# CHAPTER IV
# ANALYSIS

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**Statistical Analysis and Interpretation**

In this study we have surveyed 300 households of Baroda city with a well designed questionnaire. Various facets of buying behaviour of these households pertaining to consumer durables have been collected. Based on this primary survey we have tested various hypothesis.

The study tried to take the opinion of households of Baroda city for the use of domestic labour saving devices. For this purpose, the opinions of households were divided in to five categories, namely, 'very strongly', 'strongly', 'mildly', 'to a lesser extent' and not at all.

**Table 4.1.1**

Percentage wise Opinion about use of Domestic Labour Saving Devices

| Sr.No. | Category | No. | % |
|---|---|---|---|
| 1 | Very Strongly | 55 | 18 3 |
| 2 | Strongly | 144 | 48 0 |
| 3 | Mildly | 91 | 30 3 |
| 4 | To A Lesser Extent | 6 | 2 0 |
| 5 | Not At All | 4 | 1 3 |
| | Total | 300 | |

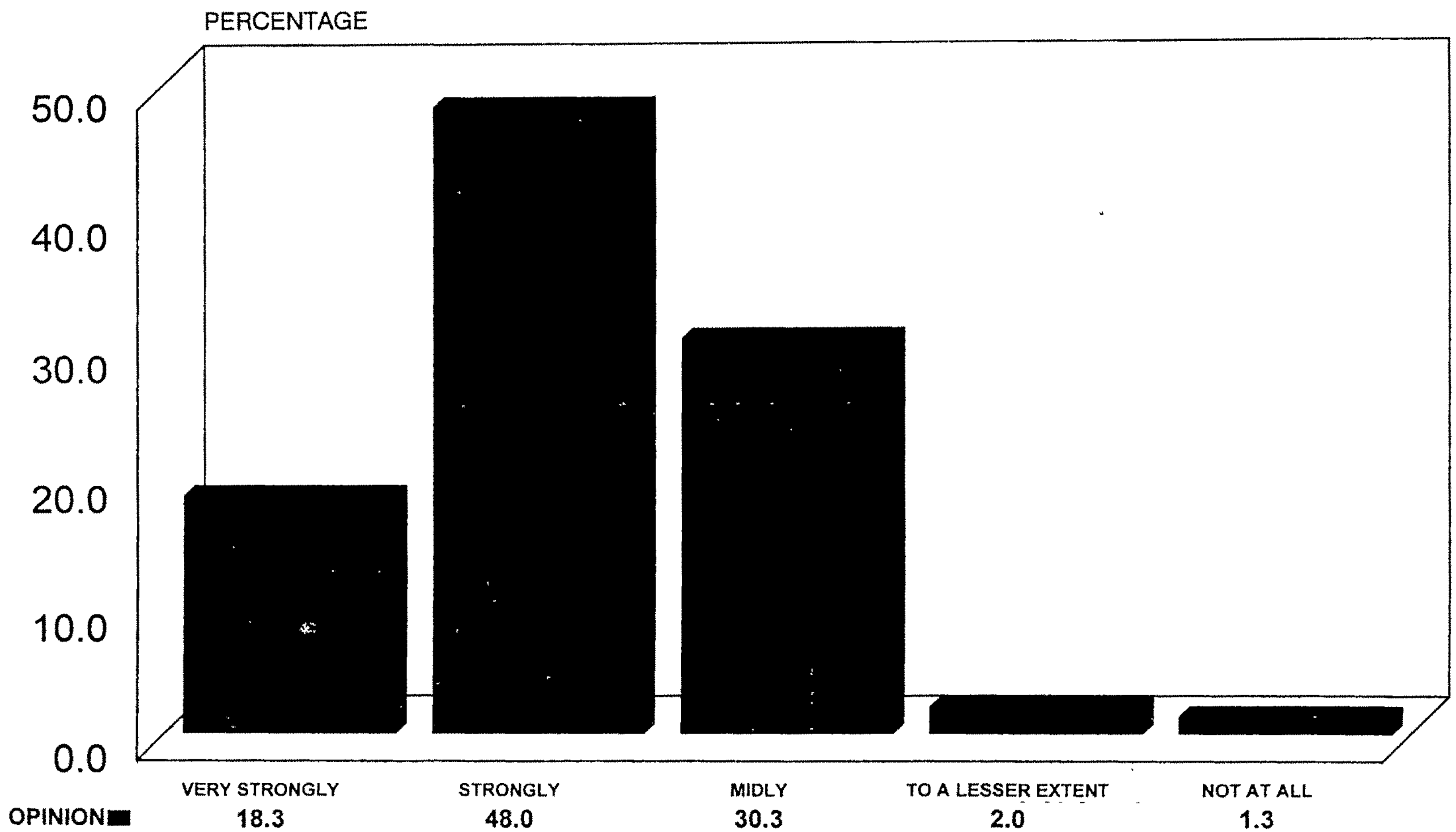
Table shows that out of total 300 respondents or households, 55 i.e. 18.3% agree 'very strongly' for the use of domestic labour saving devices.

144 i.e. 48%, strongly favour the use of domestic labour saving devices. 91 i.e. 30.3%, agree for the use of domestic labour saving devices but 'mildly'. While only 2% and 1.3% households agree 'to a lesser extent' and 'not at all' respectively in favour of the use of domestic labour saving devices.

Thus the study revealed that vast majority of the households of Baroda city i.e. 96% (app.) favoured use of domestic labour saving devices. This has implications for the kind of products people will buy, the size of markets and for product design, when products are targeted at mass markets.

## GRAPH 4.1.1

## PERCENTAGE WISE OPINION ABOUT USE OF LABOUR SAVING DEVICES



## Table 4.1.2

Percentage wise Opinion about use of Domestic Labour Saving Devices by Demographic/Socio-Economic Factor

| Factor | 1 | 2 | 3 | 4 | 5 | Total |
|---|---|---|---|---|---|---|
| 1. Sex | | | | | | |
| a Male | 51(18.5) | 135(49.1) | 82(29.8) | 5(1.8) | 2(0.7) | 275 |
| b Female | 4(16.0) | 9(36) | 9(36) | 1(4) | 2(8) | 25 |
| 2. Age | | | | | | |
| a. < 34 years | 12(17.4) | 29(42) | 23(33.3) | 4(5.8) | 1(1.4) | 69 |
| b 35-45 years | 23(22.5) | 43(42.2) | 32(31.4) | 1(1) | 3(2.9) | 102 |
| c 46 & above years | 20(15.5) | 72(55.8) | 36(27.9) | 1(0.8) | - | 129 |
| 3 Occupation | | | | | | |
| a Service(Trans) | 7(24.1) | 12(41.4) | 9(31) | 1(3.4) | - | 29 |
| b Service(Non-Trans) | 10(13.9) | 26(36.1) | 31(43.1) | 4(5.6) | 1(1.4) | 72 |
| c Business | 16(16.2) | 56(56.6) | 27(27.3) | - | - | 99 |
| d Profession | 22(22) | 50(50) | 24(24) | 1(1) | 3(3) | 100 |
| 4 Edu Qualification | | | | | | |
| a. Undergraduate | 4(11.4) | 17(48.6) | 13(37.1) | 1(2.9) | - | 35 |
| b. Graduate | 19(12.4) | 77(50.3) | 52(34) | 4(2.6) | 1(0.7) | 153 |
| c. Postgraduate & above | 32(28.6) | 50(44.6) | 26(23.2) | 1(0.9) | 3(2.7) | 112 |
| 5. Family Size | | | | | | |
| a Up to 4 members | 38(18.9) | 91(45.3) | 66(32.8) | 3(1.5) | 3(1.5) | 201 |
| b. 5 or more members | 17(17.2) | 53(53.5) | 25(25.3) | 3(3.0) | 1(1) | 99 |
| 6 Earning Members | | | | | | |
| a Up to 2 members | 51(18.5) | 130(47.1) | 86(31.2) | 5(1.8) | 4(1.4) | 276 |
| b 3 or more members | 4(16.7) | 14(58.3) | 5(20.8) | 1(4.2) | - | 24 |
| 7 Type of Family | | | | | | |
| a Joint | 18(20.5) | 46(52.3) | 23(26.1) | 1(1.1) | - | 88 |
| b Nuclear | 37(17.5) | 98(46.2) | 68(32.1) | 5(2.4) | 4(1.9) | 212 |
| 8 Monthly Income | | | | | | |
| a < 10000 | 5(10.9) | 20(43.5) | 16(34.8) | 3(6.5) | 2(4.3) | 46 |
| b 10000-19999 | 24(18.3) | 65(49.6) | 40(30.5) | 1(0.8) | 1(0.8) | 131 |
| c 20000-29999 | 20(19.6) | 48(47.1) | 31(30.4) | 2(2) | 1(1) | 102 |
| d 30000 & above | 6(28.6) | 11(52.4) | 4(19.0) | - | - | 21 |
| 9 Type of House | | | | | | |
| a. Own | 52(19) | 134(48.9) | 82(29.9) | 4(1.5) | 2(0.7) | 274 |
| b Rental | 3(11.5) | 10(38.5) | 9(34.6) | 2(7.7) | 2(7.7) | 26 |

*1 'very strongly', 2 'strongly', 3 'mildly', 4 'to a lesser extent', 5 'not at all'.*

The above table reveals the following,

**1. Sex**

Out of total 275 male respondents, 18.5% agree 'very strongly' for the use of labour saving devices, 49.1% agree 'strongly', 29.8% agree 'mildly', while 1.8% and 0.7% agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

16% of the total women i.e. 25 agree 'very strongly' for the use of domestic labour saving devices, 36% and 36% agree 'strongly' and 'mildly' respectively, While 4% and 8% female agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

From the above, we can see that 97.5% male respondents and 88% female have positive attitude or opinion for the use of domestic labour saving devices.

**2. Age**

17.4%, 42% and 33.3% of the total respondents of the age below 34 years, agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 5.8% and 1.4% of the total respondents agree 'to lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

Out of total 102 respondents having age between 35 years and 45 years, 22.5% agree 'very strongly' for the use of domestic labour saving devices, 42.2% agree 'strongly', 31.4% agree 'mildly'.

While 1% and 2.9% of the total agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

15.5%, 55.8%, and 27.9% of the total respondents having age 46 and above agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While only 0.8% agree 'to a lesser extent' and not a single person of this age group agrees for 'not at all' for the use of domestic labour saving devices.

From the above, we can say that middle aged people and older people have more positive opinion about the use of domestic labour saving devices compared to younger people. Companies manufacturing consumer durables must keep this age factor in mind and should come out with adequate marketing strategies targeting the right segment.

**3. Occupation**

Out of total 29 respondents having transferable jobs, 24.1%, 41.4% and 31% agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

Only 3.4% respondents agree 'to a lesser extent' while no one disagrees with the use of domestic labour saving devices.

13.9%, 36.1% and 43.1% of the total 72 respondents having non-transferable jobs agree to 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 5.6% and 1.4% of the total agree 'to a lesser extent' and do 'not agree at all' respectively.

16.2%, 56.6% and 27.3% of the total businessmen i.e. 99 agree for the use of domestic labour saving devices, 'very strongly', 'strongly' and 'mildly' respectively.

It is noticeable that not a single businessperson either agrees 'to a lesser extent' or does 'not agree at all' for the use of domestic labour saving devices.

Out of total 100 professionals, 22%, 50% and 24% agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 1% agree 'to a lesser extent' and 3% do 'not agree at all' for the use of domestic labour saving devices.

From the above, we can say that people having transferable jobs and business have more inclination for the use of domestic labour saving devices than the people having non-transferable jobs and professionals.

**4. Educational Qualification**

Out of total 35 undergraduate respondents 11.4%, 48.6% and 37.1% agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

Only 2.9% of the total agree 'to a lesser extent' for the use of domestic labour saving devices.

It is noticeable that not a single person has opinion against the use of domestic labour saving devices.

12.4%, 50.3% and 34% of the total 153 graduates agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 2.6% and 0.7% of the total agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

Out of total 112 postgraduate and above qualified respondents, 28.6%, 44.6% and 23.2% agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 0.9% and 2.7% of the total agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

From the above, we can say that undergraduates, graduates and postgraduates and above qualified are in favour of use of domestic labour saving devices.

**5. Family Size**

Out of total 201 households having up to four members, 18.9%, 45.3% and 32.8% agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices. While 1.5% and 1.5% of the total, agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

17.2%, 53.5% and 25.3% households having five or more members, agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 3% and 1%, agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

From the above, we can say that size of the family does not have any impact on the opinion of use of domestic labour saving devices.

**6. Earning Members**

18.5%, 47.1% and 31.2% of the total 276 households having up to two earning members, agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 1.8% and 1.4% of the total, agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

Out of total 24 households having three or more earning members, 16.7%, 58.3% and 20.8%, agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 4.2% agree 'to a lesser extent' for the use of domestic labour saving devices.

It is very important to note that not a single household having 3 or more earning members disagrees for the use of domestic labour saving devices.

From the above, we can say that more the earning members in the households, more they agree for the use of domestic labour saving devices, compared to households having less earning members.

**7. Type of Family**

Out of total 88 joint families, 20.5%, 52.3% and 26.1% agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 1.1% of the total agree 'to a lesser extent'.

There is not a single household having joint family disagrees for the use of domestic labour saving devices.

Out of total 212 nuclear families, 17.5%, 46.2% and 32.1% agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 2.4% and 1.9% agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

From the above, we can say that households having joint family system prefer more use of domestic labour saving devices rather than households having nuclear family system.

**8. Monthly Income**

Out of 46 total households having income less than Rs. 10,000 p.m., 10.9%, 43.5% and 34.8%. agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 6.5% and 4.3% of the total agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

18.3%, 49.6% and 30.5% of the total 131 households having income in between Rs. 10,000 and 19,999 p.m., agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 0.8% and 0.8% of the total agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

Out of total 102 households having income in between Rs. 20,000 and 29,999 p.m., 19.6%, 47.1% and 30.4%, agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 2% and 1% of the total agree 'to a lesser extent' and do 'not agree at all' respectively for the use of domestic labour saving devices.

Out of total 21 households having income Rs. 30,000 p.m. and above, 28.6%, 52.4% and 19% agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

It is noticeable that not a single household of this category disagrees or agrees 'to a lesser extent' for the use of domestic labour saving devices.

From the above, we can find out that households having more income would definitely like to go for more use of domestic labour saving devices rather than the households having less income.

**9. Type of House**

Out of total 274 households having own house, 19%, 48.9% and 29.9%, agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 1.5% of the total agree 'to a lesser extent' and 0.7% of the total do 'not agree at all' for the use of domestic labour saving devices.

11.5%, 38.5% and 34.6% of the total 26 households having rental house, agree 'very strongly', 'strongly' and 'mildly' respectively for the use of domestic labour saving devices.

While 7.7% of the total agree 'to a lesser extent' and 7.7% do 'not agree at all' for the use of domestic labour saving devices.

From this we can say that households having own house prefer more use of domestic labour saving devices. Households having rental houses might have first priority to have their own houses first and so they do not prefer much use of domestic labour saving devices like households having own houses.

**Table 4.1.3**

Test of Association between the Groups of Demographic/Socio-Economic Factor and Opinion about use of Domestic Labour Saving Devices

| Factor | Chi-Square Value | Significance (5% Level) |
|---|---|---|
| 1 Sex | 10.82 | (S) 0 02861 |
| 2. Age | 15.13 | (NS) 0 05662 |
| 3. Occupation | 22 87 | (S) 0 02876 |
| 4. Edu. Qualification | 17.37 | (S) 0.02646 |
| 5 Family Size | 3 20 | (NS) 0 52340 |
| 6 Earning Members | 2 35 | (NS) 0 67057 |
| 7. Type of Family | 3 62 | (NS) 0 45881 |
| 8 Monthly Income | 14.19 | (NS) 0.28828 |
| 9. Type of House | 14 67 | (S) 0 00543 |

**Hypothesis**

The groups of demographic/socio-economic factors are independent about the opinion to use of domestic labour saving devices.

From the above table, we can say that,

**1. Sex**

The chi-square value (10.82) is significant at 5% level of significance, hence it proves that both the sex groups are associated with each other about the opinion to use the domestic labour saving devices.

**2. Age**

The chi-square value (15.13) is not significant at 5% level of significance and so it indicates that all age groups (i) below 34 years (ii) 35-45 years and (iii) 46 years & above are not associated with each other i.e. independent with each other about the opinion to use the domestic labour saving devices.

**3. Occupation**

The chi-square value (22.87) is significant at 5% level of significance, hence it means that all the groups of occupation i.e. service (transferable), service (non-transferable), business and profession are associated with each other about the opinion of the use of domestic labour saving devices.

**4. Educational Qualification**

The chi-square value (17.37) is significant at 5% level of significance and so all groups of educational qualification undergraduate, graduate, postgraduate and above are associated with each other about the opinion of the use of domestic labour saving devices.

**5. Family Size**

The chi-square value (3.20) is not significant at 5% level of significance and hence both households i.e. households having up to four members and households having five or more members are independent with each other about the opinion of the use of domestic labour saving devices.

**6. Earning Members**

The chi-square value (2.35) is not significant at 5% level of significance and hence both households i.e. (i) having up to two earning members and (ii) households having three or more earning members are independent with each other about the opinion of the use of domestic labour saving devices.

**7. Type of Family**

The chi-square value (3.62) is not significant at 5% level of significance and so both family groups i.e. joint and nuclear are independent with each other about the opinion of the use of domestic labour saving devices.

**8. Monthly Income**

The chi-square value (14.19) is not significant at 5% level of significance and so all households having income groups i.e. (i) less than Rs. 10,000 p.m. (ii) Rs. 10,000-19,999 p.m. (iii) Rs. 20,000-29,999 and (iv) Rs. 30,000 and above are independent with each other about the use of the domestic labour saving devices.

**9. Type of House**

The chi-square value (14.69) is significant at 5% level of significance and hence both households having own and rental house are not independent with each other about the use of domestic labour saving devices.

In this study an attempt has been made to fine various reason for the use of domestic labour saving devices. For this purpose the reasons of households were divided into five categories namely utility, cost saving, time saving, labour saving and any other.

**Table 4.2.1**

Percentage wise Reasons about opinion for use of Domestic Labour Saving Devices

| Sr.No. | Category | No. | % |
|---|---|---|---|
| 1 | Utility | 247 | 82.3 |
| 2 | Cost Saving | 132 | 44 0 |
| 3 | Time Saving | 220 | 73 3 |
| 4 | Labour Saving | 212 | 70 7 |
| 5 | Any Other | 8 | 2 7 |
| | **Total** | **300** | |

The above mentioned table shows the following,

Out of total 300 respondents, 247 i.e. 82.3% have given 'utility' as a reason to favour the use of the domestic labour saving devices.

132 i.e. 44% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

220 i.e. 73.3% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

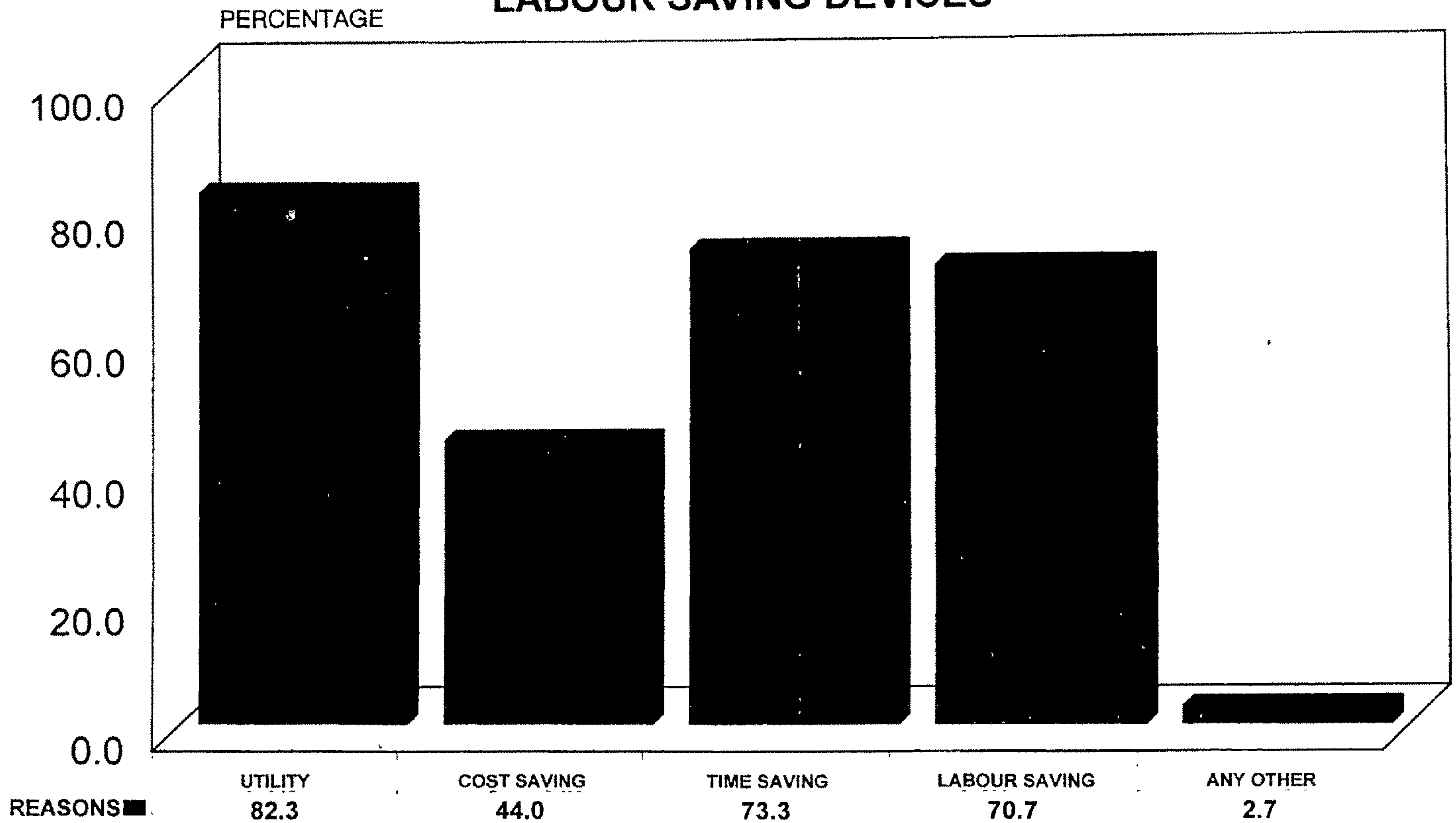
212 i.e. 70.7% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 8 i.e. 2.7% respondents have mentioned other reasons like 'as my wife is serving', 'help as I have my own dispensary', 'it helps as I am doing service', 'status', 'entertainment' to favour the use of domestic labour saving devices.

From the above one can say that majority of the households of Baroda city favour use of domestic labour saving devices because these products are very useful, save lot of time and labour. It becomes very clear that households do not give importance to the cost factor.

