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RESEARCH ARTICLE

AN ANALYTICAL STUDY OF FACTORS INFLUENCING CONSUMERS' PREFERENCES

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ABSTRACT

Consumers' buying behaviour and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customer. One of the indicators of the strength of a brand in the hearts and minds of customers is brand preference. Brand preference represents which brands are preferred under assumptions of equality in price and availability. Buying Behaviour is the decision process and acts of people involved in buying and using products. The article examines the influence of socio economic variables on Consumers' buyer behavior and on their brand preference towards home appliances.

INTRODUCTION

Marketer has to understand: Why consumers purchase?. What factors influence consumer to purchase?. Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. A consumer's buyer behaviour is influenced by four major factors: 1) Cultural, 2) Social 3) Personal and 4) Psychological.

CULTURAL factors include a consumer's culture, subculture and social class. These factors are often inherent in our values and decision processes. SOCIAL factors include groups (reference groups, aspiration groups and member groups), family, roles and status. This explains the outside influences of others on consumers purchase decisions either directly or indirectly. PERSONAL factors include such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self concept. These may explain why consumers' preferences often change as their 'situation' changes. PSYCHOLOGICAL factors affecting consumers' purchase decision include motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes.

These factors cause consumers to develop product and brand preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preferences of the target market. The length of the purchase decision process will vary. A consumer may not act

in isolation in the purchase, but rather may be influenced by any of several people in various roles. The number of people involved in the buying decision increases with the level of involvement and complexity of the buying decision behaviour. Other people often influence a consumer's purchase decision. The marketer needs to know which people are involved in the buying decision and what role each person plays, so that marketing strategies can also be aimed at these people.

Objective of the study

To examine the influence of socio economic variables on Consumers' buying behavior and on their brand preference towards home appliances.

Sampling design

The study area is confined to the sample population in Tirunelveli district. The sample size is determined at 500 consumers. The sample comprises of 250 consumers from rural and urban areas. A sample of 50 consumers each is selected from each of the five Municipalities in the four regions viz., Northern, Eastern, Western and Southern and a total sample of 250 consumers are thus selected from Urban area. 10 Panchayats are selected again on simple random sampling technique from the four regions and 25 consumers from each Panchayat are selected for the study. Thus, a total of 250 consumers are selected from the rural area. Thus in all, a total of 500 consumers are selected by applying purposive sampling technique for the study. Only five items of home appliances:

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Mixie, Grinder, Refrigerators, Washing Machines and Television are taken into consideration for this study.

RESULTS AND DISCUSSION

Brand preference of consumers towards home appliances in Tirunelveli district has relationship with many socio-economic variables. These variables have influence on brand preference towards home appliances. Hence, brand preference of consumers towards home appliances is analyzed in terms of these variables.

Gender and Brand Preference towards Home Appliances

Consumers of two different gender groups have preferred brands of home appliances at different levels. The male consumers have a higher preference for home appliances, female consumers have a lower preference towards home appliances. In order to study the relationship between brand preference towards home appliances and gender groups, 'ANOVA' test is attempted with the null hypothesis as, "there is no significant difference in brand preference towards home appliances among consumers of different gender groups in rural and urban areas in Tirunelveli district". The result of 'ANOVA' test is presented in Table 1.

Table 1. Brand Preference towards Home Appliances among Different Gender Group of Customers -'t' Test

Area of Residence	F	Sig.	T	Df	p Value
Rural	1.088	0.298	0.244	248	0.807
Urban	14.017	0.000	-0.640	248	0.523
Tirunelveli district	4.971	0.026	0.091	498	0.928

Source: Primary data

Table shows the brand preference towards home appliances among consumers of different gender groups. Table reveals that since the 'p' value of rural, urban area and Tirunelveli district is higher than 0.05, the null hypothesis is accepted. It shows that gender wise there is no significant difference in brand preference towards home appliances among consumers of rural and urban areas in Tirunelveli district.

Age and Brand Preference towards Home Appliances

Consumers of different age groups have preferred different brand of home appliances at different levels. The young consumers have a higher preference for home appliances; other consumers have a lower preference towards home appliances. In order to study the relationship between brand preference towards home appliances and age groups, 'ANOVA' test is attempted with the null hypothesis as, "there is no significant difference in brand preference towards home appliances among consumers of different age groups in rural and urban areas in Tirunelveli district". The result of 'ANOVA' test is presented in Table 2.

