

BRAND PREFERENCE OF CONSUMERS TOWARDS SELECTED CONSUMER DURABLES: A CASE STUDY OF TINSUKIA TOWN

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Abstract: *Understanding consumers' choice regarding purchase of any goods and services is a difficult task. The task becomes even harder when it comes to consumer durables. So it is important to know the factors affecting brand preference of consumer durables. The present study has been conducted in Tinsukia town taking 371 households as the sample. Quota sampling technique is adopted for study.*

Keywords: *Brand, Brand Preference, Consumer Durables*

INTRODUCTION

Consumer durables are those products which do not wear out quickly and can be used for a long period. Today so many brands of consumer durables are available in the market.

Brand & price are two most important variables which influence consumer's decision regarding purchase of consumer durables. "Brand is a name that influences buyers" - Kapferer (n.d.). While purchasing a single consumer durable, people generally come across so many brands. The present study is intended to find out different brands used and preferred by consumers in the market. People tend to buy quality products or top brands when it comes to consumer durables. But price sometimes becomes a barrier. So it is seen that people tend to compare brands with price. Because there are customers who are willing to buy several trusted brands of consumer durables but because of high price they cannot afford to purchase those. It is also seen that some consumers are very much loyal to some brands when it comes to consumer durables. The study also focuses on those consumers in the sense that what propels them to buy only selected brands i.e., to find out the reasons for brand preference.

Developing countries such as India and China have largely been shielded from the backlash of the recession, as consumers continued to buy basic appliances. In fact, China has been ranked the second-biggest market in the world for consumer electronics. Despite the recession, their strong domestic economy and growing high-income population have buoyed demand leading to aggressive market growth. In India too same situation prevails.

MNCs hold an edge over their Indian counterparts in terms of superior technology combined with a steady flow of capital, while domestic companies compete on the basis of their well-acknowledged brands, an extensive distribution network and an insight in local market conditions. The largest MNC incorporated in India are Whirlpool India, LG India, Samsung India, and Sony India and homegrown brands are Videocon, Godrej Industries, and IFB. The market for consumer durables is expanding day by day. The biggest attraction of MNCs dealing in consumer durables is middle class households. Due to increase in job opportunities in recent years there has been a sharp increase in income of households. It has also raised the demand for top branded high priced products. Even for purchasing of most commonly used durables now a days it is seen that people prefer to buy top branded products because they do not want to compromise the quality by any means. Changes in lifestyle, tastes & habits, easy availability of loans to purchase those products, easy availability of credit cards, introduction of new models, innovative outlook to modern consumer durables market, consumer awareness etc. have also played a part to it. Brand preference is always related to satisfaction level of consumers because a consumer will prefer a brand only when he/she is satisfied to that brand. The present study therefore is also intended to focus on it.

The present study is pursued to identify the factors influencing brand preference of consumers using selected items of consumer durables having unique feature that these items are most commonly used by households. The study is also concerned to find out the satisfaction level of consumers of those selected items.

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REVIEW OF LITERATURE

The study endeavours to find out brand preference of consumers of mostly used consumer durables and also to assess their satisfaction level. In this context several literature on brand preference of consumer durables and customer satisfaction on brand and consumer durables are studied.

Sardar (2012) conducted a study on 'brand preference of passenger cars in Aurangabad district' with the objective of finding out the factors influencing the brand preference of passenger cars and also to assess the profile of passenger car consumers. The study was also intended to analyse the satisfaction level of consumers of passenger cars. A total of 150 respondents from Aurangabad district of Maharashtra were taken as sample. The study found that personal factors like age, educational qualification, gender, occupation, income status had significant influence over factors affecting brand preference. The study also found that 70% of the respondents were satisfied with the car which they were using.

