

A STUDY ON THE FACTORS INFLUENCING THE BRAND PREFERENCE OF CONSUMER DURABLE GOODS IN SALEM DISTRICT

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ABSTRACT

India is one of the fast developing countries in the world. At present there is a need for both husband and wife to go for work to earn income for the family. Indian consumers today not only have a wide variety of brands to choose from, but also the option to buy a machine that is just right for them from amongst the several models available. There is a visible shift in the consumers' preference in favour of higher end, technologically superior branded products, the demand being spurred by increasing consumer awareness and preference for new models. This shift is also because of the increase in manufacture of branded products and narrowing down of price between branded and non-branded goods. Competition has forced the companies to offer efficient after-sales-service and support and this, in turn, has swayed customer preference for branded products.

Indian consumer durables market used to be dominated by a few domestic players like Godrej, Allwyn, Kelvinator, and Voltas. But since post-liberalization many foreign companies have entered into India, dethroning the Indian players and dominating the market. The major categories in the market are CTVs, refrigerators, air-conditioners and washing machines. The rural market is growing faster than the urban markets, although the penetration level in rural area is much lower. In addition to them increase in disposable income, higher proportion of young population and easy finance options are also fueling the market and its dynamics. Consumers today are more indulgent in market place than their predecessors. Hence this paper makes an attempt to analyse the brand preference of consumer durable goods in Salem District.

KEYWORDS: Brand Preference, Consumer Durable Goods, Consumer Preference, Rural Market

INTRODUCTION

Every business is trying to make their products more popular and thereby try to be successful. But all the businesses do not achieve success due to several reasons. One of the most important reasons is consumers' behaviour. It is very difficult to predict and understand this obviously, it becomes important for every business to concentrate on consumers and their behaviour.

Consumer Behaviour refers to the buying behaviour of ultimate consumers. Those persons who buy for personal or household use and not for business purposes are called consumers. The efficiency with which a business concern functions depends on the extent of understanding the consumers and consumer preferences. It is also relevant in the case of consumer durables such as Household appliances. In the Indian scenario both men and women are income-earners only to meet their financial demand but also to live with comfort. As a result, the needs and wants of the people have increased.

The consumer behaviour models have helped in giving a framework for studying the buying preferences of the consumers. The change in consumer behaviour is taking place due to the fast changes occurring in the socio-economic environments in all parts of the world. The consumer market consists of all the households and individuals who buy goods and services for their personal use. Consumers differ tremendously in income, educational level, taste and age. So it is necessary for the marketers to divide consumers into so many groups and to develop products or services designed to suit their needs.

Due to technology improvement day by day, there has been an increased expectation in the customers mind for newer products and improved alternatives for the existing ones. The key to success lies in retaining customer's loyalty by providing them value – added products to fulfill their needs. Even the marketers are making use of behavioural sciences and trying very hard to establish a certain degree of brand loyalty among a new class of decision – makers in the family. In fact, marketers by direct or indirect prepositions are trying to carve out a niche in the minds of consumers. In recent years, many manufacturing companies have diversified their business activities to meet both the needs of the Households and Industrial users.

Indian consumers today not only have a wide variety of brands to choose from, but also the option to buy a machine that is just right for them from amongst the several models available. There is a visible shift in the consumers' preference in favour of higher end, technologically superior branded products, the demand being spurred by increasing consumer awareness and preference for new models. This shift is also because of the increase in manufacture of branded products and narrowing down of price between branded and non-branded goods. Competition has forced the companies to offer efficient after-sales-service and support and this, in turn, has swayed customer preference for branded products.

Indian consumer durables market used to be dominated by a few domestic players like Godrej, Allwyn, Kelvinator, and Voltas. But since post-liberalization many foreign companies have entered into India, dethroning the Indian players and dominating the market. The major categories in the market are Televisions, Refrigerators, Air-conditioners and Washing machines. The rural market is growing faster than the urban markets, although the penetration level in rural area is much lower. In addition to them, increase in disposable income, higher proportion of young population and easy finance options are also fueling the market and its dynamics. Consumers today are more indulgent in market place than their predecessors. Hence this paper makes an attempt to analyse the brand preference of consumer durable goods in Salem District.