Table 2. Brand Preference towards Home Appliances among Different Age Group of Consumers – ANOVA

Area of Residence	Brand Preference	Sum of Squares	df	Mean Square	F	p Value
Rural	Between groups	9462.207	4	2365.552	2.848	0.025
	Within groups	203506.277	245	830.638		
	Total	212968.484	249			
Urban	Between groups	89.266	4	22.317	0.129	0.972
	Within groups	42316.834	245	172.722		
	Total	42406.100	249			
Tirunelveli District	Between groups	3916.946	4	979.236	1.886	0.112
	Within groups	256955.566	495	519.102		
	Total	260872.512	499			

Source: Primary data

Table 2 reveals that in rural area, the calculated 'F' value of brand preference towards home appliances among different age group of consumers in rural area is 2.848 which is significant at the 'p' value of 0.025. Since the respective 'p' value is less than 0.05, the null hypothesis is rejected. Therefore, it may be concluded that there is a significant difference in brand preference towards home appliances among consumers of different age groups in rural area in Tirunelveli district. Table further reveals that the calculated 'F' value of brand preference towards home appliances among different age groups of consumers in urban area of Tirunelveli district are 0.129 and 1.886 which is significant at the 'p' value of 0.972 and 0.112. Since the respective 'p' value is higher than 0.05, the null hypothesis is accepted. Therefore, it may be concluded that there is no significant difference in brand preference towards home appliances among consumers of different age groups in urban area in Tirunelveli district.

Marital Status and Brand Preference towards Home Appliances

Consumers of different marital status have preferred different brands of home appliances at different levels.

Table 3. Brand Preference towards Home Appliances among Different Marital Status of Consumers – ANOVA

Area of Residence	Brand Preference	Sum of Squares	df	Mean Square	F	p Value
Rural	Between groups	3787.699	2	1893.849	2.236	0.109
	Within groups	209180.785	247	846.886		
	Total	212968.484	249			
Urban	Between groups	75.266	2	37.633	0.220	0.803
	Within groups	42330.834	247	171.380		
	Total	42406.100	249			
Tirunelveli District	Between groups	789.458	2	394.729	0.754	0.471
	Within groups	260083.054	497	523.306		
	Total	260872.512	499			

Source: Primary data

The unmarried consumers preferred home appliances at a higher level, other consumers have lower preference towards home appliances. In order to study the relationship between brand preference towards home appliances and marital status, 'ANOVA' test is attempted with the null hypothesis as, "there is no significant difference in brand preference towards home appliances among consumers of different marital status in rural and urban areas in Tirunelveli district". The result of 'ANOVA' Test is presented in Table 3.

Table 3 further reveals that the calculated 'F' value of brand preference towards home appliances among different marital status of consumers in rural, urban area and Tirunelveli district are 2.236, 0.220 and 0.754 which is significant at the 'p' value of 0.109, 0.803 and 0.471. Since the respective 'p' value is higher than 0.05, the null hypothesis is accepted. Therefore, it may be concluded that there is no significant difference in brand preference towards home appliances based on marital status of consumers in rural and urban areas in Tirunelveli district.

Factors Influencing the Purchase of Home Appliances among Rural Consumers -- Factor Analysis

Factor analysis helps to reduce the innumerable variables into limited number of latent factors having inter-correlation within them. Hence factor analysis is attempted to reduce the numerous variables into limited number of factors. In order to apply factor analysis, the basic assumption to be fulfilled is the factorability of the correlation matrix. KMO measures of sampling adequacy and the Bartlett's test of sphericity determine the factorability of the correlation matrix. The results of the calculation are presented in Table 4.

Table 4. Findings of KMO and Bartlett's Test

Kaiser-Meyer-Olkin measure of sampling adequacy	0.695
Bartlett's Test of sphericity Approx Chi-Square	7607.224
Df	231
Significance	0.000

The Table 4 shows the findings of the KMO and Bartlett's test. The Table reveals that the factor analysis can be rightly employed in this context as evidenced through a higher KMO Measure (0.695) and a significant Bartlett's test result. Hence factor analysis is attempted. Analysis of factors influencing the purchase of home appliances among rural consumers are made through rotated factor matrix which reveals that there are seven major factors responsible for purchase of home appliances. The findings of the rotated factor analysis on the factors influencing the rural consumers on purchase of home appliances are presented in Table 5.