Sathyapriya and Suganesh (2011) conducted a study on 'factors influencing brand preference of passenger cars among existing car owners'. The objectives of the study were to identify brands of cars preferred by prospective consumers and also to understand factors that influence their choice in different segments of cars. The study also intended to assess the impact of demographic variables on the brand. Of passenger car preferred. A total of 603 samples were taken from Chennai. The study found that Maruti was the most preferred brand in mid car segment while Hero Honda was the most preferred brand in premium car segment. The study also found that performance safety and brand name of cars were the most influential factors in their purchase decision making. Age and income did have a direct role to play in influencing brand preference. Subadra, Murugesan, and Ganapathi (2010) conducted a study 'Consumer perception and behaviour: A study with special reference to car owners in Namakkal district.' The study was carried out with the objective to evaluate car owners' perception and behaviour pertaining to the purchase and use of cars and also to analyse the factors influencing purchase of cars. A total of 300 respondents from Namakkal district were taken as sample. The study found that driving comfort, fuel economy, availability of spare parts, price, brand image are some of the important factors that influence consumers to purchase. Age, family income, occupation, education, family size made an impact to those factors.

Kumari, Reddy, and Kameswari (2005) conducted a study on consumer buying behaviour in two wheelers industry with special reference to Hero Honda motorbikes. The study intended to make complete analysis of Indian two wheeler industries and also to find out awareness levels of consumers

regarding different brands of two wheelers in the market. It was also to identify the factors affecting purchase decision of buyers. A sample of 20 dealers and 150 consumers were taken. The study found that Hero Honda was the market leader in two wheeler industry and it was due to factors like declining prices of motorbikes, rising aspiration levels of westernisation, fuel efficiency, etc. which gave Hero Honda the recognition of market leader.

Gowri (2012) conducted a study on 'impact of brand factors on the purchase of various brands of television' with the objectives to know the background characteristics of households using television and also to assess the influence of brand factors like brand heuristic, brand knowledge, brand loyalty, perceived value, brand association, etc. 500 samples were taken in Coimbatore city. The found that brand heuristic, brand knowledge, and brand trust had significant influence on purchase of specific brands while others like brand loyalty, perceived quality, brand association had not influenced purchase decision.

Pandey and Pandey (2012) conducted a study on 'relationship between lifestyle and brand preference - case study of television'. The objectives of the study were to evaluate the relationship between lifestyle and brand preference and also to examine the relation between price and brand. The study also conducted to know how role of family members and expert opinion affect purchase decision. A total of 100 consumers from Haridwar were taken. It was found that during selection of durable goods people wanted to buy highly priced branded durables. During the selection process, role of family members and expert opinion played a big role.

Janaki and Premila (2012) conducted a study on 'customer involvement in purchase of home appliances'. The objectives of the study were to understand socio-economic profile of consumers and also to study purchase decision behaviour. The study also analysed factors influencing customers' purchase decision making. A total of 200 samples were taken for the study from Coimbatore city. The study found that brand was the most influential determinant which affects customers' decision to purchase home appliances. In addition to that search and information processing was the most important factor that affects brand preference and thereby purchases decision making.

Lilly (2010) conducted a study on 'customer perception and preference towards branded products with special references to television sets' with the objectives to examine customers' perception of promotional factor of purchase towards branded products and also to understand whether the demographic variables of the customers had influence on brand preference of television sets. A total of 200 respondents were taken as samples. The study found that demographic variables like age, gender, educational qualification, occupation and monthly income had impact on the customers' perception towards brand.

Vyas (2010) conducted a study 'Consumer purchase of consumer durables - A factorial study'. The study carried out with the objective to analyse the important sources of information in purchase of consumer durables. A sample of 100 households respondents were taken of Bhavnagar city. The study found that brand was the main factor which influences a purchaser to purchase consumer durables.

Most of the previous researches in this field were conducted to identify the factors influencing brand preference and also to find out the satisfaction level of consumers for any one consumer durable or consumer durables in general. But the researcher has not come across any study where endeavour was given to understand the factors influencing brand preference and to judge the satisfaction level of consumers for mostly used consumer durables in a household. The present study endeavours to compensate that gap.

STATEMENT OF THE PROBLEM

Understanding consumers' choice regarding purchase of any goods and services is a difficult task. The task becomes even harder when it comes to consumer durables. Existing literature on consumer durables show that brand preference is the most important determinant that influences consumers' purchase decision making. Very limited numbers of studies have been done to examine the brand preference of consumers of mostly used consumer durables. Although in odd occasions such attempt is made the researcher is not inclined to determine consumers' satisfaction level. Henceforth an initiative is taken to determine the brand preference of consumers for mostly used consumer durables like color television, electric mixer, electric iron, refrigerator, pressure cooker, and ceiling fan.

