions. Unlike the previous ones the significance of agreement among the ranks assigned by the respondents to the factors under different dimensions has to be tested by the statistical tool the Kendall Coefficient of Concordance. Further the present study is designed to be different from the researches already published in identifying the significance of the predictability of the factors of different dimensions with regard to brand preference. Therefore the researcher is of the opinion that the present research would be contributive to the quantum of information already available in the field of brand preferences for different home appliances. Moreover, it would be a comprehensive one undertaken so far in this part of Tamilnadu to explore the purchasing behaviour of the consumers in respect of essential home appliances.