Rotated factor analysis categorizes the variables influencing the consumers towards brand preference of home appliances in Tirunelveli district into seven broad groups. The details are presented in the Table. The detailed list of variables falling under seven groups are presented below: Table reveals that the first factor F1 (**Economic Status factor**) accounts for 14.233 per cent variation in the total variable set. There are six variables positively loaded in this factor. They are status in society, income, economic status, society, education and culture. These six variables are positively loaded in the factor F1. It implies that there is a positive correlation among these six variables and make a variation of 14.233 per cent in the brand preference towards home appliances in Tirunelveli district. The second factor F2 (**Family factor**) represents 18.742 per cent variation in the total variable set. There are four variables namely occupation, role in family, family and experience. The variables experience, income, occupation and family are positively loaded in this factor. The inference to be drawn from the above analysis is that the variables occupation, role in family, family and experience positively influence the consumers towards brand preference of home appliances. The third factor F3 (**Motivation factor**) represents 12.027 per cent variation in the total variable set. This factor includes four variables such as motivation, perception, attitude and beliefs.

The variables motivation, perception, attitude and beliefs are positively loaded in this factor. Hence this analysis reveals that the brand preferences towards home appliances are positively influenced by motivation, perception, attitude and beliefs.

Table 5. Factors Influencing the Rural Consumers to Purchase Home Appliances –Rotated Factor Analysis

Factors	F1	F2	F3	F4	F5	F6	F7	h ²
Status in society	.825	.050	-.040	.081	.166	.018	.280	1.38
Income	.815	.138	.036	.133	-.064	.011	.017	1.086
Economic status	.793	.066	.146	.133	.053	.100	-.052	1.239
Society	.792	-.093	.126	.215	.141	.105	.166	1.452
Education	.667	.037	-.126	.079	.015	.114	.304	1.09
Culture	.648	.028	-.058	.268	.325	.164	.225	1.6
Occupation	.140	.585	.086	.293	.027	.094	-.005	1.22
Role in family	.143	.884	.161	.200	.074	-.076	.185	1.571
Family	.143	.814	.211	.120	.024	.060	.150	1.522
Experience	-.023	.852	.103	.296	.104	.107	.194	1.633
Motivation	-.052	.099	.854	.073	.151	.178	-.001	1.302
Perception	.140	.138	.848	.157	.172	-.036	.044	1.463
Attitude	-.011	.210	.722	.029	.145	.217	.143	1.455
Beliefs	-.002	.119	.640	.118	.180	.018	.127	1.2
Influences of geographic location	-.017	.193	.188	.750	.042	.003	.236	1.395
Place of purchase	.235	.180	.214	.658	.354	.043	-.191	1.493
Personality	.083	.130	.051	.235	.885	.068	.044	1.496
Environment	.206	.183	.495	.133	.566	.162	.024	1.769
Brand preference and loyalty	.099	.018	.043	.015	.120	.766	.241	1.302
Multiple use of product	-.013	.041	.203	.020	.133	.729	.090	1.203
Age and life cycle stage	.076	.141	.006	.090	.040	.475	.758	1.586
Life style	.125	.272	.428	.069	.271	.308	.568	2.041
Eigen value	5.812	5.085	5.337	4.165	3.924	3.628	3.547	
Percent of variation	14.233	18.742	12.027	8.255	8.456	7.317	7.362	
Cumulative Percentage	14.233	32.975	45.002	53.227	61.683	69.000	76.362	

Source: Primary data

The fourth factor F4 (**Location factor**) accounts for a variation of 8.255 per cent in the total variable set. This factor includes two variables such as influences of geographic location and place of purchase. Analysis of the above table shows that influences of geographic location and place of purchase positively influences the brand preferences towards home appliances. The fifth factor F5 (**Personality factor**) represents 8.456 per cent variation in the total variable set. There are two variables i.e., personality and environment are positively loaded in this factor. Analysis of the table shows that the personality and environment positively influences the brand preferences towards home appliances. The sixth factor F6 (**Brand Loyalty factor**) represents 7.317 per cent variation in the total variable set. There are two variables i.e., brand preference and loyalty and multiple use of product are positively loaded in this factor. Analysis of the Table shows that the brand preference and loyalty and multiple use of product positively influences the brand preferences towards home appliances. The seventh factor F7 (**Life Style factor**) represents 7.362 per cent variation in the total variable set. There are two variables i.e., age and life cycle stage and life style are positively loaded in this factor. Analysis of the Table shows that the age and life cycle stage and life style positively influences the brand preferences towards home appliances.