OBJECTIVES

The study is intended to fulfill the following objectives:

1. To find out the brands of consumer durables those are mostly preferred by consumers in the market.
2. To identify the factors that affect brand preference of consumer durables.

HYPOTHESES

The hypotheses drawn for the study are:

H_{0 1}: Consumers are satisfied and loyal towards the brands of consumer durables that they are using.

H_{0 2}: There is no significant relationship between household income and brand loyalty towards select consumer durables.

METHODOLOGY

The study is all about to assess the brand preference of consumers for selected consumer durables. The consumer durables selected for the study are color television, ceiling fan, pressure cooker, refrigerator, electric iron, & electric mixer keeping in view that these are mostly used consumer durables. The study is carried out in Tinsukia town.

Collection of Data

The study is intended to be based prominently on primary data. The primary data is collected from questionnaire and interview method.

Universe of the Study

For this study the respondents are the households in Tinsukia town. As per records of Tinsukia Municipality Board (as on 21.2.2013) there are 10,171 households in the 15 wards of Tinsukia town.

Sampling Unit

The households in Tinsukia town who buy & use any of these selected durables are the sampling unit.

Determination of Sample

As per Tinsukia Municipal Board record, there are 10171 households in the 15 wards of Tinsukia town. Quota sampling technique is adopted for the study. For determination of sample size, we have taken help of the Sample Size Calculator (software) by RaosoftInc (2004). We have taken 95% confidence level and 5% margin of error and these figures are put in the software. The software estimates the sample size as 371 households in Tinsukia town. These 371 households are proportionately distributed among 15 wards.

The calculation of sample size in the software is based on the following formulae:

$$n = \frac{N \cdot X}{[(N-1) E^2 + X]}$$

$$X = Z \left(\frac{c}{100} \right)^2 r (100-r)$$

$$E = \text{Sqrt} \left[\frac{(N-n) X}{n (N-1)} \right]$$

Period of Study

The study was conducted during the period between 2012-13 and 2013-14

Table 1: Proportionate Distribution of Sample Size among Wards (as on 21-2-2013)

Ward No.	Areas	Total Households	Sample Size
1	AT Road, Over Bridge, Mehar Kalibari, Sankardev Road, Bihu Toil, Congress Colony, DRM Office, Sarada Palli	1138	42
2	Congress Colony, LNB Road, Godha Pukuri, Vivekanda Road, Madhya Sripuria	455	17
3	Adashapath, Sarada Palli, Shyama Palli, Milanpalli, Gandhi Park, Ramakrishna Road	1002	36
4	Gandhi Park, Naupukuri, Makum Road, Jyotinagar	418	16
5	Makum Road, Thermal Road, National Plywood	480	18
6	Chirapatti, Parvatia, Manav Kalyan	631	23
7	Parvatia, Gelapukuri, Khageswar Road, College Road	562	20
8	Chaliha Nagar, Dohutia Chuk, Subhochoni	349	13
9	Subhochoni, Chaliha Nagar, Rangagora Road, Durgabari	974	35
10	Tulsiram Road, Devi Pukuri, RG Road, GNB Road, Durgabari	615	22
11	AT Road, DM Lohia Road, Siding Bazar	600	22
12	AT Road, Daily Bazaar, GNB Road, Fish Market	332	12
13	Khageswar Road, Borpathar, Tamulbari, New Colony, GNB Road, Bengali Girls School	935	34
14	Juria Namghar Road, Borpathar, S. Dohutia Road	556	20
15	Mission Para, Tamulbari, S Dohuti Road, Das Para, Masjid Patti Road	1124	41

Source: Municipal Board Report

LIMITATION OF THE STUDY

The scope of the study is limited and confined only to 371 households in Tinsukia town. Further the study is confined to households using brands of select consumer durables only. The period of the study is between 2012-13 and 2013-14. Therefore, generalisation of conclusion of the present study may not have universal applicability. Admittedly brand preference varies from one consumer durable to another, therefore general applicability of the inferences and conclusions of a study related to brand preference like present one cannot be claimed.