## GRAPH 4.2.1

## PERCENTAGE WISE REASONS ABOUT OPINION FOR USE OF LABOUR SAVING DEVICES



## Table 4.2.2

Percentage wise Reasons about opinion for use of
Domestic Labour Saving Devices by Demographic/Socio-Economic Factor

| Factor | Utility | Cost Saving | Time Saving | Labour Saving | Others |
|---|---|---|---|---|---|
| 1 Sex | | | | | |
| a Male | 83 6 | 43 6 | 72.0 | 70 2 | 2.2 |
| b. Female | 68 0 | 48 0 | 88 0 | 76.0 | 8 0 |
| 2 Age | | | | | |
| a <35 years | 79 7 | 34.8 | 66.7 | 69 6 | 1 4 |
| b 35-45 years | 85 3 | 45 1 | 75 5 | 69 6 | 4.9 |
| c 46 years & above | 81 4 | 48.1 | 75 2 | 72.1 | 1 6 |
| 3 Occupation | | | | | |
| a. Service (Trans) | 72 4 | 20.7 | 62 1 | 62.1 | 0 0 |
| b Service (Non-Trans) | 72 2 | 38 9 | 72 2 | 68 1 | 1.4 |
| c. Business | 87 9 | 45.5 | 73 7 | 71.7 | 2 0 |
| d Profession | 87 0 | 53 0 | 77 0 | 74 0 | 5 0 |
| 4 Edu Qualification | | | | | |
| a Undergraduate | 88 6 | 54 3 | 71 4 | 71 4 | 0.0 |
| b Graduate | 81.7 | 36 6 | 67 3 | 68.0 | 2 0 |
| c. Postgraduate & above | 81 3 | 50 9 | 82.1 | 74.1 | 4 5 |
| 5 Family Size | | | | | |
| a Up to 4 member | 81.6 | 39 8 | 71 1 | 68.7 | 1 5 |
| b 5 or more members | 83 6 | 52.5 | 77.8 | 74 7 | 5 1 |
| 6. Earning Member | | | | | |
| a Up to 2 member | 82 6 | 44 2 | 72 5 | 71.0 | 2.5 |
| b 3 or more members | 79 2 | 41 7 | 83.3 | 66 7 | 4 2 |
| 7 Type of Family | | | | | |
| a Joint | 83 0 | 55 7 | 84 1 | 75 0 | 6 8 |
| b Nuclear | 82 1 | 39 2 | 68.9 | 68 9 | 0 9 |
| 8 Monthly Income | | | | | |
| a < 10,000 | 82.6 | 41 3 | 73 9 | 76 1 | 0 0 |
| b 10,000-19,999 | 81 7 | 43.5 | 64.9 | 67 9 | 2 3 |
| c 20,000-29,999 | 84 3 | 50.0 | 83.3 | 75 5 | 3 9 |
| d 30,000 and above | 76 2 | 23 8 | 76.2 | 52.4 | 4.8 |
| 9. Type of House | | | | | |
| a Own | 82.1 | 43 8 | 73 7 | 71 9 | 2 8 |
| b Rental | 84 6 | 46 2 | 69.2 | 57 7 | 0 0 |

The above mentioned table depicts the following,

**1. Sex**

**Male**

83.6% males have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

43.6% males have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

72% males have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

70.2% males have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

2.2% males have given other reasons as mentioned to favour the use of domestic labour saving devices.

Female

68% female have given 'utility' as a reason to favour the use of domestic labour saving devices.

48% female have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

88% female have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

76% female have given 'labour saving' as a reason to favour the use of domestic labour saving devices.

8% female have mentioned other reasons as mentioned to favour the use of domestic labour saving devices.

More number of males than females believe 'utility' as a reason to favour use of domestic labour saving devices. While more number of females give 'cost saving', 'time saving' and 'labour saving' as reasons to favour the use of domestic labour saving devices.

**2. Age**

Less than 34 years

79.7% respondents below 34 years of age have given 'utility' as a reason to favour the use of domestic labour saving devices.

34.8% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

66.7% respondents have mentioned 'time saving' as a reason to favour use of domestic labour saving devices.

69.6% respondents have given 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 1.4% respondents have given other reasons as mentioned to favour the use of domestic labour saving devices.

35-45 years

85.3% respondents have given 'utility' as a reason to favour the use of domestic labour saving devices.

45.1% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

75.5% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

69.9% respondents have given 'labour saving' as a reason to favour the use of domestic labour saving devices.

4.9% respondents have mentioned other reasons as mentioned to favour the use of domestic labour saving devices.

46 years and above

81.4% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

48.1% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

75.2% respondents have given 'time saving' as a reason to favour the use of domestic labour saving devices.

72.1% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

1.6% respondents have mentioned other reasons as mentioned to favour the use of domestic labour saving devices.

From above we can say that respondents having 35 years to 45 years of age believe more in 'utility' and 'time saving' as reasons to favour the use of domestic labour saving devices compared to other age group respondents. While respondents of 46 years and above age group believe more in 'cost saving' and 'labour saving' as reasons to favour the use of domestic labour saving devices.

**3. Occupation**

Service (Transferable)

72.4% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

20.7% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

62.1% respondents have given 'time saving' as a reason to favour the use of domestic labour saving devices.

62.1% respondents have given 'labour saving' as a reason to favour the use of domestic labour saving device.

There is not a single respondent who believes in other reasons to favour the use of domestic labour saving devices.

Service (Non-Transferable)

72.2% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

38.9% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

72.2% respondents have given 'time saving' as a reason to favour the use of domestic labour saving devices.

68.1% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 1.4% respondents have given other reasons as mentioned to favour the use of domestic labour saving devices.

Business

87.9% respondents have given 'utility' as a reason to favour the use of domestic labour saving devices.

45.5% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

73.7% respondents have given 'time saving' as a reason to favour the use of domestic labour saving devices.

71.7% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 2% respondents have given other reasons as mentioned to favour the use of domestic labour saving devices.

Profession

87% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

53% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

77% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

74% respondents have given 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 5% respondents have mentioned other reasons as mentioned to favour the use of domestic labour saving devices.

From the above we can say that businessmen believe more in 'utility' to favour the use of domestic labour saving devices than the other occupational group respondents.

Professionals believe more in 'cost saving', 'time saving' and 'labour saving' to favour the use of domestic labour saving devices than the other respondents belonging to other occupational groups.

**4. Educational Qualification**

Undergraduates

88.6% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

54.3% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

71.4% respondents have mentioned 'time saving' and 'labour saving' as reasons to favour the use of domestic labour saving devices.

These is not a single respondent who believes in any other reason as mentioned to favour the use of domestic labour saving devices.

Graduate

81.7% respondents have given 'utility' as a reason to favour the use of domestic labour saving devices.

36.6% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

67.3% respondents have given 'time saving' as a reason to favour the use of domestic labour saving devices.

68% respondents have given 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 2% respondents have given other reasons as mentioned to favour the use of domestic labour saving devices.

Postgraduate and above

81.3% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

50.9% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

82.1% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

74.1% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 4.5% respondents believe in other reasons as mentioned to favour the use of domestic labour saving devices.

From the above we can say that undergraduates believe more in 'utility' and 'cost saving' to favour the use of domestic labour saving devices compared to graduates and postgraduate and above qualified respondents. While respondents who have postgraduation and above qualification believe more in 'time saving' and 'labour saving' to favour the use of domestic labour saving devices compared to undergraduates and graduates.

**5. Family Size**

Up to 4 members

81.6% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

39.8% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

71.1% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

68.7% respondents have given 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 1.5 % respondents believe in other reasons as mentioned to favour the use of domestic labour saving devices.

5 or more members

83.8% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

52.5% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

74.7% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 5.1% respondents have given other reasons as mentioned to favour the domestic labour saving devices.

From the above we can say that bigger families believe in 'utility', 'cost saving', 'time saving' and 'labour saving' more than the smaller families to favour the use of domestic labour saving devices.

**6. Earning Members**

Up to 2 members

82.6% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

44.2% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

72.5% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

71% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 2.5% respondents have mentioned other reasons as mentioned to favour the use of domestic labour saving devices.

3 or more members

79.2% respondents have given 'utility' as a reason to favour the use of domestic labour saving devices.

41.7% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

83.3% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

66.7% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 4.2% respondents have mentioned other reasons as mentioned to favour the use of domestic labour saving devices.

From the above, we can say that households having up to two earning members believe more in 'utility', 'cost saving' and 'labour saving' to favour the use of domestic labour saving devices compared to households having three or more earning members. While households having three or more earning members believe more in 'time saving' to favour the use of domestic labour saving devices compared to households having up to two earning members.

**7. Type of Family**

Joint Family

83% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

55.7% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

84.1% respondents have given 'time saving' as a reason to favour the use of domestic labour saving devices.

75% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

6.8% respondents have mentioned other reasons as mentioned to favour the use of domestic labour saving devices.

Nuclear Family

82.1% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

39.2% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

68.9% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

68.9% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 0.9% believe in other reasons as mentioned to favour the use of domestic labour saving devices.

It is clear from this that households having joint family system believe more in 'utility', 'cost saving', 'time saving' and 'labour saving' than the households having nuclear family system to favour the use of domestic labour saving devices.

**8. Monthly Income**

Less than Rs. 10,000 p.m.

82.6% respondents have given 'utility' as a reason to favour the use of domestic labour saving devices.

41.3% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

73.9% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

76% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

Rs. 10,000 - 19,999 p.m.

81.7% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

43.5% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

64.9% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

67.9% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

2.3% respondents have mentioned other reasons as mentioned to favour the use of domestic labour saving devices.

Rs. 20,000 - 29,999 p.m.

84.3% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

50% respondents have given 'cost saving' as a reason to favour the use of domestic labour saving devices.

83.3% respondents have given 'time saving' as a reason to favour the use of domestic labour saving devices.

75.5% respondents have given 'labour saving' as a reason to favour the use of domestic labour saving devices.

3.9% respondents have given other reasons as mentioned to favour the use of domestic labour saving devices.

**Rs. 30,000 p.m. and above**

76.2% respondents have mentioned 'utility' as a reason to favour the use of domestic labour saving devices.

23.8% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

76.2% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

52.4% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

While 4.8% respondents have mentioned other reasons as mentioned to favour the use of domestic labour saving devices.

From the above, we can say that respondents having Rs. 20,000 – 29,999 p.m. income believe more in 'utility', 'cost saving' and 'time saving' compared to respondents of other income groups to favour the use of domestic labour saving devices.

Respondents having less than Rs. 10,000 p.m. income believe more in 'labour saving' compared to respondents of other income groups, to favour the use of domestic labour saving devices.

**9. Type of House**

*Own*

82.1% respondents have given 'utility' as a reason to favour the use of domestic labour saving devices.

43.8% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

73.7% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

71.9% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

2.8% respondents given other responses as mentioned to favour the use of labour saving devices.

**Rental**

84.6% respondents have given 'utility' as a reason to favour the use of domestic labour saving devices.

46.2% respondents have mentioned 'cost saving' as a reason to favour the use of domestic labour saving devices.

69.2% respondents have mentioned 'time saving' as a reason to favour the use of domestic labour saving devices.

57.7% respondents have mentioned 'labour saving' as a reason to favour the use of domestic labour saving devices.

Not a single respondent has mentioned any other reason to favour the use of domestic labour saving devices.

From the above, we can say that people having own homes believe more in 'time saving' and 'labour saving' to favour the use of domestic labour saving devices compared to people having rental houses.

While people having rental houses believe more in 'utility' and 'cost saving' to favour the use of domestic labour saving devices compared to people having own houses.

In this study we tried to find out most important consumer durables in order to take up household work through the survey of three hundred household of Baroda city. The following table tells us the ranks given by households to consumer durables.

**Table 4.3.1**

Rank Order according to Importance of Consumer Durables for Household Work

| Sr.No. | Products | Mean | Rank |
|---|---|---|---|
| 1 | Refrigerator | 1.94 | 1 |
| 2 | Washing Machine | 5.24 | 3 |
| 3 | Mixer/Grinder | 3.26 | 2 |
| 4 | Food Processor | 7.85 | 7 |
| 5 | Vaccum Cleaner | 9.73 | 12 |
| 6 | Floor Mill | 8.11 | 8 |
| 7 | Desert Cooler | 8.86 | 10 |
| 8 | Air Conditioner | 11.28 | 14 |
| 9 | Oven | 9.53 | 11 |
| 10 | Water Purifier | 7.76 | 6 |
| 11 | Color TV | 6.60 | 5 |
| 12 | Music System | 8.66 | 9 |
| 13 | Two Wheeler | 5.74 | 4 |
| 14 | Car | 10.22 | 13 |

If we calculate the mean of ranks the above is the rank order given by 300 households irrespective of demographic/socio-economic factors to all the products in terms of their importance to take up household work.

First rank is given to Refrigerator, second to Mixer/Grinder, third to Washing Machine, fourth to Two Wheeler, fifth to Color TV, sixth to Water Purifier, seventh to Food Processor, eighth to Flour Mill, ninth to Music System, tenth to Desert Cooler, eleventh to Oven, twelveth to Vaccum Cleaner, thirteenth to Car and fourteenth to Air Conditioner.

**Table 4.3.2**

Rank Order According to Importance of Consumer Durables for Household Work, Sex Wise

| Sr.No. | Product | Male | | Female | |
|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank |
| 1 | Refrigerator | 1.97 | 1 | 1.68 | 1 |
| 2 | Washing Machine | 5.36 | 3 | 3.96 | 3 |
| 3 | Mixer/Grinder | 3.28 | 2 | 3.00 | 2 |
| 4 | Food Processor | 7.95 | 7 | 6.84 | 6 |
| 5 | Vaccum Cleaner | 9.75 | 12 | 9.44 | 12 |
| 6 | Floor Mill | 8.24 | 8 | 6.64 | 5 |
| 7 | Desert Cooler | 8.82 | 10 | 9.36 | 11 |
| 8 | Air Conditioner | 11.20 | 14 | 12.12 | 14 |
| 9 | Oven | 9.56 | 11 | 9.24 | 10 |
| 10 | Water Purifier | 7.76 | 6 | 7.76 | 8 |
| 11 | Color TV | 6.52 | 5 | 7.40 | 7 |
| 12 | Music System | 8.64 | 9 | 8.92 | 9 |
| 13 | Two Wheeler | 5.67 | 4 | 6.60 | 4 |
| 14 | Car | 10.05 | 13 | 12.04 | 13 |

As per the above table the rank order is given to products important to take up household work by 275 males and 25 females. The first four ranks are common and also last three ranks.

Male and female differ from fifth rank. Males give fifth rank to Color TV, sixth to Water Purifier, seventh to Food Processor, eighth to Flour Mill, ninth to Music System, tenth to Desert Cooler, eleventh to Oven. Females give fifth rank to Flour Mill, sixth to Food Processor, seventh to Color TV, eighth to Water Purifier, ninth to Music System, tenth to Oven and eleventh to Desert Cooler.

**Table 4.3.3**

Rank Order according to Importance of Consumer Durables for Household Work, Age Wise

| Sr.No. | Product | Less Than 34 | | 35-45 | | 46 And Above | |
|---|---|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank | Mean | Rank |
| 1 | Refrigerator | 2 39 | 1 | 1.62 | 1 | 1.96 | 1 |
| 2 | Washing Machine | 5 68 | 4 | 5.09 | 3 | 5 13 | 3 |
| 3 | Mixer/Grinder | 3.26 | 2 | 2.98 | 2 | 3 47 | 2 |
| 4. | Food Processor | 8.46 | 8 | 7 48 | 6 | 7.82 | 7 |
| 5. | Vaccum Cleaner | 9.77 | 11 | 9 66 | 12 | 9 76 | 13 |
| 6. | Floor Mill | 8 51 | 9 | 7 50 | 7 | 8 38 | 8 |
| 7. | Desert Cooler | 8 83 | 10 | 8.53 | 9 | 9.15 | 10 |
| 8. | Air Conditioner | 11 39 | 13 | 11.35 | 14 | 11.16 | 14 |
| 9. | Oven | 9 87 | 12 | 9.61 | 11 | 9 29 | 11 |
| 10 | Water Purifier | 7 42 | 7 | 8 00 | 8 | 7.76 | 6 |
| 11 | Color TV | 5 72 | 5 | 6 97 | 5 | 6.77 | 5 |
| 12 | Music System | 7 41 | 6 | 9.25 | 10 | 8 88 | 9 |
| 13 | Two Wheeler | 4 43 | 3 | 6.28 | 4 | 6.02 | 4 |
| 14 | Car | 11 51 | 14 | 10.27 | 13 | 9 48 | 12 |

According to above table the rank order is given to products important to take up household work, by 69 respondents in below 34 years of age group, 102 in age group 35-45 years and 129 in age group 46 years and above.

First two ranks given are common to all age groups.

In age group below 34 years, third rank is given to Two Wheeler, fourth rank to Washing Machine, sixth to Music System, seventh to Water Purifier, eighth to Food Processor, ninth to Flour Mill, tenth to desert colour, eleventh to Vaccum Cleaner, twelveth to Oven, thirteenth Air Conditioner and last rank to Car.

In age group 35-45 years and age group 46 years and above, third, fourth, eleventh and fourteenth ranks are common.

In age group 35-45 years sixth rank is given to Food Processor, seventh to Flour Mill, eighth to Water Purifier, ninth to Desert Cooler, tenth to Music System, twelveth to Vaccum Cleaner, thirteenth to Car.

In age group 46 years and above sixth rank is given to Water Purifier, seventh to Food Processor, eighth to Flour Mill, ninth to Music System, tenth to Desert Cooler, twelveth to Car and thirteenth to Vaccum Cleaner.

Fifth rank given to Color TV is also common to all age groups.

**Table 4.3.4**

Rank Order according to Importance of Consumer Durables for Household Work, Occupation Wise

| Sr.No. | Product | Service (Trans) | | Service (Non-Trans) | | Business | | Profession | |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank | Mean | Rank | Mean | Rank |
| 1 | Refrigerator | 2 07 | 1 | 1 93 | 1 | 1 89 | 1 | 1.97 | 1 |
| 2 | Washing Machine | 6.21 | 5 | 4 85 | 3 | 5.35 | 3 | 5 14 | 3 |
| 3 | Mixer/Grinder | 3 41 | 2 | 2 81 | 2 | 3 33 | 2 | 3 46 | 2 |
| 4 | Food Processor | 8 21 | 8 | 8 39 | 9 | 7.95 | 7 | 7 27 | 7 |
| 5 | Vaccum Cleaner | 8.90 | 11 | 9 85 | 12 | 10.32 | 12 | 9 29 | 10 |
| 6 | Floor Mill | 8 83 | 10 | 8 28 | 7 | 8.71 | 9 | 7 19 | 6 |
| 7 | Desert Cooler | 8 62 | 9 | 8 33 | 8 | 9 62 | 11 | 8 57 | 9 |
| 8 | Air Conditioner | 10 90 | 13 | 12 29 | 14 | 10 66 | 13 | 11 27 | 14 |
| 9 | Oven | 9 52 | 12 | 9.22 | 11 | 9 44 | 10 | 9 84 | 12 |
| 10. | Water Purifier | 7 72 | 6 | 7 58 | 6 | 7.89 | 6 | 7 78 | 8 |
| 11 | Color TV | 5 66 | 4 | 6 61 | 5 | 6.34 | 5 | 7 11 | 5 |
| 12. | Music System | 8 00 | 7 | 8 74 | 10 | 8 16 | 8 | 9 30 | 11 |
| 13 | Two Wheeler | 5 03 | 3 | 5 60 | 4 | 5 70 | 4 | 6 10 | 4 |
| 14 | Car | 11 59 | 14 | 10 60 | 13 | 9.44 | 10 | 10 31 | 13 |

Above mentioned table shows rank order given to products important to take up household work by 29 respondent in service (transferable), 72 respondent of service (non transferable), 99 business respondents and 100 professional respondents.

First and second rank given to Refrigerator and Mixer/Grinder is common to all.

In service (transferable) third rank is given to Two Wheeler, fourth to Color TV, fifth to Washing Machine, sixth to Water Purifier seventh to Music System, eighth to Food Processor, ninth to Desert Cooler, tenth to Flour Mill, eleventh to Vaccum Cleaner, twelveth to Oven, thirteenth to Air Conditioner and last rank to Car.

Among service (non-transferable), business and profession, third, fourth and fifth rank given to Washing Machine, Two Wheeler and Color TV respectively are common. In service (non-transferable) and business sixth rank to Water Purifier is common.

In service (non-transferable) seventh rank is given to Flour Mill, eighth to Desert Cooler, ninth to Food Processor, tenth to Music System, eleventh to Oven, twelveth to Vaccum Cleaner, thirteenth to Car and last rank to Air Conditioner.

Business respondents have given seventh rank to Food Processor, eighth to Music System, ninth to Flour Mill, tenth to Oven and Car, eleventh to Desert Cooler, twelveth to Vaccum Cleaner and thirteenth to Air Conditioner.

Professionals have given sixth rank to Flour MiLl, seventh to Food Processor, eighth to Water Purifier, ninth to Desert Cooler, tenth to Vaccum Cleaner, eleventh to Music System, twelveth to Oven and last two are Car and Air Conditioner respectively.

**Table 4.3.5**

Rank Order according to Importance of Consumer Durables for Household Work, Educational Qualification Wise

| Sr.No. | Product | Undergraduate | | Graduate | | Postgraduate & Above | |
|---|---|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank | Mean | Rank |
| 1. | Refrigerator | 1 83 | 1 | 1 91 | 1 | 2 03 | 1 |
| 2. | Washing Machine | 4.74 | 3 | 5.39 | 3 | 5 20 | 3 |
| 3 | Mixer/Grinder | 2.69 | 2 | 3 12 | 2 | 3 63 | 2 |
| 4. | Food Processor | 7 11 | 5 | 8 06 | 6 | 7 80 | 8 |
| 5. | Vaccum Cleaner | 9 91 | 11 | 9.82 | 12 | 9 54 | 11 |
| 6 | Floor Mill | 7.63 | 7 | 8 64 | 9 | 7 54 | 7 |
| 7. | Desert Cooler | 8 86 | 9 | 8 87 | 10 | 8 86 | 9 |
| 8. | Air Conditioner | 11 80 | 13 | 11.24 | 14 | 11 17 | 14 |
| 9 | Oven | 8.89 | 10 | 9.58 | 11 | 9 66 | 12 |
| 10. | Water Purifier | 7 97 | 8 | 8 17 | 7 | 7.14 | 6 |
| 11 | Color TV | 7 17 | 6 | 6 14 | 5 | 7 04 | 5 |
| 12 | Music System | 8 89 | 10 | 8.36 | 8 | 9 01 | 10 |
| 13 | Two Wheeler | 6 09 | 4 | 5 42 | 4 | 6 07 | 4 |
| 14 | Car | 11 14 | 12 | 10.22 | 13 | 9.93 | 13 |

According to the above table the rank order is given to product important to take up house hold work by 35 undergraduates, 153 graduates and 112 postgraduate and above qualified respondents.

First four ranks given to Refrigerator, Mixer/Grinder, Washing Machine and Two Wheeler respectively are common. Graduates and postgraduate and above qualified give common fifth rank to Color TV, last two ranks to Car and Air Conditioner respectively. They differ from sixth rank.

Undergraduates give fifth rank to Food Processor, sixth to Color TV, seventh to Flour Mill, eighth to Water Purifier, ninth to Desert Cooler, tenth to Oven and Music System, eleventh to Vaccum Cleaner, last two ranks to Car and Air Conditioner respectively.

Graduates give sixth rank to Food Processor, seventh to Water Purifier, eighth to Music System, ninth to Flour Mill, tenth to Desert Cooler, eleventh to Oven, twelveth to Vaccum Cleaner thirteenth to Car and last to Air Conditioner.

Among respondents with postgraduate and above qualification sixth rank is given to Water Purifier, seventh to Flour Mill, eighth to Food Processor, ninth to

Desert Cooler, tenth to Music System, eleventh to Vaccum Cleaner and twelveth to Oven.