Factors Influencing the Purchase of Home Appliances among Urban Consumers -- Factor Analysis

Factor analysis helps to reduce the innumerable variables into limited number of latent factors having inter-correlation within them. Hence, factor analysis is attempted to reduce the numerous variables into limited number of factors.

In order to apply factor analysis, the basic assumption to be fulfilled is the factorability of the correlation matrix. KMO measures of sampling adequacy and the Bartlett's test of sphericity determine the factorability of the correlation matrix. The results of the calculation are presented in Table 6. Table 6 shows the findings of the KMO and Bartlett's test. The Table reveals that the factor analysis can be rightly employed in this context as evidenced through a higher KMO Measure (0.688) and a significant Bartlett's test result. Hence, factor analysis is attempted. Analysis of factors influencing the purchase of home appliances among urban consumers are made through rotated factor matrix which reveals that there are seven major factors responsible for purchase of home appliances. The findings of the rotated factor analysis on the factors influencing the urban consumers on purchase of home appliances are presented in Table 7.

Rotated factor analysis categorizes the variables influencing the urban consumers towards brand preference of home appliances in Tirunelveli district into seven broad groups. The details are presented in the Table. The detailed list of variables falling under seven groups are presented below:

Table reveals that the first factor F1 (**Economic Status factor**) accounts for 13.138 per cent variation in the total variable set. There are six variables positively loaded in this factor. They are economic status, income, culture, education, status in society and society. These six variables are positively loaded in the factor F1. It implies that there is a positive correlation among these six variables and make a variation of 13.138 per cent in the brand preference towards home appliances in Tirunelveli district.

Table 6. Findings of KMO and Bartlett's Test

Kaiser-Meyer-Olkin measure of sampling adequacy	0.688
Bartlett's Test of sphericity Approx Chi-Square	7508.692
Df	231
Significance	0.000

Table 7. Factors Influencing the Urban Consumers to Purchase Home Appliances –Rotated Factor Analysis

Factors	F1	F2	F3	F4	F5	F6	F7	h ²
Economic status	.838	.091	.002	-.059	.107	.036	.098	1.113
Income	.804	.062	.121	.092	-.006	.337	.120	1.530
Culture	.784	-.017	.119	.115	.092	.063	.180	1.336
Education	.778	-.062	.155	.109	.180	.111	.255	1.526
Status in society	.671	.076	-.045	.014	.089	.256	.012	1.073
Society	.630	.022	-.051	.248	.161	.228	.291	1.529
Role in family	-.113	.880	.136	.254	-.194	.095	.163	1.221
Occupation	-.269	.594	.129	.042	-.210	.015	.224	0.525
Family	-.074	.761	.072	.027	.016	.135	.008	0.945
Experience	.107	.662	.423	.437	-.001	.317	.295	2.240
Brand preference and loyalty	.125	.151	.858	-.163	.209	.093	.011	1.284
Multiple use of product	.115	.155	.816	.310	.081	.048	.105	1.630
Age and life cycle stage	.105	.213	.400	.711	-.155	-.017	.099	1.356
Life style	.135	.086	-.008	.881	.287	.008	-.011	1.378
Perception	.014	.210	.148	.006	.743	.118	-.145	1.094
Beliefs	.189	-.158	.204	.223	.725	-.111	.139	1.211
Motivation	-.072	.116	.116	.209	.735	.063	.119	1.286
Attitude	.013	.410	.360	.123	.650	.015	.131	1.702
Personality	.017	-.183	.167	.186	.334	.830	.171	1.522
Environment	.043	.203	.024	.121	.431	.733	.051	1.606
Influences of geographic location	-.114	-.092	.013	.009	.050	.064	.892	0.822
Place of purchase	.085	.022	-.161	.010	-.091	.223	.596	0.684
Eigen value	4.811	4.202	3.998	3.905	4.233	3.660	3.804	
Percent of variation	13.138	19.885	11.607	10.994	8.336	8.200	6.174	
Cumulative Percentage	13.138	33.023	44.630	55.624	63.960	72.160	78.334	