REVIEW OF LITERATURE

Lilly made an attempt to study the “Consumer Perception and Preference towards Branded Products with special reference to Television sets”. The study analysed the factors influencing the preference towards branded products of Television sets. The study revealed that the maximum number of respondents of urban area use home appliances than the rural area. The study suggested that the home appliances company have to find the consumer preferences in the rural area for introducing promotion scheme in the rural area. The study concluded that pricing, promotion and product availability all have tremendous impact on the position of the brand in the consumers' preference set.¹

Revathy and Santhi tried to identify the Brand Preference of Consumers towards Home Appliances in Tirunelveli City. The study focused on the problems of the present day housewives and on how the advent of home appliances has satisfied the needs of the public. As home appliances occupy an important position in the modern life, an attempt is made to find out the brand, which emerges popularity among the existing brands. The study analysed that the factors influencing

consumers towards different brands of home appliances in Tirunelveli district. The study found that there is a significant difference in brand preference towards home appliances among different occupation of consumers in rural and urban areas in Tirunelveli district. The study suggested that improvements in after sales service can develop and replace demand for consumer durables as well as for replacement of the products. The study concluded that the competitive market provides opportunity on one hand and threats on the other hand to both rural and urban consumers of various home appliances.²

Ratika and Sonia in their study attempted to analyse the psychology and buying behaviour of rural consumers with special reference to television, washing machine and refrigerator in the rural areas of Meerut. The study examined the purchase motivators viz, item of necessity, symbol of social status, marketing influence, brand reputation for television, washing machine and refrigerator. The study revealed that the brand awareness in males is high in comparison with females. The large number of rural consumers prefer the brands because of the quality and price of the product. The study concluded that most of the people bought the products when there was a need for them. The study revealed that the brands most preferred by the consumers regarding television, washing machine and refrigerator are Samsung, LG and LG respectively.³

Kishor and Santosh in their study on “Buyer Behaviour of Women and Factors Influencing Purchase Decision of Durable Goods in Nanded City” revealed that majority of women consumers preferred Television as a best media of advertisement and the women consumers are well aware of different brands and characteristics of durable products available in the market. The study concluded that free gift and price factor influence the purchase decisions but other aspects like quantity, performance and guarantee, etc., are also major considerations.⁴

Vijayalakshmi and Mahalakshmi in their study made an attempt to analyse the consumer buying behaviour in purchase of electronic home appliances in Chennai (India). The study investigated the factors that affect consumer preferences and behavior in the electronic home appliances market in India. The study explored the growing electronic home appliances market in India. The study found that “BRAND NAME” plays a dominant role in purchasing the home appliances. The study concluded that the consumer behaviour and preference have a great impact in the purchase decision in respect of the home appliances products.⁵

Selvakumar and Jegatheesan in their study examined the consumer brand preference of washing machines. It also found that advertising is the most influence factor for creating brand awareness. The study concluded that customers are highly motivated by Television advertisements in getting brand awareness.⁶

STATEMENT OF THE PROBLEM

In the market for household appliances there is a keen competition among the marketers in every class of products. In case of television there is a stiff competition among Sony, LG, Samsung, Onida, BPL, Videocon, Television companies. As records refrigerator there are a keen competition among Videocon, BPL, Whirlpool, Godrej, Samsung etc.

Now manufactures are providing more and more new features related to their product. But the consumers are very particular in the choice of brand. While some consumers are ready to buy any brand recommended by another consumer, many customers are not ready to change their behaviour and also their brand preference. These kinds of consumers with brand loyalty are ready to wait for their favoured brand, if it is not available in the market. In this critical situation, many a manufacturers produce consumer durable goods by means of technological advancement. They give a wide publicity to their product and try to withstand the competition. Hence, the present study has been chosen to identify the brand

preference of consumer durables goods in Salem District.

SCOPE OF THE STUDY

This study enables to have a clear insight into the brand preference. This study focuses only the problems of the present day consumers and how the needs of the public are satisfied with the advent of consumer durable goods. As consumer durable goods occupies an important position in the modern life, an attempt is made to find out the brand, which is popular among the existing brands. This study also helps to understand the factors which influence the consumers to purchase the consumer durable goods.

OBJECTIVES OF THE STUDY

The following are the major objectives of the study. They are;

- To study the socio-economic profile of the selected respondents
- To examine the brand awareness of consumers in Salem city.
- To study the brand preferences of the consumers in Salem city.
- To analyse the factors affecting the preference towards the brand of consumer durable goods.
- To offer suitable suggestions based on the analysis to improve the awareness of the brands as well as brand preferences in Salem city.