**Table 4.3.6**

Rank Order according to Importance of Consumer Durables for Household Work, Family Size Wise

| Sr.No. | Product | Up To 4 Members | | 5 Or More Members | |
|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank |
| 1 | Refrigerator | 1 95 | 1 | 1 93 | 1 |
| 2 | Washing Machine | 5 24 | 3 | 5 24 | 3 |
| 3 | Mixer/Grinder | 3.22 | 2 | 3 32 | 2 |
| 4 | Food Processor | 8 07 | 7 | 7 40 | 6 |
| 5 | Vaccum Cleaner | 9 60 | 10 | 9 98 | 12 |
| 6 | Floor Mill | 8 41 | 8 | 7 51 | 7 |
| 7. | Desert Cooler | 8 89 | 9 | 8 82 | 9 |
| 8 | Air Conditioner | 11 43 | 13 | 10 96 | 14 |
| 9 | Oven | 9 83 | 11 | 8 93 | 10 |
| 10 | Water Purifier | 7 63 | 6 | 8 04 | 8 |
| 11 | Color TV | 6 35 | 5 | 7 09 | 5 |
| 12 | Music System | 8 41 | 8 | 9 17 | 11 |
| 13 | Two Wheeler | 5 54 | 4 | 6 16 | 4 |
| 14 | Car | 10 24 | 12 | 10 17 | 13 |

The above table shows rank order given to products important to take up household work by 201 households having family size up to four members and 99 households having family size more than five members.

First five ranks are common given to Refrigerator, Mixer/Grinder, Washing Machine, Two Wheeler, and Color TV respectively. They differ from sixth rank onwards.

Households having up to four members give sixth rank to Water Purifier, seventh to Food Processor, eighth to Music System and Flour Mill, ninth to Desert Cooler, tenth to Vaccum Cleaner, eleventh to Oven, twelveth to Car and last to Air Conditioner.

Households with five or more members give sixth rank to Food Processor, seventh to Flour Mill, eighth to Water Purifier ninth to Desert Cooler, tenth to Air Conditioner eleventh to Music System, twelveth to Vaccum Cleaner, thirteenth and fourteenth to Car and Air Conditioner respectively.

**Table 4.3.7**

Rank Order according to Importance of Consumer Durables for Household Work, Earning Members Wise

| Sr.No. | Product | Up to 2 Members | | 3 Or More Members | |
|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank |
| 1 | Refrigerator | 1 94 | 1 | 2 00 | 1 |
| 2 | Washing Machine | 5 22 | 3 | 5 54 | 5 |
| 3 | Mixer/Grinder | 3 25 | 2 | 3 29 | 2 |
| 4 | Food Processor | 7.76 | 7 | 8 92 | 9 |
| 5. | Vaccum Cleaner | 9 72 | 12 | 9 83 | 11 |
| 6 | Floor Mill | 8 07 | 8 | 8 58 | 8 |
| 7 | Desert Cooler | 8 84 | 10 | 9 08 | 10 |
| 8 | Air Conditioner | 11 33 | 14 | 10 71 | 14 |
| 9 | Oven | 9 49 | 11 | 10 04 | 12 |
| 10 | Water Purifier | 7.72 | 6 | 8 21 | 7 |
| 11 | Color TV | 6 70 | 5 | 5 46 | 4 |
| 12 | Music System | 8.80 | 9 | 7.12 | 6 |
| 13 | Two Wheeler | 5 81 | 4 | 5 00 | 3 |
| 14 | Car | 10 20 | 13 | 10 42 | 13 |

The above mentioned table shows rank order given to products important to take up household work by 276 households having up to two earning members and 24 households having three or more earning members.

Households having up to two earning members give first rank to Refrigerator, second to Mixer/Grinder, third to Washing Machine, fourth to Two Wheeler, fifth to Color TV. sixth to Water Purifier, seventh to Food Processor, eighth to Flour Mill, ninth to Music System. tenth to Desert Cooler, eleventh to Oven, twelveth to Vaccum Cleaner. thirteenth to Car and fourteenth to Air Conditioner.

Household with three or more earning members give first rank to Refrigerator, second to Mixer/Grinder, third to Two Wheeler, fourth to Color TV, fifth to Washing Machine, sixth to Music System, seventh to Water Purifier, eighth to Flour Mill, ninth to Food Processor, tenth to Desert Cooler, eleventh to Vaccum Cleaner, twelveth to Oven and last two ranks to Car and Air Conditioner respectively.

**Table 4.3.8**

Rank Order according to Imponance of Consumer Durables for Household Work, Type of Family Wise

| Sr.No. | Product | Joint Family | | Nuclear Family | |
|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank |
| 1 | Refrigerator | 1.91 | 1 | 1.96 | 1 |
| 2 | Washing Machine | 4.86 | 3 | 5.40 | 3 |
| 3. | Mixer/Grinder | 3.35 | 2 | 3.22 | 2 |
| 4 | Food Processor | 7.48 | 6 | 8.01 | 7 |
| 5. | Vaccum Cleaner | 9.70 | 12 | 9.74 | 12 |
| 6 | Floor Mill | 7.65 | 8 | 8.30 | 8 |
| 7 | Desert Cooler | 8.87 | 9 | 8.86 | 10 |
| 8 | Air Conditioner | 11.19 | 14 | 11.31 | 14 |
| 9 | Oven | 9.10 | 10 | 9.71 | 11 |
| 10 | Water Purifier | 7.52 | 7 | 7.86 | 6 |
| 11 | Color TV | 6.95 | 5 | 6.45 | 5 |
| 12 | Music System | 9.34 | 11 | 8.38 | 9 |
| 13 | Two Wheeler | 6.24 | 4 | 5.54 | 4 |
| 14 | Car | 10.11 | 13 | 10.26 | 13 |

The above mentioned table shows rank order given to products important to take up household work by 88 households in joint family and 212 households in nuclear family.

First five ranks are common to both type of families. They are, first rank to Refrigerator, second to Mixer/Grinder, third to Washing Machine, fourth to Two Wheeler, and fifth to Color TV. Eighth, thirteenth and fourteenth are also common given to Flour Mill, Car and Air Conditioner respectively. They differ from sixth rank.

Household in joint families give sixth rank to Food Processor, seventh to Water Purifier, ninth to Desert Cooler, tenth to Oven, and eleventh to Music System.

Nuclear families give sixth rank to Water Purifier, seventh to Food Processor, ninth to Music System, tenth to Desert Cooler, eleventh to Oven.

Twelveth rank is common given to Vaccum Cleaner.

**Table 4.3.9**

Rank Order according to Importance of Consumer Durables for Household Work, Monthly Income Wise

| Sr.No. | Product | Less Than 10,000 | | 10,000 - 19,999 | | 20,000 - 29,999 | | 30,000 & Above | |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank | Mean | Rank | Mean | Rank |
| 1. | Refrigerator | 2.33 | 1 | 1.76 | 1 | 1.82 | 1 | 2.86 | 1 |
| 2 | Washing Machine | 6.35 | 5 | 5.37 | 3 | 4.52 | 3 | 5.57 | 5 |
| 3 | Mixer/Grinder | 2.50 | 2 | 3.38 | 2 | 3.38 | 2 | 3.52 | 2 |
| 4. | Food Processor | 7.93 | 8 | 8.31 | 8 | 6.97 | 5 | 9.10 | 9 |
| 5 | Vaccum Cleaner | 8.63 | 11 | 10.08 | 12 | 9.59 | 12 | 10.62 | 14 |
| 6 | Floor Mill | 7.09 | 6 | 8.60 | 9 | 7.63 | 6 | 9.67 | 10 |
| 7. | Desert Cooler | 8.41 | 10 | 8.97 | 10 | 8.75 | 9 | 9.76 | 11 |
| 8 | Air Conditioner | 12.46 | 14 | 11.29 | 14 | 10.93 | 14 | 10.29 | 12 |
| 9 | Oven | 9.63 | 12 | 9.58 | 11 | 9.25 | 10 | 10.38 | 13 |
| 10 | Water Purifier | 7.74 | 7 | 7.67 | 6 | 8.21 | 8 | 6.24 | 6 |
| 11. | Color TV | 6.15 | 4 | 6.04 | 5 | 7.76 | 7 | 5.38 | 4 |
| 12 | Music System | 8.22 | 9 | 8.27 | 7 | 9.44 | 11 | 8.29 | 8 |
| 13 | Two Wheeler | 4.96 | 3 | 5.46 | 4 | 6.61 | 4 | 5.05 | 3 |
| 14. | Car | 12.35 | 13 | 10.18 | 13 | 9.84 | 13 | 7.62 | 7 |

The above mentioned table shows rank order given to products important to take up household work by 46 respondents with income less than Rs. 10,000 p.m., 131 respondents with income between Rs. 10,000 and Rs. 19,999 p.m., 102 respondents with income between Rs. 20,000 and Rs. 29,999 p.m. and 21 respondents with income more than Rs. 30,000 p.m.

First two ranks given to Refrigerator and Mixer/Grinder are common to all. Last two ranks given to Car and Air Conditioner are common in income groups less than Rs. 10,000, Rs. 10,000–19,999 and Rs. 20,000-29,999 p.m.

Households with income less than Rs. 10,000 p.m. give third rank to Two Wheeler, fourth to Color TV, fifth to Washing Machine, sixth to Flour Mill, seventh to Water Purifier, eighth to Food Processor, ninth to Music System, tenth to Desert Cooler, eleventh to Vaccum Cleaner, twelveth to Oven.

In households with income between Rs. 10.000 and Rs. 19,999 p.m., third rank is given to Washing Machine, fourth to Two Wheeler, fifth to Color TV, sixth to Water Purifier, seventh to Music System, eighth to Food Processor, ninth to Flour Mill, tenth to Desert Cooler, eleventh and twelveth to Oven and Vaccum Cleaner respectively.

In households with income between Rs. 20,000 and Rs. 29,999 p.m. third rank given to Washing Machine, fourth to Two Wheeler, fifth to Food Processor, sixth to Flour Mill, seventh to Color TV, eighth to Water Purifier, ninth to Desert Cooler, tenth to Oven, eleventh to Music System, twelveth to Vaccum Cleaner.

In households with income Rs. 30,000 p.m. and more third rank is given to Two Wheeler, fourth to Color TV, fifth to Washing Machine, sixth to Water Purifier, seventh to Car. eighth to Music System, ninth to Food Processor, tenth to Flour Mill. eleventh to Desert Cooler, twelveth to Air Conditioner, thirteenth to Oven and last rank to Vaccum Cleaner.

**Table 4.3.10**

Rank Order according to Importance of Consumer Durables for Household Work.
Type of House Wise

| Sr.No. | Product | Own | | Rental | |
|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank |
| 1. | Refrigerator | 1 84 | 1 | 3 04 | 1 |
| 2 | Washing Machine | 5 23 | 3 | 5 35 | 4 |
| 3. | Mixer/Grinder | 3 24 | 2 | 3 42 | 2 |
| 4 | Food Processor | 7 78 | 7 | 8 58 | 9 |
| 5 | Vaccum Cleaner | 9 74 | 12 | 9 58 | 12 |
| 6. | Floor Mill | 8 09 | 8 | 8 35 | 8 |
| 7 | Desert Cooler | 8 85 | 10 | 9 04 | 10 |
| 8 | Air Conditioner | 11.24 | 14 | 11 62 | 14 |
| 9. | Oven | 9 56 | 11 | 9 19 | 12 |
| 10 | Water Purifier | 7 74 | 6 | 8 04 | 7 |
| 11 | Color TV | 6 66 | 5 | 5 92 | 5 |
| 12 | Music System | 8 73 | 9 | 7.96 | 6 |
| 13 | Two Wheeler | 5 89 | 4 | 4 15 | 3 |
| 14 | Car | 10 16 | 13 | 10 77 | 13 |

The above mentioned table shows rank order given to products important to take up house hold work, by 274 households having own house and 26 households having rental house.

Common ranks are first, second, fifth, eighth, tenth, thirteenth and fourteenth given to Refrigerator, Mixer/Grinder, Color TV, Flour Mill, Desert Cooler, Car and Air Conditioner respectively.

In households having own house third rank given to Washing Machine, fourth to Two Wheeler, sixth to Water Purifier, seventh to Food Processor, ninth to Music System and eleventh to Oven.

In households having rental house third rank is given to Two Wheeler, fourth to Washing Machine, sixth to Music System, seventh to Water Purifier, ninth to Food Processor, twelveth rank given to Oven also. Twelveth rank common given to Vaccum Cleaner.

## Hypothesis

Product wise rank preferences are independent with respect to various demographic/socio-economic factors.

**Table 4.3.11**

Chi-Square Comparison of Product Rank Preference by Demographic/Socio–Economic Factor

**Sex Wise**

| Sr.No. | Products | Chi-Square Value | Significance (5 % Level) |
|---|---|---|---|
| 1 | Refrigerator | 0 09 | (NS) 0 7588 |
| 2 | Washing Machine | 5 13 | (NS) 0.235 |
| 3. | Mixer/Grinder | 0 08 | (NS) 0.7652 |
| 4 | Food Processor | 2.27 | (NS) 0 1314 |
| 5 | Vaccum Cleaner | 0 24 | (NS) 0 6173 |
| 6 | Floor Mill | 4 57 | (NS) 0 032 |
| 7 | Desert Cooler | 0.51 | (NS) 0 4745 |
| 8 | Air Conditioner | 0 96 | (NS) 0 3259 |
| 9. | Oven | 0 46 | (NS) 0 4948 |
| 10. | Water Purifier | 0 0001 | (NS) 0 9904 |
| 11 | Color TV | 1 47 | (NS) 0 2253 |
| 12 | Music System | 0 21 | (NS) 0 6395 |
| 13 | Two Wheeler | 1 63 | (NS) 0 2010 |
| 14 | Car | 7 03 | (S) 0 0080 |

### 1. Sex

As per table we can see that the chi-square value is not significant at 5% level of significance and so it indicates that both sex groups i.e., male and female are independent with each other in giving rank preferences to Refrigerator, Washing Machine, Mixer/Grinder, Food Processor, Vaccum Cleaner, Desert Cooler, Air Conditioner. Oven, Water Purifier, Color TV, Music System, and Two Wheeler.

While the chi-square value is significant at 5% level of significance and so it indicates that both sex groups i.e. male and female are not independent with each other in giving rank preferences to Flour Mill and Car.

**Age Wise**

| Sr.No. | Products | Chi-Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Refrigerator | 10 16 | (S) 0.0062 |
| 2 | Washing Machine | 2 46 | (NS) 0 2920 |
| 3 | Mixer/Grinder | 3 49 | (NS) 0 1744 |
| 4. | Food Processor | 3 45 | (NS) 0 1773 |
| 5. | Vaccum Cleaner | 0 0001 | (NS) 1 000 |
| 6. | Floor Mill | 4 68 | (NS) 0 0959 |
| 7 | Desert Cooler | 1 82 | (NS) 0 4023 |
| 8 | Air Conditioner | 0 69 | (NS) 0 7070 |
| 9 | Oven | 1 88 | (NS) 3895 |
| 10 | Water Purifier | 1.05 | (NS) 0 5908 |
| 11 | Color TV | 4 15 | (NS) 0 1250 |
| 12 | Music System | 15 51 | (S) 0 0004 |
| 13. | Two Wheeler | 12 15 | (S) 0 0023 |
| 14 | Car | 17 03 | (S) 0 0002 |

## 2. Age

The chi-square value is not significant at 5% level of significance and so it indicates that all the age groups i.e. below 34 years, 35-45 years and 46 years and above are independent with each other in giving rank preferences to Washing Machine, Mixer/Grinder, Food Processor, Vaccum Cleaner, Flour Mill, Desert Cooler, Air Conditioner, Oven, Water Purifier and Color TV.

While the chi-square value is significant at 5% level of significance and so it indicates that all age groups i.e. below 34 years, 35-45 years and 46 years and above are not independent with each other in giving rank preferences to Refrigerator, Music System, Two Wheeler and Car.

**Occupation**

| Sr.No. | Products | Chi-Square Value | Significance (5% Level) |
|---|---|---|---|
| 1. | Refrigerator | 1 68 | (NS( 0 6392 |
| 2. | Washing Machine | 4 42 | (NS) 0 2193 |
| 3 | Mixer/Grinder | 2 28 | (NS) 0 5156 |
| 4 | Food Processor | 4 93 | (NS) 0.1765 |
| 5. | Vaccum Cleaner | 9 68 | (S) 0 0215 |
| 6 | Floor Mill | 10.87 | (S) 0 0124 |
| 7. | Desert Cooler | 9.12 | (S) 0 0277 |
| 8 | Air Conditioner | 12 79 | (S) 0 0051 |
| 9. | Oven | 2.35 | (NS) 0 5014 |
| 10 | Water Purifier | 0.39 | (NS) 0 9409 |
| 11 | Color TV | 4 09 | (NS) 0 2511 |
| 12 | Music System | 8.25 | (S) 0 04 |
| 13 | Two Wheeler | 1.97 | (NS) 0 5781 |
| 14 | Car | 8 95 | (S) O 0299 |

## 3. Occupation

The chi-square value is not significant at 5% level of significance and so it indicates that all occupational groups i.e. service (transferable and non-transferable), business and profession are independent with each other in giving rank preferences to Refrigerator, Washing Machine, Mixer/Grinder, Food Processor, Oven, Water Purifier, Color TV and Two Wheeler.

While chi-square value is significant at 5% level of significance and so it indicates that all occupational groups i.e. service (transferable and non-transferable) business and profession are not independent with each other in giving rank preferences to Vaccum Cleaner, Flour Mill, Desert Cooler, Air Conditioner, Music System and Car.

**Educational Qualification**

| Sr.No. | Products | Chi-Square Value | Significance (5% Level) |
|---|---|---|---|
| 1. | Refrigerator | 0.28 | (NS) 0 8655 |
| 2 | Washing Machine | 1 18 | (NS) 0 5525 |
| 3 | Mixer/Grinder | 7.39 | (S) 0.0248 |
| 4 | Food Processor | 1.92 | (NS) 0 3824 |
| 5. | Vaccum Cleaner | 0.38 | (NS) 0.8231 |
| 6. | Floor Mill | 7.71 | (S) 0 0211 |
| 7 | Desert Cooler | 0.09 | (NS) 0 9537 |
| 8. | Air Conditioner | 1.44 | (NS) 0.4844 |
| 9. | Oven | 2.88 | (NS) 0 2363 |
| 10 | Water Purifier | 5.59 | (NS) 0 0611 |
| 11 | Color TV | 3 88 | (NS) 0 1435 |
| 12. | Music System | 3.12 | (NS) 0 2098 |
| 13 | Two Wheeler | 2.48 | (NS) 0 2890 |
| 14 | Car | 2 92 | (NS) 0 2320 |

### 4. Educational Qualification

The chi-square value is not significant at 5% level of significance and so it indicates that all educational qualification groups i.e. undergraduates, graduates and postgraduate and above are independent with each other in giving preferences to Refrigerator, Washing Machine, Food Processor, Vaccum Cleaner, Desert Cooler, Air Conditioner, Oven, Water Purifier, Color TV, Music System, Two Wheeler and Car.

But the chi-square value is significant at 5% level of significance and so it indicates that all educational qualification groups i.e. undergraduate, graduate and postgraduate and above are not independent with each other in giving rank preferences to Mixer/Grinder and Flour Mill.

**Family Size**

| Sr.No. | Products | Chi-Square Value | Significance 5% Level |
|---|---|---|---|
| 1. | Refrigerator | 1.46 | (NS) 0. 2259 |
| 2 | Washing Machine | 0.43 | (NS) 0 5095 |
| 3. | Mixer/Grinder | 0 0001 | (NS) 0 9927 |
| 4 | Food Processor | 2.39 | (NS) 0 1218 |
| 5. | Vaccum Cleaner | 0.58 | (NS) 0 4430 |
| 6 | Floor Mill | 4.35 | (NS) 0.368 |
| 7 | Desert Cooler | 0.16 | (NS) 0.6877 |
| 8 | Air Conditioner | 0 24 | (NS) 0.6183 |
| 9 | Oven | 8 26 | (S) 0.0041 |
| 10. | Water Purifier | 1.24 | (NS) 0 2614 |
| 11 | Color TV | 1.26 | (NS) 0 2605 |
| 12. | Music System | 3.46 | (NS) 0 0626 |
| 13 | Two Wheeler | 1.85 | (NS) 0.1729 |
| 14. | Car | 0.07 | (NS) 0 7913 |

### 5. Family Size

Chi-square value is not significant at 5% level of significance and so it indicates that both the families in terms of size i.e. up to four members and five and more members are independent with each other in giving rank preferences to

Refrigerator, Washing Machine, Mixer/Grinder, Food Processor, Vaccum Cleaner, Flour Mill, Desert Cooler, airconditioner, Water Purifier, Color TV, Music System, Two Wheeler and Car.

While chi-square value is significant at 5% level of significance and so it indicates that both the families i.e. up to four members and five or more members are not independent with each other in giving rank preferences to Oven.

**Earning Members**

| Sr.No. | 'Products | Chi Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Refrigerator | 0 84 | (NS) 0 3589 |
| 2 | Washing Machine | 0.04 | (NS) 0.8291 |
| 3 | Mixer/Grinder | 0 21 | (NS) 0 64 |
| 4 | Food Processor | 2 48 | (NS) 0 1153 |
| 5 | Vaccum Cleaner | 0 03 | (NS) 0 8579 |
| 6 | Floor Mill | 0.30 | (NS) 0 5810 |
| 7 | Desert Cooler | 0 11 | (NS) 0 7303 |
| 8 | Air Conditioner | 1.22 | (NS) 0 2680 |
| 9 | Oven | 0 77 | (NS) 0 3791 |
| 10 | Water Purifier | 0 32 | (NS) 0 5668 |
| 11 | Color TV | 1 58 | (NS) 0 2082 |
| 12. | Music System | 6.47 | (S) 0 0110 |
| 13 | Two Wheeler | 1 25 | (NS) 0 2617 |
| 14 | Car | 0 0047 | (NS) 0 9452 |

### 6. Earning Members

The chi-square value is not significant at 5% level of significance and so it indicates, that both households i.e. household having earning members up to two and household having earning members three or more are independent with each other in giving rank order to Refrigerator, Washing Machine, Mixer/Grinder, Food Processor, Vaccum Cleaner, Flour Mill, Desert Cooler, Air Conditioner, Oven, Water Purifier, Color TV, Two Wheeler and Car.

While chi-square value is significant at 5% level of significance and so it indicates that both the households, having earning members, up to two members and three or more are not independent with each other in giving rank order to Music System.

**Family Type**

| Sr.No. | Products | Chi-Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Refrigerator | 1 55 | (NS) 0 2130 |
| 2 | Washing Machine | 2 91 | (NS) 0 0876 |
| 3 | Mixer/Grinder | 1 07 | (NS) 0.3000 |
| 4 | Food Processor | 1 24 | (NS) 0.2637 |
| 5 | Vaccum Cleaner | 0 03 | (NS) 0.8590 |
| 6 | Floor Mill | 2 35 | (NS) 0 1250 |
| 7 | Desert Cooler | 0 03 | (NS) 0.8510 |
| 8. | Air Conditioner | 0 03 | (NS) 0.8539 |
| 9. | Oven | 4 13 | (S) 0 0421 |
| 10 | Water Purifier | 0 33 | (NS) 0 5637 |
| 11 | Color TV | 0 09 | (NS) 0 7561 |
| 12 | Music System | 5 63 | (S) 0 0176 |
| 13 | Two Wheeler | 1 89 | (NS) 0 1687 |
| 14 | Car | 0 17 | (NS) 0 6780 |

### 7. Family Type

The chi-square value is not significant at 5% level of significance and so it indicates that both family types i.e. joint and nuclear are independent with each other in giving rank order to Refrigerator, Washing Machine, Mixer/Grinder, Food Processor, Vaccum Cleaner, Flour Mill, Desert Cooler, Air Conditioner, Water Purifier, Color TV, Two Wheeler, and Car.