ANALYSIS OF THE DATA

Tables are shown to analyse the most popular brands of consumer durables in the market.

Table 2 suggests that 96.5% of the respondents have colour television in their house. LG is the most preferred brand as 27.1% are using this brand followed by Samsung (19.6%) and Sony (18.5%). In some earlier studies relating to brand preferences also validates our findings. For instance, the study 'Customer satisfaction and Preference of Colour TV Brands- an Empirical Study in Bangalore City' also found that LG, BPL, Samsung, and Onida are the some of the most preferred brands of colour television (Adithya, 2013). Another literature on brand preference of colour television

i.e., 'Study of Customer Brand Loyalty towards Colour Television' found that LG, Samsung, and Sony are the most preferred brands of colour television available in the market (Chadha, 2012).

Table 2: Specification of Brand of Colour Television

Brands	Frequency	Percent	Valid Percent
LG	97	26.1	27.1
BPL	10	2.7	2.8
Samsung	70	18.9	19.6
Onida	18	4.9	5.0
Thomson	15	4.0	4.2
Videocon	21	5.7	5.9
Bestavision	9	2.4	2.5
Sansui	18	4.9	5.0
Sony	66	17.8	18.5
Philips	7	1.9	2.0
Micromax	13	3.5	3.6
Others	14	3.8	3.9
Total	358	96.5	100.0
Missing	System	13	3.5
Total		371	100.0

Source: Field survey

Table 3: Specification of Brand of Ceiling Fan

Brands	Frequency	Percent	Valid Percent
Usha	138	37.2	37.2
Bajaj	66	17.8	17.8
Orient	53	14.3	14.3
Vinod	26	7.0	7.0
Havells	28	7.5	7.5
Khaitan	28	7.5	7.5
Padmini	11	3.0	3.0
Crompton Greaves	6	1.6	1.6
Polar	8	2.2	2.2
Others	7	1.9	1.9
Total	371	100.0	100.0

Source: Field survey

Table 3 depicts that 100% of the respondents have ceiling fan in their house. Usha (37.2%) is the most preferred brand followed by Bajaj (17.8%) and Orient (14.3%). Some earlier studies relating to brand preferences of ceiling fan also validate our findings. "Usha, Khaitan, Bajaj, Havells and Crompton & Greaves are the top five brands of ceiling fan in Indian market." (www.wlivenews.com)

Table 4: Specification of Brand of Pressure Cooker

Brands	Frequency	Percent	Valid Percent
Hawkins	187	50.4	51.4
Prestige	83	22.4	22.8
Bajaj	30	8.1	8.2
Vigla	8	2.2	2.2
United	36	9.7	9.9
Citizen	17	4.6	4.7
Others	3	.8	.8
Total	364	98.1	100.0
Missing System	7	1.9	
Total	371	100.0	

Source: Field survey

Table 4 depicts that that Hawkins is the most preferred brand as 61.5% of the respondents having pressure cooker are using Hawkins. Some earlier studies relating to brand preferences of pressure cookers also validate our findings. "Hawkins, Prestige, United are the most preferred brands of pressure cooker available in India." (http://www.todayoptrends.

com/2014/09/top-6-best-pressure-cooker-brands-in-india/)

Table 5: Specification of Brand of Refrigerator

Brands	Frequency	Percent	Valid Percent
Whirlpool	35	12.1	19.6
LG	72	24.8	40.2
Samsung	23	7.9	12.8
Kelvinator	17	5.9	9.5
BPL	5	1.7	2.8
Videocon	8	2.8	4.5
Godrej	16	5.5	8.9
Others	3	1.0	1.7
Total	179	61.7	100.0
Missing System	111	38.3	
Total	290	100.0	

Source: Field survey

Table 5 depicts that LG is the most preferred brand of refrigerator as 40.2% of the respondents having refrigerator are using LG. Some earlier studies relating to brand preferences of refrigerator also validate our findings. For instance, a study on 'Customer Preference of Refrigerator Brands in Mysore City' also showed that Whirlpool, LG, Videocon, and Kelvinator are the most preferred brands of refrigerator available in the market (Godwa, 2013).