METHODOLOGY

The data for the purpose of the present study have been collected through primary and secondary data. Primary data has been collected through structured questionnaire. The sources of secondary data include published data such as data from books, journals, periodicals, brouchers, reports, etc.

Area of the Study: The study was undertaken in Salem city.

Sample Size: A total of 50 respondents residing in the Salem city form the sample.

Sampling Procedure: For the purpose of the study the respondents were selected from different places of the Salem city from different occupations, educational level, income and age groups. Convenience sampling technique was followed for collecting response from the respondents.

Tools for Analysis: The statistical tools used for the purpose of this study are simple Percentages, Mean, Standard Deviation, Mean Rank and Garrett Ranking Technique.

RESULTS AND DISCUSSION

Profile of the Respondents

Table 1: Profile of the Respondents

S.No	Demographic Variables		No. of Respondents	Percentage
1.	Age (Years)	Upto 20	8	16
		21 – 30	25	50
		31 – 40	7	14
		Above 40	10	20
2.	Sex	Male	26	52

		Female	24	48
2.	Educational Qualification	No formal Education	4	8
		Upto H.Sc.	8	16
		Graduate	15	30
		Post Graduate	11	22
		Diploma	6	12
		Professional	6	12
3.	Occupation	Agriculture	4	8
		Students	5	10
		Business	9	18
		Home Maker	10	20
		Employees	17	34
		Professionals	5	10
4.	Monthly Income	Below ` 20000	22	44
		` 20000 - ` 40000	15	30
		` 40000 - ` 60000	7	14
		` 60000 - ` 80000	4	8
		Above ` 80000	2	4
5.	Marital Status	Married	27	54
		Unmarried	23	46
6.	Family Size	Small	12	24
		Medium	23	46
		Large	15	30
7.	Residential Area	Rural	25	50
		Semi-Urban	11	22
		Urban	14	28

From Table 1, it is evident that 50% of the respondents belonged to the age group of 21 - 30 years, 52% of the respondents were male, 30% of the respondents were graduates, 34% of the respondents were employees, 44% of the respondents' family monthly income was less than Rs. 20,000, 54% of the respondents were married, 46% of the respondents belong to medium size family. 50% of the respondents belong to rural area for taken for this study.

Sources of Influence in Making Purchase Decision of Durable Goods

Opinions or behaviours of people can be changed as a result of social influences from a multitude of resources and individuals. The following table provides that social sources of influence in purchase decision of consumer durables.

Table 2: Sources of Influence on Respondents in Respect of Purchase Decision of Durable Goods

S. No.	Sources of Influence	No. of Respondents	Percentage
1.	Spouse	7	14.00
2.	Family members	27	54.00
3.	Friends	12	24.00
4.	Relatives	4	8.00
	Total	50	100.00

Table 2 shows that 54% of the respondents were influenced by the family members, 24% of the respondents were influenced by the friends, 14% of the respondents were influenced by their spouse, 8% of the respondents were influenced by the relatives. Hence it is concluded that majority of the respondents were influenced by the family members.

Ways to Assess the Quality of the Consumer Durable Goods

Consumer durable goods may include brand, price, brand ambassador's endorsement, durability, appearance, etc. People believe in brands. The very brand name creates an impression in the minds of the viewers about the quality of the

product. Sometimes, people believe that higher the price of the product, higher would be the quality of the product.

Table 3: Ways to Assess the Quality of the Consumer Durable Goods

S. No.	Ways to Assess	No. of Respondents	Percentage
1.	Brand Reputation/Image	15	30.00
2.	Price level	20	40.00
3.	Brand Ambassador	10	20.00
4.	Others	5	10.00
Total		50	100.00

Table 3 presents that 40% of the respondents were able to assess the quality of the consumer durable goods through price level, 30% of the respondents could assess the quality through brand reputation/image, 20% of the respondents were able to assess through brand Ambassador and the remaining 10% of the respondents could assess the quality of the consumer durable goods through other features (Appearance, Durability, etc.)

Products Possessed By the Respondents in Their Home

The following table presents the durable goods possessed by the respondents of the study.