While the chi-square value is significant at 5% level of significance and so it indicates that both family types i.e. joint and nuclear are not independent with each other in giving rank order to Oven and Music System.

**Monthly Income**

| Sr.No. | Products | Chi Square Value | Significance (5% Level0 |
|---|---|---|---|
| 1 | Refrigerator | 5 50 | (NS) 0 0639 |
| 2 | Washing Machine | 18 60 | (S) 0 0001 |
| 3 | Mixer/Grinder | 10.82 | (S) 0 0045 |
| 4 | Food Processor | 8 05 | (S) 0 0178 |
| 5 | Vaccum Cleaner | 9 63 | (S) 0 0081 |
| 6 | Floor Mill | 8 11 | (S) 0 0173 |
| 7 | Desert Cooler | 1.03 | (NS) 0 5960 |
| 8 | Air Conditioner | 8 96 | (S) 0 0113 |
| 9 | Oven | 1 49 | (NS) 0 4739 |
| 10 | Water Purifier | 2 19 | (NS) 0.3330 |
| 11 | Color TV | 11 91 | (S) 0 0026 |
| 12 | Music System | 8 60 | (S) 0 0135 |
| 13. | Two Wheeler | 9.04 | (S) 0 0109 |
| 14. | Car | 22.05 | (S) 0000 |

### 8. Monthly Income

The chi-square value is not significant at 5% level of significance and so it indicates that income groups i.e. less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20000-29999 p.m. and Rs. 30,000 p.m. and above are independent with each other in giving rank order to Refrigerator, Desert Cooler, Oven and Water Purifier.

While the chi-square value is significant at 5% level of significance and so it indicates that income groups i.e. less than Rs.10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m. and Rs. 30,000 p.m. and above are not independent with each other in giving rank order to Washing Machine, Mixer/Grinder, Food Processor, Vaccum Cleaner, Flour Mill, Air Conditioner, Color TV, Music System, Two Wheeler and Car.

**Type of House**

| Sr.No. | Products | Chi-Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Refrigerator | 4 46 | (S) 0 0346 |
| 2 | Washing Machine | 0 03 | (NS) 0 8536 |
| 3 | Mixer/Grinder | 0 21 | (NS) 0 6412 |
| 4 | Food Processor | 1 48 | (NS) 0 2227 |
| 5 | Vaccum Cleaner | 0 24 | (NS) 0 6218 |
| 6 | Floor Mill | 0 09 | (NS) 07629 |
| 7 | Desert Cooler | 0 05 | (NS) 0 8185 |
| 8 | Air Conditioner | 0 01 | (NS) 0 9021 |
| 9 | Oven | 0 14 | (NS) 0 6989 |
| 10. | Water Purifier | 0 07 | (NS) 0 7874 |
| 11 | Color TV | 0 64 | (NS) 0 4205 |
| 12 | Music System | 1 13 | (NS) 0 2860 |
| 13 | Two Wheeler | 5 45 | (S) 0 0195 |
| 14 | Car | 0 99 | (NS) 0 3187 |

**9. Type of House**

Chi-square value is not significant at 5% level of significance and so it indicates that house types i.e. own house and rental house are independent with each other in giving rank order to Washing Machine, Mixer/Grinder, Food Processor, Vaccum Cleaner, Flour Mill, Desert Cooler, Air Conditioner, Oven, Water Purifier, Color TV, Music System and Car.

While chi-square value is significant at 5% level of significance and so it indicates that both house types i.e. own and rental are not independent with each other in giving rank order to Refrigerator, and Two Wheeler.

In this study we tried to find out products already possessed by the households covered under survey along with the brand. We also tried to find out the products desired to be possessed along with the brand in near future, in order to judge the near future market.

**Table 4.4.1**

Percentage of Consumer Durables Already Possessed by Households

| Sr.No. | Products | Already Possessed | |
|---|---|---|---|
| | | No. | % |
| 1 | Refrigerator | 298 | 99 3 |
| 2 | Washing Machine | 211 | 70.3 |
| 3 | Mixer/Grinder | 295 | 98 3 |
| 4 | Food Processor | 124 | 41 3 |
| 5 | Vaccum Cleaner | 136 | 45 3 |
| 6 | Floor Mill | 144 | 48 0 |
| 7 | Desert Cooler | 153 | 51 0 |
| 8. | Air Conditioner | 92 | 30 7 |
| 9 | Oven | 114 | 38 0 |
| 10 | Water Purifier | 143 | 47.7 |
| 11 | Color TV | 292 | 97.3 |
| 12 | Music System | 240 | 80 0 |
| 13 | Two Wheeler | 290 | 96 7 |
| 14. | Car | 187 | 62 3 |
| | **Total** | **300** | **100.0** |

Above mentioned table shows percentage wise product, already possessed by respondents.

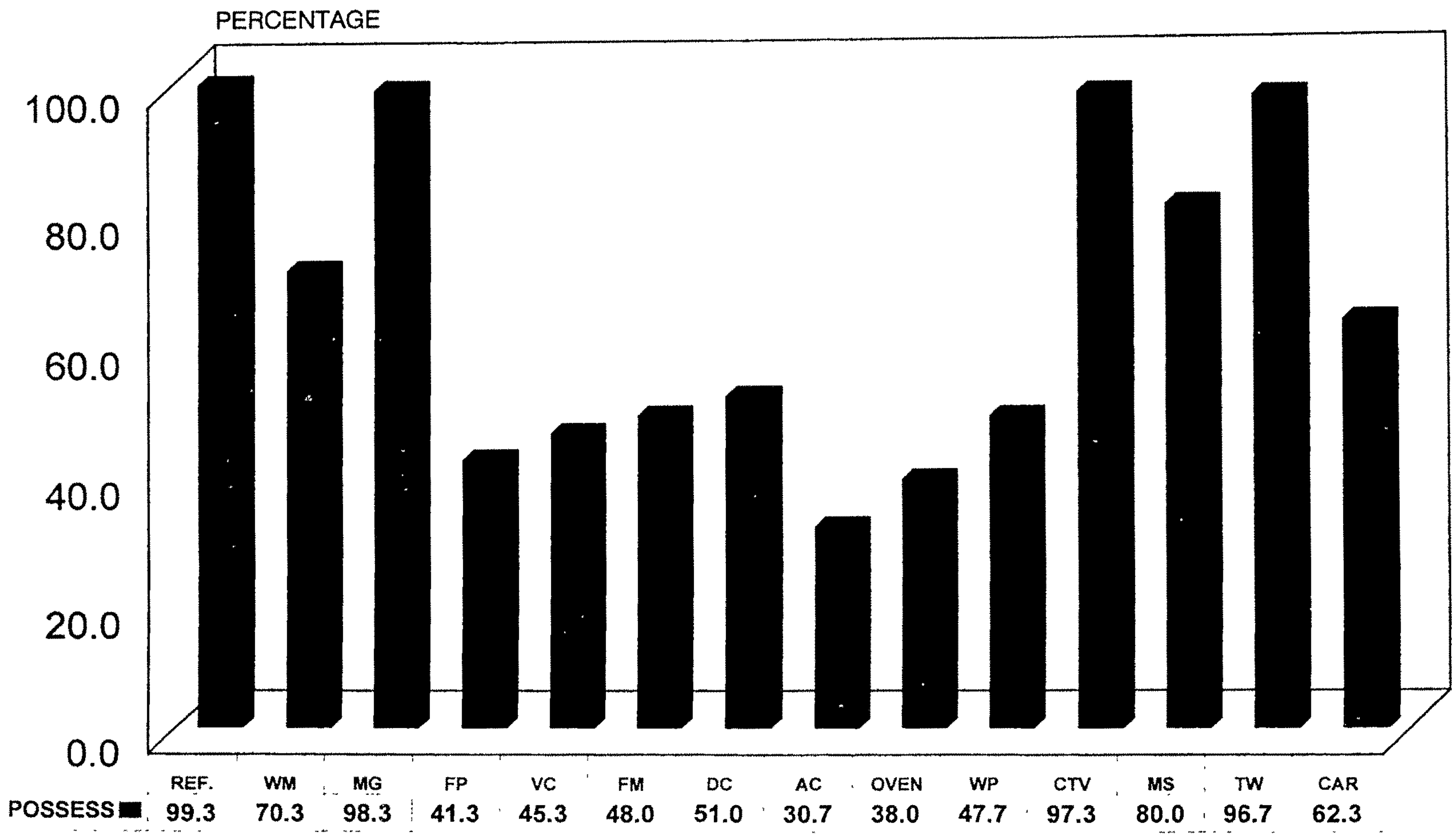
From the above, we can say that 80% or more than 80% of our households already possessed Refrigerator, Color TV, Music System, and Two Wheeler.

Over 50% of our households already possessed Washing Machine, Desert Cooler and Car.

While below 50% of our households already possessed Food Processor, Vaccum Cleaner, Flour Mill, airconditioner, Oven and Water Purifier.

## GRAPH 4.4.1

## PERCENTAGE OF CONSUMER DURABLES ALREADY POSSESSED BY HOUSEHOLD



# Table 4.4.2

## Percentage of Consumer Durables Already Possessed by Demographic/Socio-Economic Factor

| Factors | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | | 9 | | 10 | | 11 | | 12 | | 13 | | 14 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No | % | No | % | No | % | No | % | No | % | No | % | No | % | No | % | No | % | No | % | No | % | No | % | No | % | No | % |
| 1 Sex | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a Male | 274 | 99.6 | 193 | 70.2 | 270 | 98.2 | 110 | 40.0 | 125 | 45.5 | 133 | 48.4 | 146 | 53.1 | 87 | 31.6 | 103 | 37.5 | 135 | 49.1 | 268 | 97.5 | 222 | 80.7 | 266 | 96.7 | 175 | 63.6 |
| b Female | 24 | 96.0 | 18 | 72.0 | 25 | 100 | 14 | 56.0 | 11 | 44 | 11 | 44 | 7 | 28.0 | 5 | 20.0 | 11 | 44.0 | 8 | 32.0 | 24 | 96.0 | 18 | 72.0 | 24 | 96.0 | 12 | 48.0 |
| 2 Age | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a < 34 years | 68 | 98.6 | 46 | 66.7 | 67 | 97.1 | 25 | 36.2 | 19 | 27.5 | 25 | 36.2 | 40 | 58.0 | 21 | 30.4 | 22 | 31.9 | 31 | 44.9 | 67 | 97.1 | 61 | 88.4 | 68 | 98.6 | 33 | 47.8 |
| b 35-45 years | 101 | 99.0 | 70 | 68.6 | 101 | 99.0 | 46 | 45.1 | 51 | 50.0 | 53 | 52.0 | 50 | 49 | 34 | 33.3 | 35 | 34.3 | 51 | 50.0 | 76 | 97.1 | 76 | 74.5 | 96 | 94.1 | 61 | 59.8 |
| c 46 years & above | 129 | 100 | 95 | 73.6 | 127 | 98.4 | 53 | 41.1 | 66 | 51.2 | 66 | 51.2 | 63 | 48.8 | 37 | 28.7 | 57 | 44.2 | 61 | 47.3 | 126 | 97.7 | 103 | 79.8 | 126 | 97.7 | 93 | 72.1 |
| 3 Occupation | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a Service (Trans) | 29 | 100 | 18 | 62.1 | 28 | 96.6 | 7 | 24.1 | 14 | 48.3 | 11 | 37.9 | 14 | 48.3 | 6 | 20.7 | 9 | 31.0 | 16 | 55.2 | 28 | 96.6 | 24 | 82.8 | 29 | 100 | 20 | 69.0 |
| b. Service (Non-Trans) | 71 | 98.6 | 45 | 62.5 | 72 | 100 | 26 | 36.1 | 26 | 36.1 | 26 | 36.1 | 35 | 48.6 | 10 | 13.9 | 27 | 37.5 | 23 | 31.9 | 68 | 94.4 | 55 | 76.4 | 71 | 98.6 | 39 | 54.2 |
| c Business | 99 | 100 | 76 | 76.8 | 99 | 100 | 49 | 49.5 | 52 | 52.5 | 56 | 56.6 | 44 | 44.4 | 45 | 45.5 | 47 | 47.5 | 53 | 53.5 | 99 | 100 | 81 | 81.8 | 97 | 98.0 | 66 | 66.7 |
| d Profession | 99 | 99.0 | 72 | 72.0 | 96 | 96.0 | 42 | 42.0 | 44 | 44.0 | 51 | 51.0 | 60 | 60.0 | 31 | 31.0 | 31 | 31.0 | 51 | 51.0 | 97 | 97.0 | 80 | 80.0 | 93 | 93.0 | 62 | 62.0 |
| 4 Edu. Qualification | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a Undergraduate | 35 | 100 | 22 | 62.9 | 35 | 100 | 19 | 54.3 | 15 | 42.9 | 19 | 54.3 | 14 | 40.0 | 9 | 25.7 | 14 | 40.0 | 15 | 42.9 | 33 | 94.3 | 26 | 74.3 | 35 | 100 | 19 | 54.3 |
| b Graduate | 153 | 100 | 116 | 75.8 | 152 | 99.3 | 60 | 39.2 | 72 | 47.1 | 71 | 46.4 | 74 | 48.4 | 51 | 33.3 | 65 | 42.5 | 74 | 48.4 | 152 | 99.3 | 126 | 82.4 | 149 | 97.4 | 98 | 64.1 |
| c Postgraduate & above | 110 | 98.2 | 73 | 65.2 | 108 | 96.4 | 45 | 40.2 | 49 | 43.8 | 54 | 48.2 | 65 | 58.0 | 32 | 28.6 | 35 | 31.3 | 54 | 48.2 | 107 | 95.5 | 88 | 78.6 | 106 | 94.6 | 70 | 62.5 |
| 5. Family Size | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a Up to 4 members | 200 | 99.5 | 145 | 72.1 | 199 | 99.0 | 78 | 38.8 | 95 | 47.3 | 89 | 44.3 | 102 | 50.7 | 61 | 30.3 | 81 | 40.3 | 98 | 48.8 | 198 | 98.5 | 161 | 80.1 | 193 | 96.0 | 121 | 60.2 |
| b 5 or more members | 98 | 99.0 | 66 | 66.7 | 96 | 97.0 | 46 | 46.5 | 41 | 41.4 | 55 | 55.6 | 51 | 51.5 | 31 | 31.3 | 33 | 33.3 | 45 | 45.5 | 94 | 94.9 | 79 | 79.8 | 97 | 98.0 | 66 | 66.7 |
| 6 Earning Members | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a. Up to 2 members | 274 | 99.3 | 193 | 69.9 | 271 | 98.2 | 117 | 42.4 | 123 | 44.6 | 129 | 46.7 | 138 | 50.0 | 83 | 30.1 | 102 | 37.0 | 131 | 47.5 | 268 | 97.1 | 219 | 79.3 | 266 | 96.4 | 171 | 62.0 |
| b 3 or more members | 24 | 100 | 18 | 75.0 | 24 | 100 | 7 | 29.2 | 13 | 54.2 | 15 | 62.5 | 15 | 62.2 | 9 | 37.5 | 12 | 50.0 | 12 | 50.0 | 24 | 100 | 21 | 87.5 | 24 | 100 | 16 | 66.7 |
| 7. Type of Family | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a Joint | 87 | 98.9 | 65 | 73.9 | 87 | 98.9 | 42 | 47.7 | 42 | 47.7 | 43 | 48.9 | 45 | 51.1 | 28 | 31.8 | 31 | 35.2 | 38 | 43.2 | 84 | 95.5 | 71 | 80.7 | 85 | 96.6 | 56 | 63.6 |
| b Nuclear | 211 | 99.5 | 146 | 68.9 | 208 | 98.1 | 82 | 38.7 | 94 | 44.3 | 101 | 47.6 | 108 | 50.9 | 64 | 30.2 | 83 | 39.2 | 105 | 49.5 | 208 | 98.1 | 169 | 79.7 | 205 | 96.7 | 131 | 61.8 |
| 8 Monthly Income | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a. < 10000 | 44 | 95.7 | 14 | 30.4 | 45 | 97.8 | 7 | 152 | 8 | 17.4 | 12 | 26.1 | 13 | 28.3 | 2 | 4.3 | 8 | 17.4 | 10 | 21.7 | 40 | 87.0 | 28 | 60.9 | 42 | 91.3 | 6 | 13.0 |
| b 10000-19999 | 131 | 100 | 97 | 74.0 | 127 | 96.9 | 51 | 38.9 | 50 | 38.2 | 57 | 43.5 | 65 | 49.6 | 31 | 23.7 | 47 | 35.9 | 55 | 42.0 | 129 | 98.5 | 103 | 78.6 | 130 | 99.2 | 80 | 61.1 |
| c 20000-29999 | 102 | 100 | 83 | 81.4 | 102 | 100 | 60 | 58.8 | 63 | 61.8 | 60 | 58.8 | 63 | 61.8 | 45 | 44.1 | 50 | 49.0 | 63 | 61.8 | 102 | 100 | 91 | 89.2 | 98 | 96.1 | 81 | 79.4 |
| d. 30000 & above | 21 | 100 | 17 | 81.0 | 21 | 100 | 6 | 28.6 | 15 | 71.4 | 15 | 17.4 | 12 | 57.1 | 14 | 66.7 | 9 | 42.9 | 15 | 71.4 | 21 | 100 | 18 | 85.7 | 20 | 95.2 | 20 | 95.2 |
| 9 Type of House | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a Own | 272 | 99.3 | 198 | 72.3 | 272 | 99.3 | 116 | 42.3 | 127 | 46.4 | 139 | 50.7 | 139 | 50.7 | 87 | 31.8 | 102 | 37.2 | 135 | 49.3 | 268 | 97.8 | 218 | 77.6 | 266 | 97.1 | 176 | 64.2 |
| b Rental | 26 | 100 | 13 | 50.0 | 23 | 88.5 | 8 | 30.8 | 9 | 34.6 | 5 | 19.2 | 14 | 53.8 | 5 | 19.2 | 12 | 46.2 | 8 | 30.8 | 24 | 92.3 | 22 | 84.6 | 24 | 92.3 | 11 | 12.3 |

***1** Refrigerator, **2** Washing Machine, **3** Mixer/Grinder, **4** Food Processor, **5** Vaccum Cleaner, **6** Flour Mill, **7** Desert Cooler, **8** Air Conditioner, **9** Oven, **10** Water Purifier, **11** Color TV, **12** Music System, **13** Two Wheeler, **14** Car.*

The above mentioned table shows the following,

**1. Sex**

Refrigerator

99.6% male and 96% female respondents already possessed it.

Washing Machine

70.2% male and 72% female respondents already possessed it.

Mixer/Grinder

98.2% male and 10% female respondents already possessed it.

Food Processor

40% male and 56% female respondents already possessed it.

Vaccum Cleaner

45.5% male and 44% female respondents already possessed it.

Flour Mill

48.4% male and 44% female respondents already possessed it.

Desert Cooler

53.1% male and 28% female respondents already possessed it.

Air Conditioner

31.6% male and 20% female respondents already possessed it.

Oven

37.5% male and 44% female respondents already possessed it.

Water Purifier

49.1% male and 32% female respondents already possessed it.

Color TV

97.5% male and 96% female respondents already possessed it.

Music System

80.7% male and 72% female respondents already possessed it.

Two Wheeler

96.7% male and 96% female respondents already possessed it.

Car

63.6% male and 48% female respondents already possessed it.

From the above, we can say that Refrigerator, Vaccum Cleaner, Flour Mill, Desert Cooler, Air Conditioner, Water Purifier, Color TV, Music System, Two Wheeler and Car, are possessed more by male respondents than female respondents.

While Washing Machine, Mixer/Grinder, Food Processor and Oven are possessed more by females than males.

## 2. Age

### Refrigerator

Out of total number of respondents of the respective age groups 98.6% of below 34 years age group, 99% of 35-45 years age group and 100% of the 46 years and above age group, already possessed it.

### Washing Machine

66 7% of below 34 years age group, 68.6% of the 35-45 years age group and 73.6% of the 46 years and above age group, already possessed it.

### Mixer/Grinder

97.1% of the below 34 years age group, 99% of the 35-45 years age group and 98.4% of the 46 and above age group, already possessed it.

### Food Processor

36.2% of the below 34 years age group 45.1% of the 35-45 years age group and 41.1% of the 46 and above age group, already possessed it.

### Vaccum Cleaner

27.5% of the below 34 years age group, 50% of the 35-45 years age group and 51.2% of the 46 and above age group, already possessed it.

### Flour Mill

36.2% of the below 34 years age group, 52% of the 35-45 years. age group and 51.2% of the 46 and above age group, already possessed it.

### Desert Cooler

58% of the below 34 years. age group, 49% of the 35-45 years. age group and 48.8% of the 46 and above age group, already possessed it.

### Air Conditioner

30.4% of the below 34 years. age group 33.3 % of the 35-45 years. age group and 28.7% of the 46 and above age group, already possessed it.

### Oven

31.9% of the below 34 years. age group, 34.3% of the 35-45 years. age group and 44.2% of the 46 and above age group, already possessed it.

### Water Purifier

44.9% of the below 34 years age group, 50% of 35-45 years age group and 47.3% of the 46 and above age group, already possessed it.

### Color TV

97.1% each of both age groups i.e. below 34 years and 35-45 years and 97.7% of the 46 and above are group, already possessed it.

Music System

88.4% of the below 34 years age group, 74.5% of the 35-45 years age group and 79.8% of the 46 years and above age group, already possessed it.

Two Wheeler

98.6% of the below 34 years of are group, 94.1% of the 35-45 years of age group and 97.7% of 46 years and above age group, already possessed it.

Car

47.8% of the below 34 years of age group, 59.8% of the 35-45 years of the age group and 72.1% of the 46 years and above age group already possessed it.

From the above, we can say that Desert Cooler, Music System and Two Wheeler are possessed more by younger people i.e. below 34 years of age group, compared to other two age groups.

Mixer/Grinder, Food Processor, Flour Mill, Airconditioner and Water Purifier are possessed more by 35-45 years of age group people compared is other two age groups.

While Refrigerator, Washing Machine, Vaccum Cleaner, Oven and Car are possessed more by 46 years and above age group people compared to other two age groups.

It is noticeable that Color TV is almost equally possessed by all the age group respondents.

**3. Occupation**

Out of total number of respondents from the respective occupational groups.

Refrigerator

100% each of the both service (transferable) and business people, 98.6% of the people service (non-transferable) and 99% professionals already possessed it.

Washing Machine

62.1% and 62.5% of the people having service (transferable) and service (non-transferable) respectively, 76.8% people having business and 72% professionals already possessed it.

Mixer/Grinder

100% each of both the categories i.e. service (non-transferable) and business, 96.6% of the service (transferable) and 96% of the professional categories already possessed it.

### Food Processor

24.1% people having service (transferable) and 36.1% people having service (non transferable) already possessed it while 49.5% of the businessmen and 42% of the professionals already possessed it.

### Vaccum Cleaner

48.3% of the respondents having service (transferable), 36.1% service (non-transferable), 52.5% of the businessmen and 44% of the professionals already possessed it.