Table 6: Specification of Brand of Electric Iron

Brands	Frequency	Percent	Valid Percent
Philips	102	27.5	32
Bajaj	57	15.4	17.9
Luna	29	7.8	9.1
Usha	63	17.0	19.7
Panasonic	14	3.8	4.4
Vigla	14	3.8	4.4
Haier	24	6.5	7.5
Others	16	4.3	5
Total	319	86.0	100.0
Missing System	52	14.0	
Total	371	100.0	

Source: Field survey

Table 6 suggests that Philips (32%) is the most preferred brand of electric iron followed by Usha (19.7%), Bajaj (17.9%), and Luna (9.1%) respectively.

Table 7: Specification of Brand of Electric Mixer

Brands		Frequency	Percent	Valid Percent
	Samrat	26	7	8.3
	Hudson	34	9.2	10.9
	Maharaja	26	7.0	8.3
	Philips	52	14	16.6
	Usha	37	10.0	11.8
	Bajaj	19	4.0	4.8
	Morphyrichard	19	5.1	6.1
	Haier	12	3.2	3.8
	LG	32	8.6	10.2
	Panasonic	26	7.0	8.3
	Orpat	13	3.5	4.2
	Black & Decker	6	1.6	1.9
	Prestige	9	2.4	2.9
	Others	2	.5	.6
	Total	313	84.4	100.0
Missing	System	58	15.6	
Total		371	100.0	

Source: Field survey

Table 7 suggests that 84.4% of the respondents have electric mixer in their house. Philips (16.6%) is the most preferred brand of electric mixer followed by Usha (11.8%), Hudson (10.9%), LG (10.2%), Panasonic (8.3%), and Maharaja (8.3%) respectively.

Table 8: Factors Affecting Brand Preference

Reasons for Brand Preference	Mean	Assigned Rank
Cost effectiveness	1.2534	1
Advertisement and Celebrity endorsements	1.8652	4
Influenced by friends, relatives and peer groups	2.1671	5
Brand name	1.7628	3
Product design	1.7332	2
After sales service	3.2803	6

Source: Field survey

Table 8 depicts that cost effectiveness (mean value 1.2534) is the most important determinant followed by product design (mean value 1.7332) and brand name (1.7628).

HYPOTHESIS TESTING

H₀₁: Consumers are satisfied and loyal towards the brands of consumer durables that they are using.

Since calculated value is smaller than table value, so H₀₁ is accepted. We can say that customers are satisfied and loyal towards the brands of consumer durables that they are using.

Brand satisfaction has resulted into brand loyalty. "Customer satisfaction actually translates into loyalty" – Jones and Sasser (1995). As households are satisfied with the brands of consumer durables that they are using, they stick to purchase similar brands of consumer durables. In other words we can also say that as they are satisfied with the brands that they are using, their preference level has not been changed and that leads to brand loyalty. Some earlier studies relating to brand preference of consumer durables also validate our findings. For instance, in the study 'Brand Preference of Consumers towards Select Consumer Durables- A Study in Select Municipal Wards of Tinsukia Town' during the testing of hypothesis, it was found that consumers were satisfied and loyal towards the brands of consumer durables that they were using (Bezborah & Chakraborty, 2015).

Table 9 (a): Brand Satisfaction and Brand Loyalty of Select Consumer Durables

Consumer Durables	Satisfied Consumers towards Brands of Consumer Durables	Loyal Consumers towards Brands of Consumer Durables	Total
Colour television	309	277	586
Ceiling fan	324	307	631
Pressure cooker	304	283	587
Refrigerator	239	215	454
Electric iron	265	247	512
Electric mixer	247	231	478
Total	1688	1560	3248

Table 9 (b): Calculation of Chi Square

Observed Frequency	Expected Frequency	$\frac{(O-E)^2}{E}$
309	305	0.05
277	281	0.06
324	328	0.05
307	303	0.004
304	305	0.004
283	282	0.04
239	236	0.04
215	218	0.004
265	266	0.004
247	246	0.004
247	248	0.004
231	230	0.004

$\chi^2 = 0.264$

$\chi^2_{0.05;5} = 0.264$ (Calculated value)

$\chi^2_{0.05;5} = 11.07$ (Table value)

Ho2: There is no significant relationship between household income and brand loyalty towards select consumer durables.