Table 4: Products Possessed By the Respondents in Their Home

Products	No		Yes	
	N	%	N	%
Mixie	1	2	49	98
Grinder	5	10	45	90
Washing Machines	15	30	35	70
Refrigerator	13	26	37	74
TV	1	2	49	98
Laptop/PC	10	20	40	80
Mobile Phones	1	2	49	98
Water purifier	26	52	24	48
Microwave Oven	39	78	11	22
Air conditioner	37	74	13	26

Table 4 indicates that 98% of the respondents own Mixie, TV and Mobile Phones, 90% of the respondents own Grinder, 80% of the respondents own Laptop/PC, 74% of the respondents own Refrigerator, 70% of the respondents own Washing Machines, 48% of the respondents own Water purifier, 26% of the respondents own Air conditioner and the remaining 22% of the respondents own Microwave oven.

Brand of Products Use at Home

Consumer durables are normally more valued, high priced products and not frequently purchased products. While purchasing these consumer durables brand awareness is one of the significant factor which provides assurance of quality, good performance and durability. The consumers are finding it difficult to choose a particular brand from the numerous brands available in the market.

Table 5: Brand of Products Use At Home

S. No.	Consumer Durable Goods	Brands										Total	
		Preethi		Philips		Butterfly		Prestige		Bajaj			
		N	%	N	%	N	%	N	%	N	%	N	%
1.	Mixie	18	36	10	20	8	16	9	18	5	10	50	100
2.	Grinder	15	30	10	20	9	18	11	22	5	10	50	100
		Whirlpool		LG		Kelvinator		Godrej		Samsung			
3.	Washing Machines	4	8	16	32	3	6	2	4	35	70	50	100
4.	Refrigerator	10	20	12	24	12	24	12	24	4	8	50	100
		Sony		LG		BPL		Panasonic		Samsung			
5.	TV	12	24	8	16	17	34	11	22	2	4	50	100
		Zenith		Acer		Lenova		Dell		Sony			
6.	Laptop/PC	4	8	11	22	13	26	11	22	11	22	50	100
		Nokia		Samsung		Blackberry		LG		Micromax			
7.	Mobile Phones	15	30	5	10	10	20	9	18	11	22	50	100
		Kent		RO		Aquaguard		Pureit		Kenstar			
8.	Water purifier	15	30	16	32	10	20	5	10	4	8	50	100
		Godrej		Onida		LG		Videocon		Samsung			
9.	Microwave Oven	12	24	11	22	10	20	13	26	4	8	50	100
		Voltas		Godrej		Panasonic		Voltas		Whirlpool			
10.	Air conditioner	11	22	14	28	12	24	5	10	8	16	50	100

The above table shows that the various brands of consumer durables used by the respondents. In the case of more familiar, more and highly frequently used consumer durables like Mixie, Grinder, consumers prefer Preethi. In case of Mobile Phones they prefer Nokia, in case of Water Purifier they prefer two brands i.e., Kent and RO. In case of Microwave Oven they prefer Godrej, Videocon and LG. In case of TV, the consumers are used for more than two brands i.e. BPL, Panasonic and Sony. In case of Washing Machines they prefer Samsung and LG, In case of Refrigerator they prefer LG, Kelvinator and Godrej. In case of Laptop/PC they prefer more than three brands (i.e. Lenova, Acer, Dell and Sony).

Factor Influencing the Preference of a Particular Brand

The consumers prefer the consumer durable goods in various grounds. The details are given in the table.

Table 6: Factor Influencing the Preference of a Particular Brand

Factor	1		2		3		4		5		6		7		8		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Brand Loyalty	12	24	9	18	8	16	5	10	3	6	6	12	4	8	3	6	50	100
Quality	15	30	16	32	7	14	5	10	1	2	2	4	4	8	-	-	50	100
Price	20	40	10	20	4	8	8	16	3	6	3	6	2	4	-	-	50	100
Design	3	6	10	20	12	24	5	10	5	10	8	16	3	6	4	8	50	100
Brand Image	6	12	8	16	7	14	11	22	8	16	5	10	2	4	3	6	50	100
Durability	4	8	8	16	10	20	5	10	6	12	5	10	8	16	4	8	50	100
Discount & offers	2	4	3	6	5	10	5	10	4	8	12	24	9	18	10	20	50	100
Others	5	10	2	4	2	4	7	14	8	16	8	16	10	20	8	16	50	100

From the above table it is clear that majority 40% of the respondents have given first rank to “Price”, 32% of the respondents have given second rank to “Quality”, 24% of the respondents have given third rank to “Design” and 22% of the respondents have given fourth rank to “Brand Image”, etc.