### Flour Mill

37.9% and 36.1% of the respondents having service transferable and non transferable respectively, 56.6% of the businessmen and 51% of the professionals already possessed it.

### Desert Cooler

48.3% of the respondents having service (transferable), 48.6 % having service (non-transferable), 44.4% of the businessmen and 60% of the professionals already possessed it.

### Air Conditioner

20.7% of having service (transferable) 13.9% of having service (non transferable) 45.5% of the businessmen and 31 % of the professionals already possessed it.

### Oven

31% of having service (transferable) and 37.5% of having service (non-transferable) 47.5% of having business and 31% of professionals already possessed it.

### Water Purifier

55.2% of respondents having service (transferable), 31.9% of having service (non-transferable), 53.5% of businessmen and 51% of professionals already possessed it.

### Color TV

96.6% of respondents having service (transferable), 94.4% having service (non-transferable), 100 % of having business and 97% of professionals already possessed it.

### Music System

82.8% of respondents having service (transferable),76.4% having service (non-transferable),81.8% of the businessmen and 80% of the professionals already possessed it.

### Two Wheeler

100 % of the respondents having service (transferable) 98.6% of having service (non-transferable),98% of the businessmen and 93% of professionals already possessed it.

### Car

69% of the respondents having service (transferable), 54.2% of having service (non-transferable), 66.7% of businessmen and 62% of professionals already possessed it.

From the above, we can see that Refrigerator, Water Purifier, Music System, Two Wheeler and Car are already possessed more by people having service (transferable), compared to any other occupational category people (It is to be noted that Refrigerator is also equally possessed by businessmen).

Washing Machine, Mixer/Grinder, Food Processor, Vaccum Cleaner, Flour Mill, Air Conditioner, Oven and Color TV, are already possessed more by businessmen compared to any other occupational category people. (It is to be noted that Mixer/Grinder is also equally possessed by people having service (non-transferable)).

While professionals already possessed Desert Cooler more than any other occupational category people.

**4. Educational Qualification**

Out of total number of respondent from respective educational groups.

### Refrigerator

100% each of both the groups i.e. undergraduate and graduate already possessed Refrigerator. While 98.2% people having postgraduate and above qualification already possessed it.

### Washing Machine

62.9% of respondent who are undergraduate already possessed it. While 75.8% Graduates and 65.2% postgraduate and above qualified already possessed.

### Mixer/Grinder

100% undergraduates already possessed it while 99.3% graduates ans 96.4% postgraduate and above qualified already possessed it.

### Food Processor

54.3% undergraduate, 39.2% graduates and 40.2% postgraduate and above qualified already possessed it.

Vaccum Cleaner

42.9% undergraduate, 47.1% graduate and 43.8% postgraduate and above qualified already possessed it.

Flour Mill

54.3% undergraduates, 46.4% graduates and 48.2% postgraduate and above qualified already possessed it.

Desert Cooler

40% undergraduate, 48.4% graduate, and 58% postgraduates and above qualified already possessed it.

Air Conditioner

25.7% undergraduates, 33.3% graduates and 28.6% postgraduate and above qualified already possessed it.

Oven

40% undergraduates, 42.5% graduates and 31.3% postgraduate and above qualified already possessed it.

Water Purifier

42.9% undergraduates 48.4% graduates and 48.2% postgraduates and above qualified already possessed it.

Color TV

94.3% undergraduates, 99.3% graduates and 95.5% postgraduate and above qualified already possessed it.

Music System

74.3% undergraduates 82.4% graduates, and 78.6% postgraduate and above qualified already possessed it.

Two Wheeler

100% undergraduates, 97.4% graduates, and 94.6% postgraduate and above qualified already possessed it.

Car

54.3% undergraduates, 64.1% graduates and 62.5% postgraduate and above qualified already possessed it.

From the above, we can see that Refrigerator, Mixer/Grinder, Food Processor, Flour Mill and Two Wheeler are already possessed more by undergraduate people than graduate and postgraduate and above qualified people. (It is to be noted that Refrigerator is also equally possessed by graduates).

Washing Machine, Vaccum Cleaner, Air Conditioner, Oven, Water Purifier, Color TV, Music System and Car already possessed more by graduates than undergraduates people and postgraduate and above qualified people.

While Desert Cooler is already possessed more by postgraduate and above qualified people than undergradute and graduate people.

**5. Family Size**

Out of total households having respective family size.

Refrigerator

99.5% households having up to four members and 99% households having five or more members already possessed it.

Washing Machine

72.1% households having up to four members and 66.7% households having five or more members already possessed it.

Mixer/Grinder

99% of households having up to four members and 97% households having five or more members already possessed it.

Food Processor

38.8% of households having up to four members and 46.5% households having five or more members already possessed it.

Vaccum Cleaner

47.3% of households having up to four members and 41.4% of households having five or more members already possessed it.

Flour Mill

44.3% of households having up to four members and 55.6% of households having five or more members already possessed it.

Desert Cooler

50.7%of households having up to four members and 51.5% of households having five or more members already possessed it.

Air Conditioner

30.3% of households having up to four members and 31.3% of households having five or more members already possessed it.

Oven

40.3% of households having up to four members and 33.3% of households having five or more members already possessed it.

Water Purifier

48.8% of households having up to four members and 45.5% of households having five or more members already possessed it.

Color TV

98.5% of households having up to four members and 94.9% of households having five or more members already possessed it.

Music System

80.1% of households having up to four members and 79.8% of households having five or more members already possessed it.

Two Wheeler

96% of households having up to four members and 98% of households having five or more members already possessed it.

Car

60.2% of households having up to four members and 66.7% of households having five or more members already possessed it.

Looking to above, we can see that Refrigerator, Washing Machine, Mixer/Grinder, Vaccum Cleaner, Oven, Water Purifier, Color TV and Music System are already possessed more by smaller families than the bigger families.

While Food Processor, Flour Mill, Desert Cooler, Air Conditioner, Two Wheeler and Car are possessed more by bigger families than smaller families.

**6. Earning Members**

Out of total households having respective Earning members

Refrigerator

99.3% of households having up to two earning members and 100% of the households having three or more earning members already possessed it.

Washing Machine

69.9% of households having up to two earning members and 75% of the households having three or more earning members already possessed it.

Mixer/Grinder

98.2% households having up to two earning members and 100% households having three or more earning members already possessed it.

Food Processor

42.4% households having up to two earning members and 29.2% households having three or more earning members already possessed it.

Vaccum Cleaner

44.6% of households having up to two earning members and 54.2% of households having three or more earning members already possessed it.

Flour Mill

46.7% of households having up to two earning members and 62.5% households having three or more earning members already possessed it.

Desert Cooler

50% of the households having up to two earning members and 62.5% households having three or more earning members already possessed it.

Air Conditioner

30.1% of households having up to two earning members and 37.5 % of householdshaving three or more earning members already possessed it.

Oven

37% of households having up to two earning members and 50% of households having three or more earning members already possessed it.

Water Purifier

47.5% of households having up to two earning members and 50% of households having three or more earning members already possessed it.

Color TV

97.1% of households having up to two earning members and 100% of households having three or more earning member already possessed it.

Music System

79.3% of households having up to two earning members and 87.5% of households having three or more earning members already possessed it.

Two Wheeler

96.4% of households having up to two earning members and 100% of households having three or more earning members already possessed it.

Car

62% of households having up to two earning members and 66.7% of households having three or more earning members already possessed it.

From this we can say that except Food Prócessor all other products are possessed more by households having more earning members than households having less earning members

**7. Type of Family**

Out of total households having respective type of family.

Refrigerator

98.9% of households having joint family and 99.5% of households having nuclear family already possessed it.

Washing Machine

73.9% of households having joint family and 68.9% of household having nuclear family already possessed it.

Mixer/Grinder

98.9% of households having joint family and 98.1% households having nuclear family already possessed it.

Food Processor

47.7% of households having joint family and 38.7% of households having nuclear family already possessed it.

Vaccum Cleaner

47.7% of households having joint family and 44.3 % of households having nuclear family already possessed it.

Flour Mill

48.9% of households having joint family and 47.6% of households having nuclear family already possessed it.

Desert Cooler

51.1% of households having joint family and 50.9% of households having nuclear family already possessed it.

Air Conditioner

31.8% of households having joint family and 30.2% of households having nuclear family already possessed it.

Oven

35.2% of households having joint family and 39.2% of households having nuclear family already possessed it.

Water Purifier

43.2% of households having joint family and 49.5% of households having nuclear family already possessed it.

Color TV

95.5% of households having joint family and 98.1% households having nuclear family already possessed it.

Music System

80.7% of households having joint family and 79.7% of households nuclear already possessed it.

Two Wheeler

96.6% households having joint family and 96.7% households having nuclear family already possessed it.

Car

63.6% households having joint family and 61.8% households having nuclear family already possessed it.

From the above, we can say that Washing Machine, Mixer/Grinder, Food Processor, Vaccum Cleaner, Flour Mill, Desert Cooler, Air Conditioner, Music System and Car are possessed more by households having joint family.

While Refrigerator, Oven, Water Purifier, Color TV and Two Wheeler are possessed more by households having nuclear family.

**8. Monthly Income**

Out of total number of households from the respective income category.

Refrigerator

95.7% households having less than Rs. 10,000 p.m. income already possessed it. While 100% each from household, having Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m.and Rs. 30,000 p.m. and above income already possessed it.

Washing Machine

30.4% households having less than Rs. 10,000 p.m. income, 74% households having Rs. 10.000-19,999 p.m. income, 81.4% households having Rs. 20,000-29,999 p.m. income and 81% households having Rs. 30,000 p.m. and above income already possessed it.

Mixer/Grinder

97.8% and 96.9% households having less than Rs.10,000 p.m. income and Rs. 10,000-19,999 p.m. income respectively already possessed it.

While 100% each i.e. households having Rs. 20,000-29,999 p.m. and Rs.- 30,000 p.m. and above income already possessed it.

Food Processor

15.2% households having less than Rs.10,000 p.m. income 38.9% households having Rs. 10,000-19,999 p.m. income 58.8% households having Rs. 20,000-29,999 p.m. income and 28.6% households having Rs. 30,000 p.m. and above income already possessed it.

### Vaccum Cleaner

17.4 % households having less than Rs. 10,000 p.m. and 38.2% households having Rs. 10,000-19,999 p.m. income, 61.8% households having Rs. 20,000-29,999 p.m. income and 71.4% households having Rs. 30,000 p.m. and above income already possessed it.

### Flour Mill

26.1% households having less than Rs. 10,000 p.m. income 43.5% households having Rs. 10,000-19,999 p.m. income, 58.8% households having Rs. 20,000-29,999 p.m. income and 17.4% households having Rs. 30,000 p.m. and above income already possessed it.

### Desert Cooler

28.3% households having less than Rs. 10,000 p.m. income, 49.6% households having Rs. 10,000-19,999 p.m. income, 61.8% households having Rs. 20,000-29,999 p.m. income and 57.1% households having Rs. 30,000 p.m. and above income already possessed it.

### Air Conditioner

4.3 % households having less than Rs. 10,000 p.m. income, 23.7% households having Rs. 10,000-19,999 p.m. income 44.1% households having Rs. 20,000-29,999 p.m. income and 66.7% households having Rs. 30,000 p.m. and above income already possessed it.

### Oven

17.4% households having less than Rs. 10,000 p.m. income 35.9% households having Rs. 10,000-19,999 p.m. income 49% households having Rs. 20,000-29,999 p.m. income and 42.9% households having Rs. 30,000 p.m. and above income already possessed it.

### Water Purifier

21.7% households having less than Rs. 10,000 p.m. income, 42% households having Rs. 10,000-19,999 p.m. income, 61.8% households having Rs. 20,000-29,999 p.m. income and 71.4% households having Rs. 30,000 p.m. and above income already possessed it.

### Color TV

87% households having less than Rs. 10,000 p.m. income, 98.5% households having Rs. 10,000-19,999 p.m. income and 100% each of households having Rs. 20,000-29,999 p.m. income and Rs. 30,000 p.m. and above income already possessed it.

### Music System

60.9% households having less than Rs. 10,000 p.m. income, 78.6% households having Rs. 10,000-19,999 p.m. income 89.2% households having Rs. 20,000-29,999 p.m. income and 85.7% households having Rs. 30,000 p.m. and above already possessed it.

### Two Wheeler

91.3% households having less than Rs. 10,000 p.m. income, 99.2% households having Rs. 10,000-19,999 p.m. income, 96.1% households having Rs. 20,000-29,999 p.m. income and 95.2% households having Rs. 30,000 p.m. and above income already possessed it.

### Car

13% households having less than Rs. 10,000 p.m. income, 61.1% households having Rs. 10,000-19,999 p.m. income, 79.4% households having Rs. 20,000-29,999 p.m. income and 95.2% households having Rs. 30,000 p.m. and above income already possessed it.

From the above, we can say that Refrigerator, Mixer/Grinder, Vaccum Cleaner, Air Conditioner, Water Purifier, Color TV, and Car are possessed more by the households having Rs. 30,000 p.m. and above income compared to other households having different income groups.

It is to be noted that Refrigerator is equally possessed by households having Rs. 10,000-19,999 p.m. income, Rs. 20,000-29,999 p.m. income and Rs. 30,000 p.m. and above income.

Mixer/Grinder is equally possessed by households having Rs. 20,000-29,999 p.m. income and Rs. 30,000 p.m. and above income.

Color TV is also equally possessed by households having Rs. 20,000-29,999 income and Rs. 30,000 and above income.

Washing Machine, Food Processor, Flour Mill, Desert Cooler, Oven and Music System are possessed more by households having Rs. 20,000-29,999 p.m. income than other households having different income p.m.

Two Wheeler is possessed more by households having Rs. 10,000 to 19,999 p.m. income than other households having different income.

**9. Type of House**

Out of total households having respective house types.

### Refrigerator

99.3% households having own house and 100% households having rental house already possessed it.

Washing Machine

72.3% households having own house and 50% households having rental house already possessed it.

Mixer/Grinder

99.3% households having own house and 88.5% households having rental house already possessed it.

Food Processor

42.3% households having own house and 30.8% households having rental house already possessed it.

Vaccum Cleaner

46.4% households having own house and 34.6% households having rental house already possessed it.

Flour Mill

50.7% households having own house and 19.2% households having rental house already possessed it.

Desert Cooler

50.7% households having own house and 53.8% households having rental house already possessed it.

Air Conditioner

31.8% households having own house and 19.2% households having rental house already possessed it.

Oven

37.2% households having own house and 46.2% households having rental house already possessed it.

Water Purifier

49.3% households having own house and 30.8% households having rental house already possessed it.

Color TV

97.8% households having own house and 92.3% households having rental house already possessed it.

Music System

79.6% households having own house and 84.6% households having rental house already possessed it.

Two Wheeler

97.1% households having own house and 92.3% households having rental house already possessed it.

*Car*

64.2% households having own house and 42.3% households having rental house already possessed it.

From the above, we can say that Refrigerator, Music System, Oven and Desert Cooler are possessed more by the households having rental house than the households having own house. This has be because they might be postponing the purchase of other consumer durables.

Out of total 300 respondents 238 have shown desire to possess different consumer durables in the manner shown below.

**Table 4.4.3**

Percentage of Consumer Durables Desired to be Possessed by Households

| Sr.No. | Products | Total | |
|---|---|---|---|
| | | No. | % |
| 1. | Refrigerator | 11 | 4 6 |
| 2. | Washing Machine | 53 | 22.3 |
| 3. | Mixer/Grinder | 6 | 2.5 |
| 4 | Food Processor | 30 | 12.6 |
| 5 | Vaccum Cleaner | 30 | 12 6 |
| 6 | Floor Mill | 46 | 19 3 |
| 7 | Desert Cooler | 38 | 16.0 |
| 8 | Air Conditioner | 42 | 17.6 |
| 9 | Oven | 52 | 21 8 |
| 10 | Water Purifier | 41 | 17.2 |
| 11 | Color TV | 23 | 9 7 |
| 12 | Music System | 39 | 16 4 |
| 13 | Two Wheeler | 22 | 9.2 |
| 14 | Car | 57 | 23.9 |
| | **Total** | **238** | **100** |

From 238 respondents desired to possess consumer durables as per below,

11 i.e. 4.6% Refrigerator, 53 i.e., 22.3% Washing Machine, 6 i.e. 2.5% Mixer/Grinder, 30 i.e. 12.6% Food Processor, 30 i.e. 12.6% Vaccum Cleaner, 46 i.e. 19.3% Flour Mill, 38 i.e. 16% Desert Cooler, 42 i.e. 17.6% Air Conditioner, 52 i.e. 21.8% Oven, 41 i.e. 17.2% Water Purifier, 23 i.e. 9.7% Color TV, 39 i.e. 16.4% Music System, 22 i.e. 9.2 % Two Wheeler and 57 i.e. 23.9% Car.

From the above we can say that majority of respondents have desired to possessed Washing Machine, Flour Mill, Desert Cooler, Air Conditioner, Oven, Water Purifier, Music System and Car. It shows that the above mentioned products will have good sized market. It is less likely in case of other consumer durables.

## Table 4.4.4

Percentage of Consumer Durables Desired to be Possessed by Demographic/Socio-Economic Factor

***Sex Wise***

| Sr.No. | Products | Male | | Female | | Total | |
|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % |
| 1 | Refrigerator | 9 | 4 1 | 2 | 9 5 | 11 | 4 6 |
| 2 | Washing Machine | 50 | 23 0 | 3 | 14 3 | 53 | 22 3 |
| 3 | Mixer/Grinder | 6 | 2 8 | - | - | 6 | 2 5 |
| 4 | Food Processor | 28 | 12 9 | 2 | 9 5 | 30 | 12 6 |
| 5 | Vaccum Cleaner | 29 | 13 4 | 1 | 4 8 | 30 | 12 6 |
| 6. | Floor Mill | 41 | 18 9 | 5 | 23 8 | 46 | 19 3 |
| 7. | Desert Cooler | 34 | 15 7 | 4 | 19 0 | 38 | 16 0 |
| 8 | Air Conditioner | 40 | 18 4 | 2 | 9 5 | 42 | 17 6 |
| 9 | Oven | 51 | 23 5 | 1 | 4 8 | 52 | 21 8 |
| 10 | Water Purifier | 39 | 18 0 | 2 | 9 5 | 41 | 17 2 |
| 11 | Color TV | 22 | 10 1 | 1 | 4 8 | 23 | 9 7 |
| 12 | Music System | 36 | 16 6 | 3 | 14 3 | 39 | 16 4 |
| 13 | Two Wheeler | 21 | 9 7 | 1 | 4 8 | 22 | 9.2 |
| 14 | Car | 53 | 24.4 | 4 | 19 0 | 57 | 23 9 |
| | **Total** | **217** | **100** | **21** | **100** | **238** | **100** |

## 1. Sex

Out of 238 respondents, 217 and 21 are male and female respondents respectively who have expressed their desire to possess consumer durables.

From the above table it becomes very clear that Refrigerator, Flour Mill and Desert Cooler are desired to possess more by female than male respondents.

While Washing Machine, Mixer/Grinder, Food Processor Vaccum Cleaner, Airconditioner, Oven, Water Purifier, Color TV, Music System, Two Wheeler and Car are desired is possess more by male than female respondents.

***Age***

| Sr.No. | Products | Up to 34 | | 34-35 | | 46 and above | | Total | |
|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % |
| 1. | Refrigerator | 4 | 6 9 | 3 | 3.7 | 4 | 4 1 | 11 | 4 6 |
| 2 | Washing Machine | 12 | 20 7 | 19 | 23 2 | 22 | 22 4 | 53 | 22 3 |
| 3. | Mixer/Grinder | 2 | 3 4 | 2 | 2.4 | 2 | 2 0 | 6 | 2.5 |
| 4. | Food Processor | 8 | 13 8 | 10 | 12.2 | 12 | 12 2 | 30 | 12 6 |
| 5 | Vaccum Cleaner | 5 | 8.6 | 12 | 14 6 | 13 | 13 3 | 30 | 12.6 |
| 6. | Floor Mill | 10 | 17 2 | 15 | 18 3 | 21 | 21 4 | 46 | 19.3 |
| 7 | Desert Cooler | 8 | 13 8 | 12 | 14 6 | 18 | 18.4 | 38 | 16 0 |
| 8. | Air Conditioner | 12 | 20 7 | 14 | 17 1 | 16 | 16 3 | 42 | 17.6 |
| 9 | Oven | 11 | 19 0 | 17 | 20 7 | 24 | 24 5 | 52 | 21.8 |
| 10 | Water Purifier | 11 | 19 0 | 19 | 23 2 | 11 | 11.2 | 41 | 17.2 |
| 11 | Color TV | 4 | 6 9 | 7 | 8 5 | 12 | 12 2 | 23 | 9 7 |
| 12 | Music System | 8 | 13 8 | 14 | 17 1 | 17 | 17 3 | 39 | 16 4 |
| 13 | Two Wheeler | 7 | 12 1 | 6 | 7 3 | 9 | 9 2 | 22 | 9.2 |
| 14 | Car | 16 | 27 6 | 19 | 23 2 | 22 | 22 4 | 57 | 23 9 |
| | **Total** | **58** | **100** | **82** | **100** | **98** | **100** | **238** | **100** |

## 2. Age

Out of 238 respondents 58 of below 34 years age group, 82 of 35-45 years age group and 98 of 46 years and above age group have expressed their desire to pcssess consumer durables.

From the table, we can say that Refrigerator, Mixer/Grinder, Food Processor, Air Conditioner, Two Wheeler and Car are desired to possess more by respondents having below 34 years of age compared to other age group respondents.

Washing Machine, Vaccum Cleaner and Water Purifier are desired to possess more by respondents having 35-45 years of age compared to other age group respondents.

While Flour Mill, Desert Cooler, Oven, Color TV and Music System are desired to possess more by 46 years and above age group respondents compared to other age group respondents.

**Occupation**

| Sr.No. | Products | Service (Trans) | | Service (Non-Trans) | | Business | | Professional | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No | % | No | % |
| 1. | Refrigerator | 2 | 8.7 | 4 | 6.5 | - | - | 5 | 6 0 | 11 | 4 6 |
| 2. | Washing Machine | 5 | 21.7 | 16 | 25.8 | 15 | 21 7 | 17 | 20 2 | 53 | 22.3 |
| 3 | Mixer/Grinder | 1 | 4.3 | 2 | 3.2 | - | - | 3 | 3 6 | 6 | 2 5 |
| 4 | Food Processor | 2 | 8.7 | 8 | 12 9 | 6 | 8 7 | 14 | 16 7 | 30 | 12 6 |
| 5 | Vaccum Cleaner | 4 | 17.4 | 11 | 17.7 | 6 | 8 7 | 9 | 10 7 | 30 | 12 6 |
| 6 | Floor Mill | 7 | 30.4 | 13 | 21 0 | 11 | 15 9 | 15 | 17 9 | 46 | 19.3 |
| 7 | Desert Cooler | 6 | 26.1 | 14 | 22.6 | 11 | 15 9 | 7 | 8.3 | 38 | 16 0 |
| 8. | Air Conditioner | 5 | 21.7 | 8 | 12.9 | 12 | 17.4 | 17 | 20.2 | 42 | 17.6 |
| 9. | Oven | 9 | 39 1 | 11 | 17.7 | 16 | 23.2 | 16 | 19.0 | 52 | 21 8 |
| 10 | Water Purifier | 6 | 26 1 | 9 | 14.5 | 7 | 10.1 | 19 | 22.6 | 41 | 17.2 |
| 11 | Color TV | 5 | 21 7 | 7 | 11.3 | 3 | 4.3 | 8 | 9.5 | 23 | 9 7 |
| 12. | Music System | 6 | 26.1 | 11 | 17.7 | 9 | 13.0 | 13 | 15.5 | 39 | 16 4 |
| 13 | Two Wheeler | 3 | 13.0 | 8 | 12.9 | 8 | 11.6 | 3 | 3 6 | 22 | 9 2 |
| 14 | Car | 4 | 17.4 | 12 | 19.4 | 20 | 29.0 | 21 | 25 0 | 57 | 23.9 |
| | **Total** | **23** | **100** | **62** | **100** | **69** | **100** | **84** | **100** | **238** | **100** |

## 3. Occupation

Out of 238 respondents 23 having service (transferable), 62 having service (non-transferable), 69 Businessmen and 84 professionals have desire to possess consumer durables.