Source: Primary data

The second factor F2 (**Family factor**) represents 19.885 per cent variation in the total variable set. There are four variables namely role in family, occupation, family and experience. The variables experience, income, occupation and family are positively loaded in this factor. The inference to be drawn from the above analysis is that the variables occupation, role in family, family and experience positively influence the consumers towards brand preference of home appliances. The third factor F3 (**Brand Loyalty factor**) represents 11.607 per cent variation in the total variable set. This factor includes two variables such as brand preference and loyalty and multiple use of product. The variables brand preference and loyalty and multiple use of product are positively loaded in this factor. Hence, this analysis reveals that the brand preferences towards home appliances are positively influenced by brand preference and loyalty and multiple use of product. The fourth factor F4 (**Life Style factor**) accounts for a variation of 10.944 per cent in the total variable set. This factor includes two variables such as age and life cycle stage and life style. Analysis of the above Table shows that age and life cycle stage and life style positively influences the brand preferences towards home appliances. The fifth factor F5 (**Motivation factor**) represents 8.336 per cent variation in the total variable set. Four variables such as perception, beliefs, motivation and attitude are positively loaded in this factor. Analysis of the Table shows that the perception, beliefs, motivation and attitude positively influences the brand preferences towards home appliances.

of the Table shows that the influences of geographic location and place of purchase positively influences the brand preferences towards home appliances.

RANKING OF ELEMENTS OF MARKETING MIX

Ranking of Features of Television

In order to find out the criteria used by the consumers for selection of television under the four categories of marketing mix namely product, price, promotion and place, the data have been collected from the rural and urban consumers and presented in the following table.

Table 8 shows the rank assigned by the rural consumers by considering all the elements of marketing mix. It is observed that the criteria for selection of home appliances under the four categories of marketing mix are product, price, promotion and place. It is observed that under the element marketing mix "Brand name" has secured highest mean score (59.91) and ranked as first in product mix; "easy installment and credit facilities" has secured highest mean score (53.30) and ranked as first under price mix; "attractive advertisement" has secured highest mean score (52.80) and ranked as first under promotion mix; and "trustworthiness of dealer" has secured highest mean score (54.86) and ranked as first in place mix.

Table 8. Ranking of Features of Television

S.No.	Particulars	Rural			Urban		
		Total Score	Average Score	Rank	Total Score	Average Score	Rank
Product							
1	Appearances	13282	53.13	III	13680	54.72	IV
2	Quality	13668	54.67	II	13875	55.50	III
3	Performances	12429	49.72	VII	12595	50.38	VII
4	Less power consumption	12608	50.43	V	12821	51.28	VI
5	Green product	12503	50.01	VI	13305	53.22	V
6	Brand name	14977	59.91	I	14278	57.11	II
7	Value addition	13118	52.47	IV	11860	47.44	VIII
8	Warranty	11863	47.45	VIII	14827	59.31	I
9	Repurchase/exchange offer	10042	40.17	IX	11562	46.25	IX
10	After sales service	9345	37.38	X	10359	41.44	X
Price							
1	Reasonable price	12255	49.02	II	13578	54.31	I
2	Easy installment and credit facilities	13325	53.30	I	12712	50.85	II
3	Offers and discount	11670	46.68	III	10876	43.50	III
Promotion							
1	Attractive advertisement	13201	52.80	I	13107	52.43	II
2	Word of mouth promotion	12069	48.28	II	11521	46.08	III
3	Celebrity	8904	35.62	IV	13879	55.52	I
4	Demonstration by selling agents	11150	44.60	III	10541	42.16	IV
Place							
1	Trustworthiness of dealer	13714	54.86	I	13578	54.31	I
2	Installation	12958	51.83	II	12115	48.46	III
3	Door delivery	12459	49.84	III	12509	50.04	II