In order to identify the factor which is more influencing the respondent towards preference the Garrett Ranking Techniques was used and the results were given in Table 7.

Table 7: Garrett Ranking - Factors Influencing the Preference of a Particular Brand

Factors	Mean	SD	Garret score	Garrett Rank
Brand Loyalty	3.78	1.982	54.72	3
Quality	2.66	2.033	64.23	1
Price	3.14	1.791	59.81	2
Design	4.01	1.922	53.30	4
Brand Image	4.55	1.895	49.50	5
Durability	5.14	1.810	45.10	6
Discount & Offers	5.54	1.800	41.93	7
Others	7.12	1.623	27.90	8

From the above table, it is evident that among the 8 factors that influence the respondents while they purchase the consumer durable goods, the factor 'Quality' ranked first. It was followed by 'Price'. The factor 'Brand Loyalty' got third rank and the factor 'Design' got fourth rank.

Shifting to a New Brand

Every consumer is expected to be rational in purchasing and enjoying the products. Due to dissatisfaction to their favourite brand, the consumers may shift from old brand to a new brand and in case of an exchange offer the consumer also go for alternative brand.

Table 8: Shifting to a New Brand

S. No	Consumer Durable Goods	Brands										Total	
		Preethi		Philips		Butterfly		Prestige		Bajaj			
		N	%	N	%	N	%	N	%	N	%	N	%
1.	Mixie	18	36	10	20	8	16	9	18	5	10	50	100
2.	Grinder	15	30	5	10	10	20	9	18	11	22	50	100
		Whirlpool		LG		Kelvinator		Godrej		Samsung			
3.	Washing Machines	15	30	16	32	10	20	5	10	4	8	50	100
4.	Refrigerator	12	24	11	22	10	20	13	26	4	8	50	100
		Sony		LG		BPL		Panasonic		Samsung			
5.	TV	11	22	14	28	12	24	5	10	8	16	50	100
		Zenith		Acer		Lenova		Dell		Sony			
6.	Laptop/PC	18	36	10	20	8	16	9	18	5	10	50	100
		Nokia		Samsung		Blackberry		LG		Micromax			
7.	Mobile Phones	15	30	10	20	9	18	11	22	5	10	50	100
		Kent		RO		Aquaguard		Pureit		Kenstar			
8.	Water purifier	16	32	15	30	10	20	5	10	4	8	50	100
		Godrej		Onida		LG		Videocon		Samsung			
9.	Microwave Oven	10	20	12	24	12	24	12	24	4	8	50	100
		Voltas		Godrej		Panasonic		Voltas		Whirlpool			
10.	Air conditioner	12	24	8	16	17	34	11	22	2	4	50	100

The above table portrays that, 30% of the respondents have shifted to Preethi for Mixie, Kent for Water Purifier, Zenith for Laptop/PV, Preethi for Grinder, Whirlpool for Washing Machines, and Nokia Mobile Phones. 28% of the respondents have shifted to LG for Television, 24% of the respondents are shifted to LG for Microwave Oven, 26% of the respondents are shifted to Godrej for Refrigerator.

Media of Advertisements Influencing the Customers

Advertising intends to promote the sales of a product or service and also to inform the masses about its features. It is an effective means of communicating the value of a product or service with people at large. Advertising utilizes different

media to reach out to the masses. The various types of advertising appeals use different ways to highlight the product features and draw mass attention.

Table 9: Media of Advertisements Influencing the Customers

Media	Ranks										Total	
	1		2		3		4		5			
	N	%	N	%	N	%	N	%	N	%	N	%
Print	4	8	11	22	13	26	11	22	11	22	50	100
Radio	5	10	15	30	10	20	9	18	11	22	50	100
Television	35	70	16	32	4	8	3	6	2	4	50	100
Hoardings & Banners	4	8	12	24	10	20	12	24	12	24	50	100
Displays / Exhibitions	2	4	8	16	12	24	17	34	11	22	50	100

From the above table it is clear that 35 respondents have given first rank to television, 15 respondents have given second rank to radio, 13 respondents have considered print as third rank, 17 respondents have marked four to displays/exhibitions and 12 respondents have given rank five to hoardings and banners.

Opinion on Factors Affecting Preference towards the Brand of Consumer Durable Goods

Every product is purchased for its quality, attraction and reputation. Considering the requirement of the family, the purchaser generally makes the purchase decision. This study has also brought out the opinion on the level of influence of factors that affect the preference towards the brand of consumer durable goods while purchasing the products.