From the table, it becomes very clear that Refrigerator, Mixer/Grinder, Flour Mill. Desert Cooler, Airconditioner, Oven, Water Purifier, Color TV, Music System and Two Wheeler are desired to possess more by respondents having service (transferable) compared to any other occupational group respondents.

Washing Machine and Vaccum Cleaner are desired is possess more by respondents having service (non-transferable) compared to any other occupational group respondents.

Car is desired to possess more by businessmen than any other occupational group respondents.

While Food Processor is desired to possess more by professional than any other occupational group respondents.

It is interesting to note that Refrigerator and Mixer/Grinder are not at all desired to possess by businessmen.

**Education Qualification**

| Sr.No. | Products | Undergraduate | | Graduate | | Postgraduate and above | | Total | |
|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % |
| 1 | Refrigerator | - | - | 5 | 4.4 | 6 | 6.4 | 11 | 4 6 |
| 2 | Washing Machine | 8 | 25 8 | 25 | 22 1 | 20 | 21 3 | 53 | 22.3 |
| 3. | Mixer/Grinder | - | - | 2 | 1 8 | 4 | 4.3 | 6 | 2 5 |
| 4. | Food Processor | 3 | 9 7 | 9 | 8 0 | 18 | 19.1 | 30 | 12 6 |
| 5 | Vaccum Cleaner | 1 | 3.2 | 15 | 13 3 | 14 | 14 9 | 30 | 12 6 |
| 6 | Floor Mill | 5 | 16 1 | 21 | 18 6 | 20 | 21 3 | 46 | 19.3 |
| 7 | Desert Cooler | 7 | 22 6 | 23 | 20.4 | 8 | 8.5 | 38 | 16 0 |
| 8 | Air Conditioner | 4 | 12.9 | 22 | 19 5 | 16 | 17 0 | 42 | 17.6 |
| 9 | Oven | 6 | 19 4 | 27 | 23.9 | 19 | 20 2 | 52 | 21.8 |
| 10. | Water Purifier | 3 | 9 7 | 16 | 14 2 | 22 | 23 4 | 41 | 17 2 |
| 11. | Color TV | 5 | 16.1 | 8 | 7.1 | 10 | 10 6 | 23 | 9.7 |
| 12. | Music System | 3 | 9.7 | 23 | 20 4 | 13 | 13 8 | 39 | 16 4 |
| 13 | Two Wheeler | 2 | 6.5 | 17 | 15 0 | 3 | 3.2 | 22 | 9 2 |
| 14 | Car | 8 | 25.8 | 30 | 26 5 | 19 | 20 2 | 57 | 23 9 |
| | **Total** | **31** | **100** | **113** | **100** | **94** | **100** | **238** | **100** |

### 4. Educational Qualification

Out of 238 respondents 31 urdergraduates, 113 graduates and 94 postgraduate and above qualified respondents have expressed desire is possess consumer durables.

From the table we can say that Washing Machine, Desert Cooler and Color TV are desired is possess more by urdergraduates compared to graduates and postgraduate and above qualified respondents.

It is to be noted that Refrigerator and Mixer/Grinder are not at all desired to possess by undergraduates.

Air Conditioner, Oven, Music System, Two Wheeler and Car are desired to possess more by graduates than other qualified respondents.

While Refrigerator, Food Processor, Vaccum Cleaner, Flour Mill and Water Purifier are desired to possess more by respondents having postgraduate and above qualification compared to other qualified respondents.

**Family Size**

| Sr.No. | Products | Upto 4 members | | 5 or more members | | Total | |
|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % |
| 1 | Refrigerator | 5 | 3 2 | 6 | 7.2 | 11 | 4 6 |
| 2 | Washing Machine | 33 | 21 3 | 20 | 24 1 | 53 | 22 3 |
| 3 | Mixer/Grinder | 3 | 1 9 | 3 | 3 6 | 6 | 2 5 |
| 4 | Food Processor | 23 | 14 8 | 7 | 8.4 | 30 | 12 6 |
| 5 | Vaccum Cleaner | 20 | 12 9 | 10 | 12 0 | 30 | 12 6 |
| 6 | Floor Mill | 29 | 18 7 | 17 | 20 5 | 46 | 19 3 |
| 7 | Desert Cooler | 26 | 16 8 | 12 | 14 5 | 38 | 16 0 |
| 8 | Air Conditioner | 27 | 17 4 | 15 | 18 1 | 42 | 17 6 |
| 9 | Oven | 31 | 20 0 | 21 | 25 3 | 52 | 21 8 |
| 10 | Water Purifier | 31 | 20 0 | 10 | 12 0 | 41 | 17 2 |
| 11 | Color TV | 11 | 7 1 | 12 | 14 5 | 23 | 9 7 |
| 12 | Music System | 30 | 19 4 | 9 | 10 8 | 39 | 16 4 |
| 13 | Two Wheeler | 16 | 10 3 | 6 | 7 2 | 22 | 9 2 |
| 14 | Car | 40 | 25 8 | 17 | 20 5 | 57 | 23 9 |
| | **Total** | **155** | **100** | **83** | **100** | **238** | **100** |

## 5. Family Size

Out of total 238 respondents, we have 155 households having up to four members and 83 households having five or more members who have desire to possess consumer durables.

From the table it becomes very clear that Food Processor, Vaccum Cleaner, Desert Cooler, Water Purifier, Music System, Two Wheeler, and Car are desired to possess more by households having up to four members that households having five or more members

Refrigerator, Washing Machine, Mixer/Grinder, Flour Mill, Air Conditioner, Oven and Color TV are desired to possess more by households having five and more members than households having up to four members

**Earning Members**

| Sr.No. | Products | Upto 2 members | | 3 or more members | | Total | |
|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % |
| 1 | Refrigerator | 9 | 4 1 | 2 | 10 0 | 11 | 4 6 |
| 2 | Washing Machine | 47 | 21 6 | 6 | 30 0 | 53 | 22 3 |
| 3 | Mixer/Grinder | 6 | 2 8 | - | - | 6 | 2 3 |
| 4 | Food Processor | 26 | 11 9 | 4 | 20.0 | 30 | 12 6 |
| 5 | Vaccum Cleaner | 30 | 13 8 | - | - | 30 | 12 6 |
| 6 | Floor Mill | 45 | 20 16 | 1 | 5.0 | 46 | 19.3 |
| 7 | Desert Cooler | 35 | 16 1 | 3 | 15 0 | 38 | 16 0 |
| 8 | Air Conditioner | 35 | 16 1 | 7 | 35 0 | 42 | 17 6 |
| 9 | Oven | 45 | 20 6 | 7 | 35.0 | 52 | 21 8 |
| 10 | Water Purifier | 38 | 17 4 | 3 | 15 0 | 41 | 17.2 |
| 11 | Color TV | 23 | 10 6 | - | - | 23 | 9 7 |
| 12 | Music System | 35 | 16 1 | 4 | 20 0 | 39 | 16 4 |
| 13 | Two Wheeler | 21 | 9 6 | 1 | 5.0 | 22 | 9 2 |
| 14 | Car | 50 | 22 6 | 7 | 35.0 | 57 | 23 9 |
| | **Total** | **218** | **100** | **20** | **100** | **238** | **100** |

### 6. Earning Members

Out of 238 households 218 having up to two earning members and 20 having three or more earning members have expressed their desire to possess consumer durables.

From the table we can say that Mixer/Grinder, Vaccum Cleaner, Flour Mill, Desert Cooler, Water Purifier, Color TV and Two Wheeler are desired to possess more by households having up to two earning members

Refrigerator, Washing Machine, Food Processor, Air Conditioner, Oven, Music System, and Car are desired to possess more by households having three or more earning members

It is very important to note that Mixer/Grinder, Vaccum Cleaner and Color TV are not at all desired by the households having three or more earning members

**Family Type**

| Sr.No. | Product | Joint | | Nuclear | | Total | |
|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % |
| 1. | Refrigerator | 6 | 7.9 | 5 | 3.1 | 11 | 4.6 |
| 2. | Washing Machine | 19 | 25.0 | 34 | 21.0 | 53 | 22.3 |
| 3. | Mixer/Grinder | 1 | 1.3 | 5 | 3.1 | 6 | 2.5 |
| 4. | Food Processor | 8 | 10.5 | 22 | 13.6 | 30 | 12.6 |
| 5 | Vaccum Cleaner | 9 | 11.8 | 21 | 13.0 | 30 | 12.6 |
| 6 | Floor Mill | 20 | 26.3 | 26 | 16.0 | 46 | 19.3 |
| 7 | Desert Cooler | 9 | 11.8 | 29 | 17.9 | 38 | 16.0 |
| 8 | Air Conditioner | 15 | 19.7 | 27 | 16.7 | 42 | 17.6 |
| 9 | Oven | 19 | 25.0 | 33 | 20.4 | 52 | 21.8 |
| 10. | Water Purifier | 16 | 21.1 | 25 | 15.4 | 41 | 17.6 |
| 11 | Color TV | 12 | 15.8 | 11 | 6.8 | 23 | 9.7 |
| 12. | Music System | 10 | 13.2 | 29 | 17.9 | 39 | 16.4 |
| 13 | Two Wheeler | 3 | 3.9 | 19 | 11.7 | 22 | 9.2 |
| 14 | Car | 21 | 27.6 | 36 | 22.2 | 57 | 23.9 |
| | **Total** | **76** | **100** | **162** | **100** | **238** | **100** |

### 7. Family Type

Out of 238 households we have 76 households having joint family and 162 households having nuclear family which have desire to possess consumer durables.

From the table, we can say that Refrigerator, Washing Machine, Flour Mill, Air Conditioner, Oven, Water Purifier, Color TV and Car are desired to possess more by households having joint family than households having nuclear family.

Mixer/Grinder, Food Processor, Vaccum Cleaner, Desert Cooler, Music System, and Two Wheeler are desired to possess more by households having nuclear family than households having joint family.

**Monthly Income**

| Sr.No. | Products | Less than 10,000 | | 10,000-19,999 | | 20,000-29,999 | | 30,000 & above | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | Refrigerator | 1 | 2.3 | 1 | 1.0 | 7 | 9.0 | 2 | 12.5 | 11 | 4.6 |
| 2 | Washing Machine | 13 | 30.2 | 22 | 21.8 | 16 | 20.5 | 2 | 12.5 | 53 | 22.3 |
| 3 | Mixer/Grinder | 3 | 7.0 | 2 | 2.0 | - | - | 1 | 6.3 | 6 | 2.5 |
| 4 | Food Processor | 3 | 7.0 | 14 | 13.9 | 10 | 12.8 | 3 | 18.8 | 30 | 12.6 |
| 5 | Vaccum Cleaner | 5 | 11.6 | 15 | 14.9 | 7 | 9.0 | 3 | 18.8 | 30 | 12.6 |
| 6 | Floor Mill | 9 | 20.9 | 22 | 21.8 | 13 | 16.7 | 2 | 12.5 | 46 | 19.3 |
| 7 | Desert Cooler | 10 | 23.3 | 14 | 13.9 | 13 | 16.7 | 1 | 6.3 | 38 | 16.0 |
| 8 | Air Conditioner | 4 | 9.3 | 21 | 20.8 | 11 | 14.1 | 6 | 37.5 | 42 | 17.6 |
| 9 | Oven | 6 | 14.0 | 24 | 23.8 | 17 | 21.8 | 5 | 31.3 | 52 | 21.8 |
| 10 | Water Purifier | 6 | 14.0 | 24 | 23.8 | 9 | 11.5 | 2 | 12.5 | 41 | 17.2 |
| 11 | Color TV | 5 | 11.6 | 9 | 8.9 | 7 | 9.0 | 2 | 12.5 | 23 | 9.7 |
| 12 | Music System | 6 | 14.0 | 20 | 19.8 | 9 | 11.5 | 4 | 25.0 | 39 | 16.4 |
| 13 | Two Wheeler | 3 | 7.0 | 9 | 8.9 | 10 | 12.8 | - | - | 22 | 9.2 |
| 14 | Car | 11 | 25.6 | 26 | 25.7 | 18 | 23.1 | 2 | 12.5 | 57 | 23.9 |
| | **Total** | **43** | **100** | **101** | **100** | **78** | **100** | **16** | **100** | **238** | **100** |

## 8. Monthly Income

Out of 238 respondents 43 belong to less than Rs. 10,000 p.m. income, 101 belong to Rs. 10,000-19,999 p.m. income, 78 belong to Rs. 20,000-29,999 p.m. income and 16 belong to Rs. 30000 p.m. and above income who have desire to possess consumer durables.

As per the table we can say that Washing Machine, Mixer/Grinder and Desert Cooler, are desired to possess more by respondents belonging to less than Rs. 10,000 p.m. income than the respondents belonging to other income classes.

Flour Mill, Water Purifier and Car are desired to possess more by respondents belonging to Rs. 10,000-19,999 p.m. income than respondents falling under other income groups. Two Wheeler is desired to possess more by respondents belonging to Rs. 20,000-29,999 p.m. income than respondents of other group.

Refrigerator, Food Processor, Vaccum Cleaner, Air Conditioner, Oven, Color TV and Music System are desired to possess more by respondents of Rs. 30000 p.m. and above income rather than respondents belonging to other income groups.

**Type of House**

| Sr.No. | Products | Own | | Rental | | Total | |
|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % |
| 1 | Refrigerator | 11 | 5 1 | - | - | 11 | 4 6 |
| 2 | Washing Machine | 49 | 22 6 | 4 | 19 0 | 53 | 22.3 |
| 3 | Mixer/Grinder | 4 | 1 8 | 2 | 9 5 | 6 | 2 5 |
| 4 | Food Processor | 27 | 12 8 | 3 | 14 3 | 30 | 12 6 |
| 5 | Vaccum Cleaner | 28 | 12 9 | 2 | 9 5 | 30 | 12 6 |
| 6 | Floor Mill | 42 | 19 4 | 4 | 19 0 | 46 | 19 3 |
| 7 | Desert Cooler | 35 | 16 1 | 3 | 14 3 | 38 | 16 3 |
| 8 | Air Conditioner | 41 | 18 9 | 1 | 4 8 | 42 | 17 6 |
| 9 | Oven | 51 | 23 5 | 1 | 4 8 | 52 | 21 8 |
| 10 | Water Purifier | 37 | 17 1 | 4 | 19 0 | 41 | 17 2 |
| 11 | Color TV | 20 | 9 2 | 3 | 14 3 | 23 | 9 7 |
| 12 | Music System | 34 | 15 7 | 5 | 23 8 | 39 | 16 4 |
| 13 | Two Wheeler | 21 | 9 7 | 1 | 4 8 | 22 | 9 2 |
| 14 | Car | 51 | 23 5 | 6 | 28 6 | 57 | 23 9 |
| | **Total** | **217** | **100** | **21** | **100** | **238** | **100** |

**9. Type of House**

Out of 238 households 217 households having own house and 21 households having rental house expressed desire to possess consumer durables.

From the table, we can say that Refrigerator, Washing Machine, Vaccum Cleaner, Flour Mill, Desert Cooler, Air Conditioner, Oven and Two Wheeler are desired to possess more by respondents having own house than the respondents having rentals house.

Mixer/Grinder, Food Processor, Water Purifier, Color TV, Music System and Car are desired to possess more by rental house owner than own house owner. It is to be noted that rental house owner do not desire at all possess Refrigerator.

**Table 4.4.5**

Percentage of Consumer Durables Already Possessed, Brand Wise

**1. Refrigerator**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Kelvinator | 114 | 38 3 |
| 2 | Godrej | 111 | 37 2 |
| 3 | BPL | 32 | 10 7 |
| 4 | Videocon | 10 | 3 4 |
| 5 | Others | 31 | 10 4 |
| | **Total** | **298** | **100** |

The above mentioned table shows that out of 298 respondents who already possessed Refrigerator.

114 i.e. 38.2% respondents have already possessed Kelvinator brand.

111 i.e. 37.2% respondents have already possessed Godrej brand.

32 i.e. 10.7% respondents have already possessed BPL brand.

10 i.e. 3.4% respondents have already possessed Videocon brand.

While 31 i.e. 10.4% respondents have already possessed other brands namely LG, Allwyn, Voltas, Sanyo, Zenith and Whirlpool.

From the above it becomes very clear that vast majority of households i.e. 75.4% already possessed Kelvinator and Godrej brands.

### 2. Washing Machine

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Videocon | 95 | 45 5 |
| 2 | BPL | 54 | 25 8 |
| 3 | Whirlpool (TVS) | 19 | 9 1 |
| 4 | IFB | 15 | 7 2 |
| 5 | Others | 26 | 12 5 |
| | Total | 209 | 100 |

From 211 respondents who already possessed Washing Machine, the above mentioned table indicates that 209 respondents have given a response regarding the brand.

95 i.e. 45.5% respondents have already possessed Videocon brand.

54 i.e. 25.8% respondents have already possessed BPL brand.

19 i.e. 9.1% respondents have already possessed Whirlpool (TVS) brand.

15 i.e 7.2% respondents have already possessed IFB brand.

While 26 i.e. 12.5% respondents have already possessed other brand namely Maharaja, Godrej, Sumeet, Westing house, Hitachi and National.

We can see that Videocon has dominated with 45.5% followed by BPL brand with 25.8%. Thus majority of households i.e. 71.3% already possessed above mentioned brands.

### 3. Mixer/Grinder

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1. | Sumeet | 173 | 58 6 |
| 2 | Maharaja | 59 | 20 0 |
| 3 | Philips | 12 | 4 1 |
| 4 | Kanchan | 8 | 2 7 |
| 5 | Others | 43 | 14.6 |
| | Total | 295 | 100.0 |

The above mentioned table shows that out of 295 respondents who already possessed Mixer/Grinder.

173 i.e. 58.6% have already possessed Sumeet brand.

59 i.e. 20% have already possessed Maharaja brand.

12 i.e. 4.1% have already possessed Philips brand.

8 i.e. 2.7% have already possessed Kanchan brand.

While 43 i.e. 14.6% respondents have already possessed other brands Jyoti Gopi, National, Usha, Hotline, Jaipan, Bosch, Prestige and Anchor.

From the table one can say that Sumeet and Maharaja are already possessed by vast majority of households i.e. 78.6%

**4. Food Processor**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Sumeet | 49 | 40 2 |
| 2 | Philips | 15 | 12 3 |
| 3 | Maharaja | 21 | 17 2 |
| 4 | Others | 37 | 30 3 |
| | **Total** | **122** | **100.0** |

From 124 respondents who have already possessed Food Processor, the above mentioned table shows that 122 respondents have given response regarding the brand.

49 i.e. 40.2% respondents have already possessed Sumeet brand.

15 i.e. 12.3% respondents have already possessed Philips brand.

21 i.e. 17.2% respondents have already possessed Maharaja brand.

While 37 i.e. 30.3% respondents have already possessed other brands namely BPL, Jyoti, Kanchan, Moulinex, Gopi, National, Braun, Crompton, Greaves, Anjali, and Inalsa.

In this category Sumeet occupies the first place i.e. 40.2% and it is followed by Maharaja 17.2% and Philips 12.3%

**5. Vaccum Cleaner**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Eureka Forbes | 115 | 85 8 |
| 2 | BPL | 5 | 3 7 |
| 3 | Others | 14 | 10 4 |
| | **Total** | **134** | **100** |

From 136 respondents who have already possessed Vaccum Cleaner, the above mentioned table indicates that 134 respondents have given response for the brand.

115 i.e. 85.8% respondents have already possessed Eureka Forbes brand.

5 i.e. 30.7% respondents have already possessed BPL brand.

While 14 i.e. 10.4% respondents have already possessed other brands namely Modi, Sanyo and Philips.

Vast majority of households i.e. 85.8% already possessed Euraka Forbes.

6. **Flour Mill**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Milcent | 76 | 52.8 |
| 2 | Dhara | 9 | 6 2 |
| 3 | Flora | 9 | 6 2 |
| 4 | Natraj | 24 | 16 7 |
| 5 | Others | 26 | 18 1 |
| | **Total** | **144** | **100** |

The above mentioned table shows that out of 144 respondents who have already possessed Flour Mill.

76 i.e. 52.8 % respondents have already possessed Milcent brand.

9 i.e. 6.2% respondents have already possessed Dhara brand.

9 i.e 6.2% respondents have already possessed Flora brand.

24 i.e. 16.7% respondents have already possessed Natraj brand.

While 26 i.e 18.1% respondents have already possessed other brands namely Tulsi, Elite, Baby prince, Navjivan and Locally manufactured i.e. assembled.

It is to be noted that out of 26 respondents who have possessed other brands 13 respondents i.e. 9.2% of 144 respondents, i.e. 50% of total 26 have already possessed Elite brand.

From the above table we can say that majority of households i.e. 69% already possessed Milcent and Natraj brands.

7. **Desert Cooler**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Symphony | 37 | 24 3 |
| 2 | Videocon | 23 | 15 1 |
| 3 | Crompton Greaves | 4 | 2 6 |
| 4 | Others | 88 | 57.9 |
| | **Total** | **152** | **100** |

From 153 respondents who have already possessed Desert Cooler, the above mentioned table shows that 152 respondents have given response regarding the brand.

37 i.e. 24.3% respondents have already possessed Symphony brand.

23 i.e. 15.1% respondents have already possessed Videocon brand.

4 i.e. 2.6% respondents have already possessed Crompton Greaves brand.

While 88 i.e. 57.9% have already possessed other brand namely, Gulmarg, Commandar, Khaitan, Volga, Bosch, Alfa and Assembled.

It is to be noted that out of 88 respondents who have already possessed other brands, 62 i.e. 70.45% have already possessed locally assembled Desert Cooler.

It becomes highly evident from the above table that more number of households i.e. 41% (approx.) have already possessed locally assembled Desert Coolers which have no brand name.

In branded category majority of households i.e. 39.4% already possessed Symphony and Videocon brands.

**8. Air Conditioner**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Videocon | 11 | 12 0 |
| 2 | Blue Star | 8 | 8 7 |
| 3 | Amtrex | 18 | 19 6 |
| 4 | Carrier | 5 | 5 4 |
| 5 | Others | 50 | 54 3 |
| | **Total** | **92** | **100** |

The above mentioend table clearly shows that out of 92 respondents who have already possessed Air Conditioner.

11 i.e. 12% respondents have already possessed Videocon brand.

8 i.e. 8.7% respondents have already possessed Blue Star brand.

18 i.e 19.6% respondents have already possessed Amtrex brand.

5 i.e. 5.4% respondents have already possessed Carrier brand.

While 50 i.e. 54.3% respondents have already possessed other brand namely Voltas, Fedder Lloyds, Himtan, Usha, National, Symphony and assembled.