Source: Primary data

The sixth factor F6 (**Personality factor**) represents 8.200 per cent variation in the total variable set. Two variables i.e., personality and environment are positively loaded in this factor. Analysis of the Table shows that the personality and environment positively influences the brand preferences towards home appliances. The seventh factor F7 (**Location factor**) represents 6.174 per cent variation in the total variable set. Two variables i.e., influences of geographic location and place of purchase are positively loaded in this factor. Analysis

The table further shows the rank assigned by the urban consumers by considering all the elements of marketing mix. The overall ranking shows that the warranty (59.31) plays a prominent role in the selection criteria of the home appliances, the brand name with average score (57.11) attains the second place in product mix; the first place was secured by the reasonable price (54.31) under price mix; the first place was attained by celebrity (55.52) under promotion mix and first

rank was secured by the “trustworthiness of dealer” (54.31) under place mix.

Ranking of Features of Refrigerator

In order to find out the criteria used by the consumers for selection of refrigerator under the four categories of marketing mix, namely, product, price, promotion and place, the data have been collected from the rural and urban consumers and presented in the Table 9.

Table 9 shows the rank assigned to features of refrigerator by the rural consumers by considering all the elements of marketing mix. It is observed that the criteria for selection of refrigerator under the four categories of marketing mix, are product, price, promotion and place.

It is observed that under the element marketing mix, “Brand name” has secured highest mean score (58.81) and ranked as first in product mix; “easy installment and credit facilities” has secured highest mean score (53.30) and ranked as first under price mix; “attractive advertisement” has secured highest mean score (53.67) and ranked as first under promotion mix; and “trustworthiness of dealer” has secured highest mean score (52.21) and ranked as first in place mix. The Table further shows the rank assigned to features of refrigerator by the urban consumers by considering all the elements of marketing mix. The overall ranking shows that the appearances (59.59) plays a prominent role in the selection criteria of the refrigerator, and less power consumption with average score (54.23) attains the second place in product mix; the first place was secured by the reasonable price (57.79) under price mix; the first place was attained by attractive advertisement (55.00) under promotion mix, and first rank was secured by the “trustworthiness of dealer” (53.80) under place mix.

Table 9. Ranking of Features of Refrigerator

S.No.	Particulars	Rural			Urban		
		Total Score	Average Score	Rank	Total Score	Average Score	Rank
Product							
1	Appearances	13842	55.37	II	14899	59.59	I
2	Quality	12832	51.33	V	13528	54.11	III
3	Performances	12294	49.18	VII	12554	50.22	VII
4	Less power consumption	12860	51.44	IV	13558	54.23	II
5	Green product	12305	49.22	VI	12180	48.72	VIII
6	Brand name	14702	58.81	I	13065	52.26	IV
7	Value addition	13804	55.22	III	12803	51.21	V
8	Warranty	11365	45.46	VIII	12769	51.08	VI
9	Repurchase/exchange offer	10432	41.73	IX	11237	44.95	X
10	After sales service	10351	41.40	X	11394	45.58	IX
Price							
1	Reasonable price	11568	46.27	III	13697	57.79	I
2	Easy instalment and credit facilities	13325	53.30	I	12354	49.42	II
3	Offers and discount	12435	49.74	II	11253	45.01	III
Promotion							
1	Attractive advertisement	13417	53.67	I	13751	55.00	I
2	Word of mouth promotion	12643	50.57	II	11215	44.86	IV
3	Celebrity	11108	44.43	IV	13357	53.43	II
4	Demonstration by selling agents	12178	48.71	III	11413	45.65	III
Place							
1	Trust worthiness of dealer	13053	52.21	I	13450	53.80	I
2	Installation	12097	48.39	III	12198	48.79	III
3	Door delivery	12981	51.92	II	12452	49.81	II