Table 10 (a): Household Income and Brand Loyalty towards Colour Television

Estimated Income of Household	Loyalists	Switchers	Total
Below Rs. 10,000	15	3	18
Rs. 10,000- Rs.30,000	87	19	106
Rs. 30,000-Rs. 50,000	165	23	188
Above Rs.50,000	10	2	12
Total	277	47	324

Table 10 (b): Calculation of Chi Square

Observed Frequency	Expected Frequency	$\frac{(O-E)^2}{E}$
15	15	0
3	3	0
87	90	0.1
19	15	1.07
165	161	0.1
23	27	0.6
10	10	0
2	2	0

$\chi^2 = 1.87$

$\chi^2_{0.05;3} = 1.87$ (calculated value)

$\chi^2_{0.05;3} = 7.82$ (tabulated value)

Since calculated value is less than table value so we can say that there is no relationship between household income and brand loyalty towards colour television.

Table 11 (a): Household Income and Brand Loyalty towards Ceiling Fan

Estimated Income of Household	Loyalists	Switchers	Total
Below Rs. 10,000	14	5	19
Rs. 10,000- Rs.30,000	102	7	109
Rs. 30,000-Rs. 50,000	177	17	194
Above Rs.50,000	14	0	14
Total	307	29	336

Table 11 (b): Calculation of Chi Square

Observed Frequency	Expected Frequency	$\frac{(O-E)^2}{E}$
14	17	0.5
5	2	4.5
102	100	0.04
7	9	0.44
177	177	0
17	17	0
14	13	0
0	0	0

$\chi^2 = 5.48$

$\chi^2_{0.05; 3} = 5.48$ (Calculated value)

$\chi^2_{0.05; 3} = 7.82$ (Table value)

Since calculated value is less than table value so we can say that there is no relationship between household income and brand loyalty towards ceiling fan.

Table 12 (a): Household Income and Brand Loyalty towards Pressure Cooker

Estimated income of household	Loyalists	Switchers	Total
Below Rs. 10,000	15	4	19
Rs. 10,000- Rs.30,000	95	12	107
Rs. 30,000-Rs. 50,000	161	31	192
Above Rs.50,000	12	3	15
Total	283	50	333

Table 12 (b): Calculation of Chi Square

Observed Frequency	Expected Frequency	$\frac{(O-E)^2}{E}$
15	16	0.06
4	3	0.33
95	91	0.18
12	16	1
161	163	0.02
31	29	0.14
12	13	0.08
3	2	0.5

$\chi^2 = 2.31$

$\chi^2_{0.05; 3} = 2.31$ (Calculated value)

$\chi^2_{0.05; 3} = 7.82$ (Table value)

Since calculated value is less than table value so we can say that there is no relationship between household income and brand loyalty towards pressure cooker.

Table 13 (a): Household Income and Brand Loyalty towards Refrigerator

Estimated Income of Household	Loyalists	Switchers	Total
Below Rs. 10,000	6	0	6
Rs. 10,000- Rs.30,000	47	11	58
Rs. 30,000-Rs. 50,000	152	22	174
Above Rs.50,000	10	3	13
Total	215	36	251

Table 13 (b): Calculation of Chi Square

Observed frequency	Expected frequency	$\frac{(O-E)^2}{E}$
6	5	0.2
0	1	1
47	50	0.18
11	8	1.13
152	149	0.06
22	25	0.36
10	11	0.09
3	2	0.5

$\chi^2 = 3.52$

$\chi^2_{0.05; 3} = 3.52$ (Calculated value)

$\chi^2_{0.05; 3} = 7.82$ (Table value)

Since calculated value is less than table value so we can say that there is no relationship between household income and brand loyalty towards refrigerator.