It is to be noted that out of 50 respondents who have already possessed other brands 30 i.e. 60% respondents already possessed locally assembled Air Conditioner.

From the table it becomes very clear that 33% (approx.) respondents have already possessed locally assembled Air Conditioner which have no brand name. From the branded category 32% (approx.) already possessed Amtrex and Videocon.

**9. Oven**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | BPL | 6 | 5.4 |
| 2 | National | 18 | 16 1 |
| 3 | Sharp | 4 | 3.6 |
| 4 | Ifb | 4 | 3.6 |
| 5 | Others | 80 | 71.4 |
| | **Total** | **112** | **100** |

From 114 respondents have already possessed Oven, the above mentioned table shows that 112 respondents have given response regarding the brand.

6 i.e 5.4% respondents have already possessed BPL brand.

18 i.e. 16.1% respondents have already possessed National brand.

4 i.e. 3.6% respondents have already possessed Sharp brand.

4 i.e. 3.6% respondent have already possessed IFB brand.

While 80 i.e 71.4% respondents have already posessed other brands like Crompton Greaves, Hotline, Bajaj, Kenstar, Braun, Lifetime, Ariston, Nikitasha, Philips. Hotwell, Sanyo, Sunflame, National.

It is to be noted that out of 80 respondents who have possessed other brands 21 i.e. 26.25% and 14 i.e. 17.5% have already possessed Bajaj and Sunflame respectively.

From the above one can say that 47% (approx.) households already possessed Bajaj. National and Sunflame brands.

**10. Water Purifier**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Acquaguard | 130 | 90 9 |
| 2 | Videocon | 5 | 3 5 |
| 3 | Symphony | 3 | 2 1 |
| 4 | Others | 5 | 3 5 |
| | **Total** | **143** | **100** |

The above mentionde table shows that out of 143 respondents who have already possessed Water Purifier.

130 i.e. 90.9% respondents have already possessed Acquaguard brand.

5 i.e. 3.5% respondents have already possessed Videocon brand.

3 i.e. 20.1% respondents have already possessed Symphony brand.

While 5 i.e. 3.5% respondents have already possessed other brands namely Bajaj. Alfa. Crystal.

91% (approx.) households already possessed Acquaguard.

**11. Color TV**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | BPL | 82 | 28 2 |
| 2 | Onida | 56 | 19 2 |
| 3 | Videocon | 33 | 11 3 |
| 4 | Akai | 16 | 5 5 |
| 5 | Others | 104 | 35 7 |
| | **Total** | **291** | **100** |

From 292 respondents who have already possessed Color TV, the above mentioned table shows that 291 respondents have given response regarding the brand.

82 i.e. 28.2% respondents have already possessed BPL brand.

56 i.e. 19.2% respondents have already possessed Onida brand.

33 i.e. 11.3% respondents have already possessed Videocon brand.

16 i.e. 5.5% respondents have already possessed Akai brand.

While 104 i.e. 35.9% respondents have already pcssessed other brands namely Sony, National, Philips, Nelco, Pyramid, Bush, Dyanora, Optonica, Crown, Salora, Nikitasha, Sharp, Tcshiba, and Weston.

It is to be noted that out of 104 respondents who have already possessed other brands.

34 i.e. 32.69% respondents have already possessed Sony brand and,

14 i.e. 13.46% respondents have already possessed Philips brand.

It becomes highly evident that vast majority of have already possessed BPL, Onida, Sony and Videocon brands.

### 12. Music System

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | BPL | 36 | 15 0 |
| 2 | Philips | 76 | 31 7 |
| 3 | Videocon | 20 | 8 3 |
| 4 | National Panasonic | 28 | 11 7 |
| 5 | Others | 80 | 33 3 |
| | **Total** | **240** | **100** |

The above mentioned table shows that out of 240 respondents have already possessed Music System.

36 i.e. 15% respondents have already possessed BPL brand.

76 i.e. 31.7% respondents have already possessed Philips brand.

20 i.e. 8.3% respondents have already possessed Videocon brand.

28 i.e. 11.7% respondents have already possessed National Panasonic brand.

While 80 i.e. 33.3% respondents have already possessed other brands namely, Aiwa, Sonodyne, Onida, Akai, Bush, Takara, Sharp, Sony, Sansui, JVC, and Sanyo.

It is to be noted that out of 80 respondents who have possessed other brands 28 respondents i.e. 35% have already possessed Sony brand.

From the above table we can say that 70% (approx.) households have already possessed Philips, BPL, National Panasonic and Sony brands.

### 13. Two Wheeler

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1. | Bajaj | 126 | 43 4 |
| 2 | LML | 43 | 14 8 |
| 3 | Hero Honda | 15 | 5 2 |
| 4. | Yamaha | 7 | 2 4 |
| 5 | TVS Suzuki | 12 | 4 1 |
| 6 | Kinetic Honda | 81 | 27 9 |
| 7 | Others | 6 | 2 1 |
| | **Total** | **290** | **100** |

The above mentioned table clearly indicates that out of 290 respondents who have already possessed Two Wheeler.

126 i.e. 43.4 % respondents have already possessed Bajaj brand.

43 i.e. 14.8% respondents have already possessed LML brand.

15 i.e. 5.2% respondents have already possessed Hero Honda brand.

7 i.e. 2.4% respondents have already possessed Yamaha brand.

12 i.e. 4.1% respondents have already possessed TVS Suzuki brand.

81 i.e. 27.9% respondents have already possessed Kinetic Honda brand.

While 6 i.e. 2.1% respondent have already possessed other brands namely Girnar and Bullet.

86% (approx.) households have already possessed Bajaj, Kinetic Honda and LML brands. Thus we can say that in Two Wheeler segment Bajaj dominated with a share of 43.4% followed by Kinetic Honda and LML at 27.9% and 14.8% respectively.

**14. Car**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Fiat (PAL) | 50 | 26.9 |
| 2. | Maruti | 127 | 68.3 |
| 3. | Tata | 2 | 1.1 |
| 4 | Cielo (Daewoo) | 2 | 1.1 |
| 5 | Mahindra | 2 | 1.1 |
| 6. | Others | 3 | 1.6 |
| | **Total** | **186** | **100** |

From 187 respondents who have already possessed Car, the above mentioned table shows that 186 respondents have given response regarding the brand.

50 i.e 26.9% respondents have already possessed Fiat (PAL) brand.

127 i.e. 68.3% respondents have already possessed Maruti brand.

2 i.e. 1.1% respondents have already possessed Tata brand.

2 i.e. 1.1% respondents have already possessed Cielo (Daewoo) brand.

2 i.e. 1.1% respondents have already possessed Mahindra brand.

While 3 i.e. 1.6% respondents have already possessed other brands namely Opel Astra and Ford.

From the above table it becomes highly evident that 95% (approx.) households have already possessed Maruti and Fiat brands. Thus Maruti has dominated market with 68.3% followed by Fiat at 26.9%.

**Table 4.4.6**

Percentage of Consumer Durables Desire to Possess, Brand Wise

**1. Refrigerator**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Kelvinator | 4 | 36.4 |
| 2 | Godrej | 1 | 9.1 |
| 3 | Videocon | 1 | 9.1 |
| 4 | Others | 5 | 45.5 |
| | Total | 11 | 100 |

Out of total 11 respondents who desired to possess Refrigerator as per below.

4 i.e. 36.4% respondents desired to possess Kelvinator brand.

1 i.e. 9.1% respondents desired to possess Godrej brand.

1 i.e. 9.1% respondents desired to possess Videocon brand.

And 5 i.e. 45.5 % respondents desired to possess other brands namely LG, Whirlpool, Daewoo, Samsung and Voltas.

It is very evident that 36.4% respondents have desire to possess Kelvinator.

Thus it seems that Kelvinator will have good market in future.

**2. Washing Machine**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Videocon | 22 | 42.3 |
| 2 | BPL | 15 | 28.8 |
| 3 | Whirlpool (TVS) | 9 | 17.3 |
| 4 | IFB | 2 | 3.8 |
| 5 | Others | 4 | 7.7 |
| | Total | 52 | 100 |

From 53 respondents who desired to possess Washing Machine, the above mentioned table shows that 52 respondents have given response regarding the brand.

22 i.e. 42.3% respondents desired to possess Videocon brand.

15 i.e. 28.8% respondents desired to possess BPL brand.

9 i.e. 17.3 % respondents desired to possess Whirlpool (TVS) brand.

2 i.e. 3.8% respondents desired to possess IFB brand.

And 4 i.e. 7.7% respondents desired to possess Voltas and Daewoo brands.

From the table we can say that Videocon will dominate the market in future with 42.3% followed by BPL and Whirlpool (TVS) 28.8% and 17.3% respectively. Thus roughly 88% households have desire to possess Videocon, BPL and Whirlpool (TVS) brands.

### 3. Mixer/Grinder

| Sr. No. | Brand Name | Frequency | % |
|---|---|---|---|
| • 1 | Sumeet | 3 | 50.6 |
| 2 | Maharaja | 1 | 16.7 |
| 3 | Kanchan | 1 | 16.7 |
| 4 | Others | 1 | 16 7 |
| | **Total** | **6** | **100** |

Out of total 6 respondents who desired to possess Mixer/Grinder as per below.

3 i.e. 50% respondents have expressed desire to possess Sumeet brand.

1 i.e. 16.7% respondents desired to possess Maharaja brand.

1 i.e. 16.7% respondents have expressed desire to possess Kanchan brand.

While 1 i.e. 16.7% respondents desired to possess otheRs. brands but they have not decided the brand.

It is very clear that majority households i.e. 50.6% have desired to possess Sumeet brand. Roughly 17% households have desired to possess Mixer/Grinder but have not decided the brand.

### 4. Food Processor

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Sumeet | 5 | 16 7 |
| 2 | Philips | 10 | 33 3 |
| 3. | Maharaja | 5 | 16.7 |
| 4 | Others | 10 | 33 3 |
| | **Total** | **30** | **100** |

Total 30 respondents desired to possess Food Processor in the following way.

5 i.e. 16.7 % respondents desired to possess Sumeet brand.

10 i.e. 33.3 % respondents desired to possess Philips brand.

5 i.e. 16.7 % respondents desired to possess Maharaja brand.

10 i.e. 33.3 % respondents desired to possess other brands namely National, Crompton Greaves and Inalsa.

Looking to the table above one can say that roughly 66% households have desire to possess Philips, Sumeet and Maharaja. Thus in future market Philips will dominate with 33.3% followed by Sumeet and Maharaja at 16.7% each.

### 5. Vaccum Cleaner

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1. | Eureka Forbes | 20 | 66.7 |
| 2 | BPL | 4 | 13.3 |
| 3 | Others | 6 | 20 0 |
| | **Total** | **30** | **100** |

Total 30 respondents expressed desire to possess Vaccum Cleaner as per below.

20 i.e. 66.7 % respondents desired to possess Eureka Forbes brand.

4 i.e. 13.3 % respondents desired to possess BPL brand.

While 6 i.e. 20 % respondents desired to possess other brands, like Modi Hoover and Bajaj.

Eureka Forbes will occupy major share of the market with 66.7% followed by BPL at 13.3%

### 6. Flour Mill

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Milcent | 37 | 80 4 |
| 2 | Dhara | 2 | 4 3 |
| 3 | Natraj | 2 | 4 3 |
| 4 | Others | 5 | 10 8 |
| | Total | 46 | 100 |

Total 46 respondents desired to possess Flour Mill as per below

37 i.e. 80.4 % respondents desired to possess Milcent brand.

2 i.e. 4.3 % respondents desired to possess Dhara brand.

2 i.e. 4.3 % respondents desired to possess Natraj brand.

While 5 i.e. 10.8 % respondents desired to possess other brands namely Elite and Baby Prince.

One can say from the table that 80.4% households have desire to possess Milcent brand. Thus Milcent will dominate the market.

### 7. Desert Cooler

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Symphony | 18 | 47.4 |
| 2 | Videocon | 11 | 28 9 |
| 3 | Others | 9 | 23 6 |
| | Total | 38 | 100 |

Total 38 respondents desired to possess Desert Cooler as per below,

18 i.e. 47.4 % respondents desired to possess Symphony brand.

11 i.e. 28.9 % respondents desired to possess Videocon brand.

While 9 i.e. 23.6 % respondents desired to possess other brands i.e. locally assembled.

Nearly 78% households have desire to possess Symphony and Videocon brands. Thus from the above table one can say that Symphony will occupy No. 1 position, while Videocon will occupy No. 2 position in the market in the future.

### 8. *Air Conditioner*

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Videocon | 6 | 14 3 |
| 2 | Blue Star | 6 | 14 3 |
| 3 | Amtrex | 6 | 14.3 |
| 4 | Carrier | 3 | 7 1 |
| 5 | Others | 21 | 50 0 |
| | Total | 42 | 100 |

Total 42 respondents have expresed desire to possess Air Conditioner as per below

6 i.e. 14.3 % respondents desired to possess Videocon brand.

6 i.e. 14.3 % respondents desired to possess Blue Star brand.

6 i.e. 14.3 % respondents desired to possess Amtrex brand.

3 i.e. 7.1 % respondents desired to possess Carrier brand.

While 21 i.e. 50 % respondents desired to possess other brands namely National, Crompton Greaves, Usha, Voltas and Locally assembled.

From the table one can say that Videocon, Blue Star and Amtrex will have equal share of the market in future i.e. 14%. It seems that locally assemble Air Conditioner will occupy the larger market share roughly 24% in future.

### 9. Oven

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | BPL | 12 | 23 5 |
| 2 | National | 11 | 21 6 |
| 3 | Sharp | 2 | 3 9 |
| 4 | IFB | 3 | 5 9 |
| 5 | Others | 23 | 45 1 |
| | Total | 51 | 100 |

From 52 respondents who desired to possess Oven, the above mentioned table shows that 51 respondents have given response regarding the brand.

12 i.e. 23.5 % respondents desired to possess BPL brand.

11 i.e. 21.6 % respondents desired to possess National brand.

2 i.e. 3.9 % respondents desired to possess Sharp brand.

3 i.e. 5.9 % respondents desired to possess IFB brand.

While 23 i.e 45.1 % respondents desired to possess other brands namely Kenstar, Braun. Philips, Lifetime, Singer, Crompton Greaves and Bajaj.

It seems from the table that more number of households have desire to possess BPL and National brands i.e. 23.5% and 21.6% respectively.

**10. Water Purifier**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Acquaguard | 36 | 87 8 |
| 2 | Videocon | 1 | 2 4 |
| 3. | Symphony | 1 | 2 4 |
| 4 | Others | 3 | 7 3 |
| | Total | 41 | 100 |

Out of 41 respondents who desired to possess Water Purifier as per below

36 i.e. 87.8 % respondents desired to possess Acquaguard brand.

1 i.e. 2.4 % respondents desired to possess Videocon brand.

1 i.e. 2.4 % respondents desired to possess Symphony brand.

While 3 i.e. 7.3 % respondents desired to possess other brands namely Alfa and Crystal.

It seems that roughly 88% households have desire to possess Acquaguard. Looking to this one can say that Acquaguard will enjoy the larger potion of the market in future.

**11. Color TV**

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | BPL | 6 | 26 1 |
| 2 | Onida | 1 | 4 3 |
| 3 | Videocon | 2 | 8 7 |
| 4 | Akai | 7 | 30 4 |
| 5 | Others | 7 | 30 4 |
| | Total | 23 | 100 |

Out of 23 respondents, who desired to possess Color TV as per below

6 i.e. 26.1 % respondents desired to possess BPL brand.

1 i.e. 4.3 % respondents desired to possess Onida brand.

2 i.e. 8.7 % respondents desired to possess Videocon brand.

7 i.e. 30.4 % respondents desired to possess Akai brand.

While 7 i.e. 30.4 % respondents desired to possess other brands, namely Toshiba, Philips, Sony, Samsung and Thomson.

Roughly 57% households have desire to possess Akai and BPL brands. From this table it becomes very clear that Akai will dominate the market with roughly 31% followed by BPL at 26% (approx.) in future.

### 12. Music System

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | BPL | 6 | 15.4 |
| 2 | Philips | 13 | 33.3 |
| 3 | National Panasonic | 2 | 5.1 |
| 4 | Others | 18 | 46.2 |
| | Total | 39 | 100 |

Out of 39 respondents, who desired to possess Music System as per below,

6 i.e. 15.4 % respondents desired to possess BPL brand.

13 i.e. 33.3 % respondents desired to possess Philips brand.

2 i.e. 5.1 % respondents desired to possess National Panasonic brand.

And 18 i.e. 46.2 % respondents desired to possess other brands namely Pioneer, Aiwa, Sony, Akai, Kenwood and Samsung. Out of this roughly 33% households have desire to possess Sony brand.

It becomes very evident from the figures that 63% (approx.) households have desire to possess Philips, BPL and Sony brand in future.

### 13. Two Wheeler

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Bajaj | 10 | 45.5 |
| 2 | LML | 1 | 4.5 |
| 3 | Hero Honda | 1 | 4.5 |
| 4 | Yamaha | 1 | 4.5 |
| 5 | Kinetic Honda | 9 | 40.9 |
| | Total | 22 | 100 |

Out of 22 respondents, who desired to possess Two-wheeler as per below,

10 i.e. 45.5 % respondents desired to possess Bajaj brand.

1 i.e. 4.5 % respondents desired to possess LML brand.

1 i.e. 4.5 % respondents desired to possess Hero Honda brand.

1 i.e. 4.5 % respondents desired to possess Yamaha brand.

9 i.e. 40.9 % respondents desired to possess Kinetic Honda brand.

From the table it becomes very clear that nearly 87% respondents have desire to possess Bajaj and Kinetic Honda. Thus in Two Wheeler segment Bajaj will dominate with roughly 46%, will be followed by Kinetic Honda at roughly 41% and the rest will be shared by LML, Hero Honda and Yamaha.

### 14. *Car*

| Sr.No. | Brand Name | Frequency | % |
|---|---|---|---|
| 1 | Fiat (PAL) | 2 | 3.5 |
| 2 | Maruti | 49 | 86 |
| 3 | Tata | 2 | 3.5 |
| 4 | Cielo (Daewoo) | 1 | 1.8 |
| 5 | Others | 3 | 5.3 |
| | **Total** | **57** | **100** |

Out of 57 respondents, who desired to possess Car as per below,

2 i.e. 3.5 % respondents desired to possess Fiat (PAL) brand.

49 i.e. 86 % respondents desired to possess Maruti brand

2 i.e. 3.5 % respondents desired to possess Tata brand.

1 i.e. 1.8 % respondents desired to possess Cielo (Daewoo) brand.

While 3 i.e. 5.3 % respondents desired to possess other brands namely Opel Astra.

86% households have desire to possess Maruti. It becomes very evident from the table that in this segment Maruti will lead with a share of 86% followed by Opel Astra 5.3%, Fiat (PAL) and Tata 3.5% each and Cielo (Daewoo) with 1.8%.

This study tried to reveal brand awareness for different brands of consumer durables, among households covered under survey. According to Bennett, Dictionary of Marketing Terms, Brand is the name, term, sign, symbol or design or combination of these intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors. The word awareness as define by the Websters dictionary means knowing or being informed.

This study will bring out the percentage of customers awareness of various brands of different consumer durables by taking into account various demographic/socio-economic factors. The study also tried to find out near future market of different consumer durables along with brands.

**Table 4.5.1**

Percentage of Brand Known of Consumer Durables by Demographic/Socio-Economic Factor

| 1. Refrigerator | Brands | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Kelvinator | | Godrej | | BPL | | Videocon | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | |
| a Male | 187 | 69 8 | 183 | 68 3 | 149 | 55 6 | 94 | 35 1 | 84 | 31 04 | 268 | 100 |
| b Female | 22 | 88.0 | 14 | 56 0 | 12 | 48 0 | 10 | 40 0 | 8 | 32 0 | 25 | 100 |
| 2 Age | | | | | | | | | | | | |
| a < 34 years | 50 | 73 5 | 44 | 64 7 | 40 | 58 8 | 28 | 41.2 | 27 | 39 7 | 68 | 100 |
| b 35-45 years | 68 | 68 7 | 72 | 72 7 | 53 | 53 5 | 30 | 30 3 | 25 | 25 3 | 99 | 100 |
| c 46 years & above | 91 | 72 2 | 81 | 64 3 | 68 | 54 0 | 46 | 36 5 | 39 | 31 0 | 126 | 100 |
| 3 Occupation | | | | | | | | | | | | |
| a Service (Trans) | 17 | 65 4 | 18 | 69 2 | 17 | 65.4 | 12 | 46 2 | 11 | 42 3 | 26 | 100 |
| b Service (Non-Trans) | 57 | 81 4 | 46 | 65 7 | 35 | 50.0 | 24 | 34 3 | 23 | 32.8 | 70 | 100 |
| c Business | 64 | 65 3 | 68 | 69 4 | 60 | 61.2 | 35 | 35 7 | 26 | 26 5 | 98 | 100 |
| d Profession | 71 | 71.7 | 65 | 65 7 | 49 | 49.5 | 33 | 33 3 | 32 | 32.3 | 99 | 100 |
| 4 Edu Qualification | | | | | | | | | | | | |
| a Undergraduate | 25 | 71 4 | 25 | 71 4 | 14 | 40 0 | 9 | 25 7 | 13 | 37 2 | 35 | 100 |
| b Graduate | 103 | 68 7 | 99 | 66 0 | 92 | 61 3 | 58 | 38 7 | 43 | 28 7 | 150 | 100 |
| c Postgraduate & above | 81 | 75.0 | 73 | 67.6 | 55 | 50 9 | 37 | 34 3 | 36 | 33 3 | 108 | 100 |
| 5 Family Size | | | | | | | | | | | | |
| a Up to 4 members | 137 | 69 2 | 135 | 68 2 | 111 | 56 1 | 73 | 36 9 | 63 | 31 8 | 198 | 100 |
| b 5 or more members | 72 | 75 8 | 62 | 65 3 | 50 | 52 6 | 31 | 32 6 | 29 | 30 6 | 95 | 100 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 194 | 71 9 | 180 | 66 7 | 146 | 54 1 | 95 | 35.2 | 85 | 31.5 | 270 | 100 |
| b. 3 or more members | 15 | 65 2 | 17 | 73 9 | 15 | 65 2 | 9 | 39 1 | 7 | 30.4 | 23 | 100 |
| 7 Type of Family | | | | | | | | | | | | |
| a. Joint | 68 | 78.2 | 59 | 67 8 | 44 | 50 6 | 31 | 35 6 | 26 | 29.8 | 87 | 100 |
| b Nuclear | 141 | 68.4 | 138 | 67 0 | 117 | 56 8 | 73 | 35 4 | 66 | 32 0 | 206 | 100 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 31 | 68 9 | 39 | 86 7 | 22 | 48.9 | 18 | 40 0 | 12 | 26.6 | 45 | 100 |
| b 10000–19999 | 92 | 72 4 | 74 | 58 3 | 78 | 61 4 | 45 | 35.4 | 42 | 33 1 | 127 | 100 |
| c. 20000–29999 | 72 | 71 3 | 72 | 71 3 | 48 | 47 5 | 32 | 31 7 | 28 | 27 7 | 101 | 100 |
| d 30000 & above | 14 | 70 0 | 12 | 60 0 | 13 | 65 0 | 9 | 45 0 | 10 | 50 0 | 20 | 100 |
| 9 Type of House | | | | | | | | | | | | |
| a Own | 189 | 70 3 | 180 | 66 9 | 148 | 55 0 | 98 | 36 4 | 82 | 30 5 | 269 | 100 |
| b Rental | 20 | 83 3 | 17 | 70 8 | 13 | 54 2 | 6 | 25 0 | 10 | 41 7 | 24 | 100 |

The above table shows that respondents know the other brands of the following consumer durables.