Source: Primary data

Table 10. Ranking of Features of Washing Machine

S.No.	Particulars	Rural			Urban		
		Total Score	Average Score	Rank	Total Score	Average Score	Rank
Product							
1	Appearances	12987	51.95	IV	12280	49.12	VIII
2	Quality	12369	49.48	VII	13598	54.39	II
3	Performances	9458	37.83	X	12354	49.42	VII
4	Less power consumption	12955	51.82	V	12159	48.64	IX
5	Green product	10344	41.38	IX	13055	52.22	IV
6	Brand name	13770	55.08	II	13786	55.14	I
7	Value addition	12039	48.46	VIII	12830	51.32	V
8	Warranty	13144	52.58	III	13270	53.08	III
9	Repurchase/exchange offer	12893	51.57	VI	12398	49.59	VI
10	After sales service	13820	55.28	I	11957	47.83	X
Price							
1	Reasonable price	13861	55.44	I	13970	55.88	I
2	Easy instalment and credit facilities	12275	49.10	III	12409	49.64	II
3	Offers and discount	12371	49.48	II	12234	48.94	III
Promotion							
1	Attractive advertisement	13747	54.99	I	13109	52.44	II
2	Word of mouth promotion	12403	49.61	II	11885	47.54	III
3	Celebrity	11889	47.56	III	13769	55.08	I
4	Demonstration by selling agents	10842	43.37	IV	11522	46.09	IV
Place							
1	Trust worthiness of dealer	13824	55.29	I	13787	55.15	I
2	Installation	12459	49.84	III	12911	51.64	II
3	Door delivery	12496	49.98	II	12212	48.85	III

Source: Primary data

Ranking of Features of Washing Machine

In order to find out the criteria used by the consumers for selection of washing machine under the four categories of marketing mix, namely, product, price, promotion and place, the data have been collected from the rural and urban consumers and presented in Table 10.

Table 10 shows the rank assigned to features of washing machine by the rural consumers by considering all the elements of marketing mix. It is observed that under the element marketing mix, "After sales service" has secured highest mean score (55.28) and ranked as first in product mix; "reasonable price" has secured highest mean score (55.44) and ranked as first under price mix; "attractive advertisement" has secured highest mean score (54.99) and ranked as first under promotion mix; and "trustworthiness of dealer" has secured highest mean score (55.29) and ranked as first in place mix. The Table further shows the rank assigned to features of washing machine by the urban consumers by considering all the elements of marketing mix. The overall ranking shows that the brand name (55.14) plays a prominent role in the selection criteria of the washing machine, and the quality with average score (54.39) attains the second place in product mix; the first place was secured by the reasonable price (55.88) under price mix; the first place was attained by celebrity (55.08) under promotion mix and first rank was secured by the "trustworthiness of dealer" (55.15) under place mix.

Ranking of Features of Mixie

In order to find out the criteria used by the consumers for selection of mixie under the four categories of marketing mix, namely, product, price, promotion and place, the data have been collected from the rural and urban consumers and presented in Table 11.

Table 11 shows the rank assigned to features of mixie by the rural consumers by considering all the elements of marketing mix. It is observed that under the element marketing mix "Brand name" has secured highest mean score (55.29) and ranked as first in product mix, "reasonable price" has secured highest mean score (52.49) and ranked as first under price mix, "celebrity" has secured highest mean score (55.66) and ranked as first under promotion mix, "trustworthiness of dealer" has secured highest mean score (55.03) and ranked as first in place mix. The Table further shows the rank assigned to features of mixie by the urban consumers by considering all the elements of marketing mix. The overall ranking shows that the repurchase/exchange offer (59.28) plays a prominent role in the selection criteria of the mixie, and the performances with average score (55.15) attains the second place in product mix; the first place was secured by the reasonable price (54.82) under price mix, the first place was attained by attractive advertisement (55.93) under promotion mix and first rank was secured by the "trustworthiness of dealer" (54.34) under place mix.

Ranking of Features of Grinder

The following Table shows the rank assigned by the rural and urban consumers to the features of grinder by considering all the elements of marketing mix. Table 12 shows the rank assigned by the rural consumers to the features of grinder by considering all the elements of marketing mix. It is observed that under the element marketing mix "Performances" has secured highest mean score (55.78) and ranked as first in product mix; "offers and discount" has secured highest mean score (52.95) and ranked as first under price mix; "celebrity" has secured highest mean score (55.66) and ranked as first under promotion mix; and "trustworthiness of dealer" has secured highest mean score (55.50) and ranked as first in place mix.