Table 14 (a): Household Income and Brand Loyalty towards Electric Mixer

Estimated Income of Household	Loyalists	Switchers	Total
Below Rs. 10,000	13	0	13
Rs. 10,000- Rs.30,000	62	11	73
Rs. 30,000-Rs. 50,000	159	21	180
Above Rs.50,000	13	2	15
Total	247	34	281

Table 14 (b): Calculation of Chi Square

Observed Frequency	Expected Frequency	$\frac{(O-E)^2}{E}$
13	11	0.36
0	2	2
62	64	0.06
11	9	0.44
159	158	0.01
21	22	0.05
13	13	0
2	2	0

$$\chi^2 = 2.92$$

$$\chi^2_{0.05; 3} = 2.92 \text{ (Calculated value)}$$

$$\chi^2_{0.05; 3} = 7.82 \text{ (Table value)}$$

Since calculated value is less than table value so we can say that there is no relationship between household income and brand loyalty towards electric mixer.

Table 15 (a): Household Income and Brand Loyalty towards Electric Iron

Estimated Income of Household	Loyalists	Switchers	Total
Below Rs. 10,000	10	1	11
Rs. 10,000- Rs.30,000	63	18	81
Rs. 30,000-Rs. 50,000	148	31	179
Above Rs.50,000	10	2	12
Total	231	52	283

Table 15 (b): Calculation of Chi Square

Observed Frequency	Expected Frequency	$\frac{(O-E)^2}{E}$
10	9	0.11
1	2	0.5
63	66	0.14
18	15	0.6
148	146	0.03
31	33	0.12
10	10	0
2	2	0

$$\chi^2 = 1.53$$

$$\chi^2_{0.05; 3} = 1.53 \text{ (Calculated value)}$$

$$\chi^2_{0.05; 3} = 7.82 \text{ (Table value)}$$

Since calculated value is less than table value so we can say that there is no relationship between household income and brand loyalty towards electric iron.

As we can see that consumers are loyal towards all the consumer durables selected so H_{02} is accepted. There is no significant relationship between household income and brand loyalty towards select consumer durables. It suggests that any change in household income does not influence the brand loyalty. The households will stick to the same brands that they were using, no matter what their household income is. Some earlier studies relating to brand preferences also validate our findings. For instance, in a study on 'Brand Loyalty and Brand Switchers among Shampoo Users in Chennai,' similar hypothesis was tested and same results were found that there is no relationship between household income and brand loyalty (Balakrishnan & Davey, 2012).

FINDINGS

The study highlighted on following aspects:

1. LG (27.1%) is the most preferred brand of colour television used by the respondents.
2. Usha (37.2%) is the most preferred brand of ceiling fan used by respondents.
3. Hawkins (51.4%) is the most preferred brand of pressure cooker used by respondents.
4. LG (40.2%) is the most preferred brand of refrigerator used by the respondents.
5. Philips (16.6%) is the most preferred brand of electric mixer used by the respondents.
6. Philips (32%) is the most preferred brand of electric iron used by the respondents.
7. Most of the respondents are satisfied with the brands that they are using for all the consumer durables selected and they hardly like to switch over to other brands.
8. There is no significant relationship between household income and brand loyalty towards select consumer durables.
9. Cost effectiveness is the most important reason behind brand preference of select consumer durables followed by product design and brand name.

CONCLUSION

Consumer durable is one of the fastest growing industry segments in India accounting for US\$6.58 billion in 2009-10. Today in the era of competition so many brands of consumer durables are available in the market. So onus is on the marketers to find out the factors influencing the brand preference of consumers for consumer durables and

also to know the satisfaction level of customers of consumer durables. The study reveals that several factors like cost effectiveness, brand name, product design, advertisement, friend's advice, and after sales services are important in influencing brand preference of consumers for consumer durables. The present study also reveals that customers are satisfied and loyal towards the brands of consumer durables that they are using. The study is very important for marketing viewpoint as marketers will be able to frame strategy regarding consumer buying behaviour and consumers can avail quality products in the market.

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