Table 10: Factors Affecting Preference towards the Brand of Consumer Durable Goods

Factors	Opinion										Total	
	SDA		DA		NN		A		SA			
	N	%	N	%	N	%	N	%	N	%	N	%
Price	3	6	7	14	8	16	22	44	10	20	50	100
Features	2	4	4	8	10	20	20	40	14	28	50	100
Brand Endorsers	3	6	7	14	12	24	18	36	10	20	50	100
Offers	1	2	8	16	10	20	21	42	10	20	50	100
Quality	2	4	5	10	10	20	20	40	13	26	50	100
Usage	2	4	4	8	14	28	22	44	8	16	50	100
Necessity	3	6	6	12	14	28	17	34	10	20	50	100
Opinion of expert	3	6	7	14	8	16	21	42	10	20	50	100
Celebrity	3	6	5	10	10	20	20	40	12	24	50	100
Entertainment	1	2	3	6	10	20	18	36	18	36	50	100

From the above table it is clear that majority 44% of the respondents have agreed with the factor of “Price” and “Quality”, 42% of the respondents have agreed with the factor of “Offers/Discounts” and “Brand Image”, 40% of the respondents have agreed with the factor of “Colour”, “Technical Features” and “Model / Design”. 36% of the respondents have agreed with the factor of “Brand Preference” and “Celebrity”.

In order to identify the factors affecting preference towards the brand while purchasing the consumer durable goods towards the opinion of the respondents the Friedman’s test analysis was used and the results were given in Table 12.

Table 11: Friedman Test- Factors Affecting Preference toward the Brand

Factors	Mean	Std. Deviation	Mean Rank
Price	4.20	0.861	6.90
Features	3.94	0.836	5.16
Brand Endorsers	3.57	1.055	6.05

Table 11: Contd.,

Offers	3.65	1.070	5.34
Quality	3.87	1.127	6.08
Usage	3.79	1.026	5.79
Necessity	3.66	1.039	5.42
Opinion of expert	3.46	1.085	4.81
Celebrity	3.36	1.195	4.64
Entertainment	3.42	1.190	4.81

From the above table, it is evident that among the 10 factors that affect the preference towards the brand while they purchase the consumer durable goods for the respondents, the factor 'Price' ranked first. It was followed by 'Quality'. The factor 'Brand Endorsers' got third rank and the factor 'Usage' got fourth rank.

SUGGESTIONS

- The consumers of durable goods have been found to buy mainly based on the Price and Quality. Therefore it is suggested that consumer durable goods with affordable price and good quality can have regular market.
- Most of the consumers were not aware of the features of the durable goods. Manufacturers should take up effect to familiarize the products through advertisement which would reveal the product features.
- In the absence of service centers, people find it difficult to get their consumer durable goods repaired. Big companies should come forward to open show rooms and service centres.
- Brand Consciousness is an important factor which influences the purchase of durable goods in the study. Consumers prefer high valued consumer durables of well established brands. The marketers and manufacturers of the consumer durables must try to convert the brand consciousness into brand loyalty for their well established brands. The consumer behaviour in this direction should properly be exploited by the manufacturers and dealers to maximize their sales.
- The buyers of consumer durables have largely shown their preference to make extensive enquiry from the dealers of different brands of the products. This trait should be emulated by all the buyers in order to avoid post purchase dissatisfaction about the quality and performance of the products.
- A manufacturer should initiate and encourage a regular monitoring of consumers reaction towards his product range and particular brand. A continuous inflow of such monitoring data will develop into an information system and serve as early warning signals. Such monitoring is of particular significance where products are sold through non- store purchasing route.

CONCLUSIONS

The market for consumer durables is becoming more competitive now a days. Therefore, the producer of durable products should understand consumer interest much to find higher sale of their products.

Indian consumers while selecting the durable goods usually prefer to purchase high priced products and give value to other people opinions too. Most durable goods consumer loyalty moves directly from evaluation to a long term commitment through buying without any actual trial of the product. Durable goods purchasing decisions are not male dominated but also the participation of counterpart is significant. Once the consumers get satisfied with their product insist

their friends and relatives also to buy it. It proves the impact of diffusion of innovation and expansion of brand loyalty. Once the products become favourable to the consumer and he get value of his money, he remembers his model and its specification.

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