Table 11. Ranking of Features of Mixie

S.No.	Particulars	Rural			Urban		
		Total Score	Average Score	Rank	Total Score	Average Score	Rank
Product							
1	Appearances	12586	50.34	VI	12604	50.42	VII
2	Quality	12898	51.59	III	12526	50.10	VIII
3	Performances	11293	45.17	IX	13787	55.15	II
4	Less power consumption	11088	44.35	X	12129	48.52	IX
5	Green product	11539	46.16	VIII	13359	53.44	IV
6	Brand name	13824	55.29	I	13705	54.82	III
7	Value addition	12860	51.44	IV	12660	50.64	VI
8	Warranty	13794	55.18	II	12958	51.83	V
9	Repurchase/exchange offer	12345	49.38	VII	14821	59.28	I
10	After sales service	12588	50.35	V	10569	42.28	X
Price							
1	Reasonable price	13123	52.49	I	13705	54.82	I
2	Easy installment and credit facilities	12759	51.04	II	12939	51.76	II
3	Offers and discount	12751	51.00	III	12411	49.64	III
Promotion							
1	Attractive advertisement	12787	51.15	II	13982	55.93	I
2	Word of mouth promotion	12398	49.59	III	12542	50.17	III
3	Celebrity	13914	55.66	I	13969	55.88	II
4	Demonstration by selling agents	11423	45.69	IV	11231	44.92	IV
Place							
1	Trust worthiness of dealer	13758	55.03	I	13585	54.34	I
2	Installation	12898	51.59	II	12458	49.83	III
3	Door delivery	12489	49.96	III	12879	51.52	II

Source: Primary data

Table 12. Ranking of Features of Grinder

S. No.	Particulars	Rural			Urban		
		Total Score	Average Score	Rank	Total Score	Average Score	Rank
Product							
1	Appearances	13246	52.98	III	13294	53.18	III
2	Quality	12982	51.93	IV	13521	54.08	II
3	Performances	13945	55.78	I	12583	50.33	VI
4	Less power consumption	12228	48.91	VIII	10693	42.77	X
5	Green product	11392	45.57	X	12363	49.45	IX
6	Brand name	12913	51.65	V	13215	52.86	IV
7	Value addition	12041	48.16	IX	12406	49.62	VII
8	Warranty	13653	54.61	II	13750	55.00	I
9	Repurchase/exchange offer	12598	50.39	VII	12393	49.57	VIII
10	After sales service	12826	51.30	VI	12601	50.40	V
Price							
1	Reasonable price	12114	48.46	III	13055	52.22	I
2	Easy installment and credit facilities	12398	49.59	II	12341	49.36	III
3	Offers and discount	13237	52.95	I	12954	51.82	II
Promotion							
1	Attractive advertisement	13807	55.23	II	13821	55.28	I
2	Word of mouth promotion	12902	51.61	III	12145	48.58	III
3	Celebrity	13914	55.66	I	13593	54.37	II
4	Demonstration by selling agents	11233	44.93	IV	11297	45.19	IV
Place							
1	Trust worthiness of dealer	13876	55.50	I	13543	54.17	I
2	Installation	12897	51.59	II	12987	51.95	II
3	Door delivery	12455	49.82	III	12388	49.55	III

Source: Primary data

The Table further shows the rank assigned to features of grinder by the urban consumers by considering all the elements of marketing mix. The overall ranking shows that the warranty (55.00) plays a prominent role in the selection criteria of the grinder, the quality with average score (54.08) attains the second place in product mix. The first place was secured by the reasonable price (52.22) under price mix, the first place was attained by attractive advertisement (55.28) under promotion mix and first rank was secured by the "trustworthiness of dealer" (54.17) under place mix.

Conclusion

A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building the brand. The brand is the source of a promise to the consumer. It's a foundational piece in marketing communication. Understanding consumption behaviour is a complex task: looking at consumption from a societal perspective, purchasing and behaviour decisions are influenced by many factors, including economic influences, marketing of products and technological innovation, regulations governing consumption, and not least by what the people around us and in the media are doing. The complex interactions between these factors result in the consumption patterns and levels. A deep understanding of processes that shape consumption patterns and levels is needed if we are to promote sustainable ways of living. In order to assist policy makers with increasing the effectiveness of their policies, it is thus important to understand what factors shape and influence people's consumption behaviour and what barriers hinder them from taking actions towards sustainable consumption patterns.

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