From the table, we can say that out of total 300 respondents, 297 i.e. 99% know various brands of the Refrigerator.

**1. Sex**

It is very clear that more number of female know Kelvinator, Videocon and other brands like LG, Samsung, Allwyn, GE, Voltas, Whirlpool, Daewoo and Leonard than male respondents. More number of males know Godrej and BPL brand than female respondents.

**2. Age**

It can be seen from the table that more number of respondents having below 34 years age group know Kelvinator, BPL, Videocon and other brands as mentioned above than respondents having other age groups.

More number of respondents having 35-45 years age group know Godrej than other age group respondents.

**3. Occupation**

As per the table, we can say that more number of respondents having service (non-transferable) know Kelvinator brand than respondents having other occupation.

More number of businessmen know Godrej brand than respondents having other occupation.

More number of respondents having service (transferable) know BPL, Videocon and other brands as mentioned than respondents having other occupation.

**4. Educational Qualification**

From the table, it can be said that more number of respondents having, postgraduation and above qualification know Kelvinator brand than graduates and undergraduates.

More number of undergraduates know Godrej brand than other respondents having other qualification. Even more number of undergraduates know other brands of the Refrigerator as mentioned above.

More number of graduates know BPL and Videocon brands than other respondents.

**5. Family Size**

It can be said that more number of households having larger family (i.e. five or more members) know Kelvinator brand than households having small family (i.e. up to four members).

More number of households having up to four members know Godrej, BPL Videocon and other brands as mentioned compared to households having five or more members.

**6. Earning Members**

According to table, more number of households having up to two earning members know Kelvinator and other brands as mentioned than households having three or more earning members.

While more number of households having three or more earning members know Godrej, BPL and Videocon brands.

**7. Type of Family**

As per table, we can say that more number of households having joint family know Kelvinator, Godrej and Videocon brands.

While more number of households having nuclear family know BPL and other brands as mentioned above.

**8. Monthly Income**

We can say that more number of households having less than Rs. 10,000 p.m. income know Godrej brand than other households having different income groups.

More number of households having Rs. 10,000–19,999 p.m. income know Kelvinator brand.

While more number of households having Rs. 30,000 p.m. and above income know BPL and other brands as mentioned than other households having different income groups.

**9. Type of House**

From the table, we can say that more number of households having own house know BPL and Videocon brands than households having rental house.

More number of households having rental house know Kelvinator, Godrej and other brands as mentioned than households having own house.

| 2. Washing Machine | Brands | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Videocon | | BPL | | Whirlpool | | IFB | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | |
| a Male | 188 | 70.4 | 184 | 68 9 | 122 | 45 7 | 88 | 33 0 | 47 | 17 6 | 267 | 100 |
| b Female | 14 | 56 0 | 23 | 92 0 | 6 | 24 0 | 1 | 4 0 | 8 | 32 0 | 25 | 100 |
| 2 Age | | | | | | | | | | | | |
| a < 34 years | 47 | 70 1 | 46 | 68 7 | 27 | 40 3 | 22 | 32 8 | 17 | 25 4 | 67 | 100 |
| b 35-45 years | 72 | 72 7 | 77 | 77 8 | 35 | 35 4 | 30 | 30 3 | 17 | 17 3 | 99 | 100 |
| c 46 years & above | 83 | 65 9 | 84 | 66 7 | 66 | 52 4 | 37 | 29 4 | 21 | 16 7 | 126 | 100 |
| 3 Occupation | | | | | | | | | | | | |
| a Service (Trans) | 20 | 71 4 | 20 | 71 4 | 14 | 50 0 | 11 | 39 3 | 3 | 10 7 | 28 | 100 |
| b Service (Non-Trans) | 49 | 71 0 | 52 | 75 4 | 24 | 34 8 | 23 | 33 3 | 13 | 18.8 | 69 | 100 |
| c Business | 65 | 66 3 | 67 | 68 4 | 52 | 53 1 | 31 | 31 6 | 18 | 18 4 | 98 | 100 |
| d Profession | 68 | 70.1 | 68 | 70 1 | 38 | 39 2 | 24 | 24 7 | 21 | 21 6 | 97 | 100 |
| 4 Edu Qualification | | | | | | | | | | | | |
| a Undergraduate | 25 | 73 5 | 24 | 70 6 | 12 | 35 3 | 9 | 26 5 | 3 | 8 8 | 34 | 100 |
| b Graduate | 97 | 64 2 | 106 | 70 2 | 73 | 48 3 | 52 | 34 4 | 27 | 17 9 | 151 | 100 |
| c Postgraduate & above | 80 | 74 8 | 77 | 72 0 | 43 | 40 2 | 28 | 26 2 | 25 | 23 4 | 107 | 100 |
| 5 Family Size | | | | | | | | | | | | |
| a Up to 4 members | 140 | 71 1 | 132 | 67 0 | 93 | 47 2 | 63 | 32 0 | 40 | 20 3 | 197 | 100 |
| b 5 or more members | 62 | 65 3 | 75 | 78 9 | 35 | 36 8 | 26 | 27 4 | 15 | 15 8 | 95 | 100 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 188 | 69 9 | 193 | 71 7 | 118 | 43 9 | 75 | 27 9 | 52 | 19 3 | 269 | 100 |
| b 3 or more members | 14 | 60 9 | 14 | 60 9 | 10 | 43 5 | 14 | 60 9 | 3 | 13 0 | 23 | 100 |
| 7 Type of Family | | | | | | | | | | | | |
| a Joint | 66 | 76 7 | 63 | 73 3 | 40 | 46 3 | 21 | 24 4 | 16 | 18.6 | 86 | 100 |
| b Nuclear | 136 | 66 0 | 144 | 69 9 | 88 | 42 7 | 68 | 33 0 | 39 | 18 9 | 206 | 100 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 32 | 76 2 | 32 | 76 2 | 16 | 38 1 | 4 | 9 5 | 10 | 23 8 | 42 | 100 |
| b 10000–19999 | 88 | 68 8 | 87 | 68 0 | 51 | 39 8 | 44 | 34 4 | 25 | 19 5 | 128 | 100 |
| c 20000–29999 | 65 | 63 7 | 74 | 72 5 | 49 | 48 0 | 31 | 30 4 | 16 | 15 7 | 102 | 100 |
| d 30000 & above | 17 | 85 0 | 14 | 70 0 | 12 | 60 0 | 10 | 50 0 | 4 | 20 0 | 20 | 100 |
| 9 Type of House | | | | | | | | | | | | |
| a Own | 183 | 68 3 | 192 | 71 6 | 119 | 44 4 | 79 | 29 5 | 47 | 17 5 | 268 | 100 |
| b Rental | 19 | 79 2 | 15 | 62 5 | 9 | 37 5 | 10 | 41 7 | 8 | 33 3 | 24 | 100 |

From the table, we can say that out of total 300 respondents, 292 i.e. 97% know various brands of the Washing Machine.

**1. Sex**

It can be seen from the table, that more number of male know Videocon, Whirlpool, IFB brands than female respondents. More number of female know BPL and other brands like National, Onida, Voltas, Godrej, Westing House, Mistsubishi and Maharaja than male respondents.

**2. Age**

As per table, we can say that more number of respondents having below 34 years age group know IFB and other brands as mentioned above than the respondents of other age groups.

More number of respondents having 35-45 years age group know Videocon and BPL brands.

More number of respondents having 46 years and above age group know Whirlpool brand.

**3. Occupation**

From the table, it becomes very clear that more number of respondents having service (transferable) know Videocon and IFB brands than the respondents having other occupation.

More number of respondents having service (non-transferable) know BPL brand.

More number of businessmen know Whirlpool brand, while more number of professionals know other brands as mentioned above than respondents having other occupation.

**4. Educational Qualification**

From the table, we can say that more number of undergraduates know Videocon brand than respondents having graduation and postgraduation and above qualification.

More number of respondents having postgraduation and above qualifications know BPL and other brands as mentioned above.

More number of graduates know Whirlpool and IFB brands than respondents having undergraduate and postgraduate and above qualification.

**5. Family Size**

According to table, more number of households having up to four members know Videocon, Whirlpool, IFB and other brands as mentioned above than households having five or more members.

While more number of households having five or more members know BPL brands.

**6. Earning Members**

As per the table, more number of households having up to two earning members know Videocon, BPL, Whirlpool and other brands as mentioned than households having three or more earning members.

More number of households having three or more earning members know IFB brand than households having up to two earning members.

**7. Type of Family**

From the table, we can say that households having joint family know Videocon, BPL and Whirlpool brands than households having nuclear family.

More number of households having nuclear family know IFB and other brands as mentioned above than households having joint family.

**8. Monthly Income**

From the table, we can say that more number of households having less than Rs. 10,000 p.m. income know BPL and other brands as mentioned above.

More number of households having Rs. 30,000 p.m. and above income know Videocon, Whirlpool and IFB brands than households having other income groups.

**9. Type of House**

It is very clear that more number of households having own house know BPL and Whirlpool brands than households having rental house.

While more number of households having rental house know Videocon, IFB and other brands as mentioned than households having own house.

| 3. Mixer/Grinder | Brands | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Sumeet | | Maharaja | | Philips | | Kanchan | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | |
| a Male | 174 | 65 2 | 164 | 61 4 | 75 | 28 1 | 46 | 17 2 | 78 | 29 2 | 267 | 100 |
| b Female | 20 | 80 0 | 16 | 64 0 | 6 | 24.0 | 1 | 4 0 | 5 | 20 0 | 25 | 100 |
| 2 Age | | | | | | | | | | | | |
| a < 34 years | 44 | 65 7 | 40 | 59 7 | 18 | 26 9 | 10 | 14 9 | 30 | 44 8 | 67 | 100 |
| b 35-45 years | 65 | 65 0 | 59 | 59 0 | 25 | 25 0 | 18 | 18 0 | 27 | 27 0 | 100 | 100 |
| c 46 years & above | 85 | 68 0 | 81 | 64 8 | 38 | 30 4 | 19 | 15 2 | 26 | 20 8 | 125 | 100 |
| 3 Occupation | | | | | | | | | | | | |
| a Service (Trans) | 20 | 71 4 | 15 | 53 6 | 10 | 35 7 | 7 | 25 0 | 5 | 17 9 | 28 | 100 |
| b Service (Non-Trans) | 48 | 69 6 | 41 | 59 4 | 17 | 24 6 | 10 | 14 5 | 21 | 30 4 | 69 | 100 |
| c Business | 66 | 68 0 | 58 | 59 8 | 31 | 32 0 | 14 | 14 4 | 25 | 25 8 | 97 | 100 |
| d Profession | 60 | 61 2 | 66 | 67 3 | 23 | 23 5 | 16 | 16 3 | 32 | 32 7 | 98 | 100 |
| 4 Edu Qualification | | | | | | | | | | | | |
| a Undergraduate | 26 | 74 3 | 23 | 65 7 | 3 | 8.6 | 6 | 17 1 | 5 | 14 3 | 35 | 100 |
| b. Graduate | 94 | 62 7 | 81 | 54 0 | 50 | 33 3 | 21 | 14 0 | 49 | 32 7 | 150 | 100 |
| c Postgraduate & above | 74 | 69 2 | 76 | 71 0 | 28 | 26 2 | 20 | 18 7 | 29 | 27 1 | 107 | 100 |
| 5 Family Size | | | | | | | | | | | | |
| a Up to 4 members | 126 | 64 3 | 110 | 56.1 | 66 | 33 7 | 36 | 18.4 | 60 | 30 6 | 196 | 100 |
| b 5 or more members | 68 | 70 8 | 70 | 72 9 | 15 | 15 6 | 11 | 11 5 | 23 | 24 0 | 96 | 100 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 181 | 67 0 | 161 | 59 6 | 75 | 27 8 | 42 | 15 6 | 76 | 28 1 | 270 | 100 |
| b 3 or more members | 13 | 59 1 | 19 | 86 4 | 6 | 27 3 | 5 | 22 7 | 7 | 31 8 | 22 | 100 |
| 7 Type of Family | | | | | | | | | | | | |
| a Joint | 66 | 76 7 | 63 | 73 3 | 17 | 19 8 | 13 | 15 1 | 18 | 20 9 | 86 | 100 |
| b. Nuclear | 128 | 62 1 | 117 | 56 8 | 64 | 31 1 | 34 | 16.5 | 65 | 31 6 | 206 | 100 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 34 | 73 9 | 23 | 50 0 | 10 | 21.7 | 5 | 10 9 | 11 | 23 9 | 46 | 100 |
| b 10000-19999 | 83 | 64 8 | 77 | 60 2 | 39 | 30 5 | 23 | 18 0 | 36 | 28 1 | 128 | 100 |
| c 20000-29999 | 63 | 63.0 | 66 | 66.0 | 24 | 24 0 | 15 | 15 0 | 32 | 32 0 | 100 | 100 |
| d. 30000 & above | 14 | 77 8 | 14 | 77 8 | 8 | 44 4 | 4 | 22 2 | 4 | 22 2 | 18 | 100 |
| 9. Type of House | | | | | | | | | | | | |
| a Own | 175 | 65 5 | 171 | 64 0 | 72 | 27 0 | 43 | 16 1 | 73 | 27 3 | 267 | 100 |
| b Rental | 19 | 76 0 | 9 | 36 0 | 9 | 36 0 | 4 | 16 0 | 10 | 40 0 | 25 | 100 |

From the table, we can say that out of total 300 respondents, 292 i.e. 97% know various brands of the Mixer/Grinder as per follow,.

**1. Sex**

It becomes very clear from the table that more number of male know Philips, Kanchan and other brands like Jyoti, Jaipan, Gopi, Moulinex, Braun, Hotline, Bajaj, BPL, Singer, Kenstar, Anjali, Crompton and Bosch than female respondents. More number of females know Sumeet and Maharajara brands than male respondents.

**2. Age**

As per table we can say that more number of respondents having 46 years and above age know Sumeet, Maharaja and Philips brands than respondents having other age groups.

More number of respondents having 35-45 years age group know Kanchan brand than respondents having other age groups.

And more number of respondents having below 34 years of age know other brands as mentioned above than respondents of other age groups.

**3. Occupation**

From the table, we can say that more number of respondents having service (transferable) know Sumeet, Philips and Kanchan brands than respondents having other occupation.

More number of professionals know Maharaja and other brands as mentioned than respondents having other occupation.

**4. Educational Qualification**

The table depicts that more number of undergraduates know Sumeet brand than graduates and postgraduates and above qualified respondents.

More number of graduates know Philips and other brands as mentioned than respondents having other qualifications.

More number of postgraduates and above qualified respondents know Maharaja and Kanchan brands than other respondents.

**5. Family Size**

The table shows that more number of households having small family i.e. up to four members know Philips, Kanchan and other brands as mentioned than other households having large family i.e. five or more members.

While more number of households having large family know Sumeet and Maharaja brands than other households.

**6. Earning Members**

It can be seen from the table that more number of households having up to two earning members know Sumeet, and Philips brands than households having three or more earning members.

More number of households having three or more earning members know Maharaja, Kanchan and other brands as mentioned than households having up to two earning members.

**7. Type of Family**

From the table, we can say that more number of households having joint family know Sumeet and Maharaja brands than households having nuclear family.

More number of households having nuclear family know Philips, Kanchan and other brands as mentioned.

**8. Monthly Income**

The table states that more number of households having Rs. 30,000 p.m. and above income know Sumeet, Maharaja, Philips and Kanchan brands than households having other income groups.

While households having Rs. 20,000–29,999 p.m. income know other brands as mentioned above.

**9. Type of House**

It is very clear from the table that more number of households having own house know Maharaja and Kanchan brands than households having rental house.

More number of households having rental house know Sumeet, Philips and other brands as mentioned than households having own house.

| 4. Food Processor | Brands | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sumeet | | Philips | | Maharaja | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | |
| a Male | 134 | 64.7 | 80 | 38.6 | 67 | 32.4 | 63 | 30.5 | 207 | 100 |
| b Female | 10 | 52.6 | 4 | 21.1 | 9 | 47.4 | 9 | 47.4 | 19 | 100 |
| 2 Age | | | | | | | | | | |
| a < 34 years | 29 | 60.4 | 19 | 39.6 | 15 | 31.3 | 22 | 45.9 | 48 | 100 |
| b 35-45 years | 56 | 70.0 | 26 | 32.5 | 29 | 36.3 | 23 | 28.8 | 80 | 100 |
| c 46 years & above | 59 | 60.2 | 39 | 39.8 | 32 | 32.7 | 27 | 27.6 | 98 | 100 |
| 3. Occupation | | | | | | | | | | |
| a Service (Trans) | 7 | 46.7 | 9 | 60.0 | 3 | 20.0 | 6 | 40.0 | 15 | 100 |
| b Service (Non-Trans) | 28 | 66.7 | 15 | 35.7 | 15 | 35.7 | 14 | 33.3 | 42 | 100 |
| c Business | 52 | 62.7 | 29 | 34.9 | 24 | 28.9 | 23 | 27.7 | 83 | 100 |
| d Profession | 57 | 66.3 | 31 | 36.0 | 36 | 41.9 | 29 | 33.7 | 86 | 100 |
| 4 Edu Qualification | | | | | | | | | | |
| a Undergraduate | 16 | 59.3 | 11 | 40.7 | 8 | 29.6 | 6 | 22.2 | 27 | 100 |
| b Graduate | 64 | 60.4 | 40 | 37.7 | 27 | 25.5 | 36 | 33.9 | 106 | 100 |
| c Postgraduate & above | 64 | 68.8 | 33 | 35.5 | 41 | 44.1 | 30 | 32.3 | 93 | 100 |
| 5 Family Size | | | | | | | | | | |
| a Up to 4 members | 91 | 59.9 | 61 | 40.1 | 44 | 28.9 | 52 | 34.2 | 152 | 100 |
| b 5 or more members | 53 | 71.6 | 23 | 31.1 | 32 | 43.2 | 20 | 27.1 | 74 | 100 |
| 6 Earning Members | | | | | | | | | | |
| a Up to 2 members | 133 | 62.7 | 74 | 34.9 | 71 | 33.5 | 67 | 31.6 | 212 | 100 |
| b 3 or more members | 11 | 78.6 | 10 | 71.4 | 5 | 35.7 | 5 | 35.7 | 14 | 100 |
| 7 Type of Family | | | | | | | | | | |
| a Joint | 53 | 75.7 | 29 | 41.4 | 28 | 40.0 | 25 | 35.8 | 70 | 100 |
| b Nuclear | 91 | 58.3 | 55 | 35.3 | 48 | 30.8 | 47 | 30.1 | 156 | 100 |
| 8 Monthly Income | | | | | | | | | | |
| a < 10000 | 18 | 69.2 | 10 | 38.5 | 8 | 30.8 | 6 | 23.1 | 26 | 100 |
| b 10000–19999 | 59 | 61.5 | 34 | 35.4 | 26 | 27.1 | 29 | 30.2 | 96 | 100 |
| c 20000–29999 | 55 | 62.5 | 30 | 34.1 | 37 | 42.0 | 26 | 29.5 | 88 | 100 |
| d 30000 & above | 12 | 75.0 | 10 | 62.5 | 5 | 31.3 | 11 | 68.8 | 16 | 100 |
| 9 Type of House | | | | | | | | | | |
| a Own | 133 | 63.3 | 79 | 37.6 | 72 | 34.3 | 66 | 31.5 | 210 | 100 |
| b Rental | 11 | 68.8 | 5 | 31.3 | 4 | 25.0 | 6 | 37.5 | 16 | 100 |

The table indicates that out of 300 respondents 226 i.e. 75% know various brands of Food Processor as per below.

**1. Sex**

The table shows that more number of male respondents know Sumeet and Philips brands than female respondents.

More number of female respondents know Maharaja and other brands like Kenstar, Braun, National Panasonic, BPL, Inalsa, Hotline, Jaipan, Crompton Greaves, Singer and Anjali.

**2. Age**

It becomes very clear from the table that more number of respondents having 35-45 years age know Sumeet and Maharaja brands than other respondents.

More number of respondents having age above 45 years know Philips than other respondents.

While more number of younger respondents having age below 34 years know other brands as mentioned above.

**3. Occupation**

The table indicates that more number of respondents having service (transferable) know Philips and other brands as stated above compared to other respondents.

More number of respondents having service (non-transferable) know Sumeet brand than other respondents.

While more number of professionals know Maharaja brand than respondents having other occupations.

**4. Educational Qualification**

The table shows that more number of respondents having postgraduation above qualification know Sumeet and Maharaja brands than other respondents.

More number of undergraduates know Philips brand than other respondents.

More number of graduates know other brands as mentioned above than other respondents.

**5. Family Size**

It is very clear from the table that more number of households having up to four members know Philips and other brands as mentioned above than households having five or more members.

More number of households having five or more members know Sumeet and Maharaja brands than households having less number of members.

**6. Earning Members**

According to table, we can say that more number of households having three or more earning members know Sumeet, Philips, Maharaja and other brands as stated above than households having up to two earning members.

**7. Type of Family**

As per table, we can say that more number of households having joint family know Sumeet, Philips, Maharaja and other brands as mentioned above than households having nuclear family.

**8. Monthly Income**

It is very evident from the table that more number of households having Rs. 30,000 p.m. and above income know Sumeet, Philips and other brands as mentioned than households having other income groups.

While more number of households having Rs. 20,000–29,999 p.m. income know Maharaja than households having other income groups.

**9. Type of House**

The table shows that more number of households having own house know Philips and Maharaja brands than households having rental house.

More number of households having rental house know Sumeet and other brands as mentioned above than households having own house.

| 5. Vaccum Cleaner | Brands | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Eureka Forbes | | BPL | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | |
| a Male | 213 | 88 0 | 64 | 26 4 | 44 | 18 1 | 242 | 100 |
| b Female | 18 | 81 8 | 9 | 40 9 | 3 | 13 6 | 22 | 100 |
| 2 Age | | | | | | | | |
| a < 34 years | 53 | 84 1 | 20 | 31 7 | 13 | 20 7 | 63 | 100 |
| b 35-45 years | 78 | 89 7 | 26 | 29 9 | 14 | 16 0 | 87 | 100 |
| c 46 years & above | 100 | 87.7 | 27 | 23 7 | 20 | 17 6 | 114 | 100 |
| 3. Occupation | | | | | | | | |
| a Service (Trans) | 19 | 79.2 | 10 | 41 7 | 3 | 12 5 | 24 | 100 |
| b Service (Non-Trans) | 51 | 83 6 | 14 | 23 0 | 11 | 18 0 | 61 | 100 |
| c. Business | 84 | 92.3 | 20 | 22 0 | 15 | 16 5 | 91 | 100 |
| d Profession | 77 | 87.5 | 29 | 33 0 | 18 | 20 5 | 88 | 100 |
| 4 Edu Qualification | | | | | | | | |
| a Undergraduate | 29 | 93 5 | 8 | 25 8 | 2 | 6 4 | 31 | 100 |
| b Graduate | 111 | 84 1 | 32 | 24 2 | 27 | 20 5 | 132 | 100 |
| c Postgraduate & above | 91 | 90 1 | 33 | 32.7 | 18 | 17 8 | 101 | 100 |
| 5 Family Size | | | | | | | | |
| a Up to 4 members | 150 | 86 2 | 47 | 27 0 | 35 | 20 1 | 174 | 100 |
| b 5 or more members | 81 | 90 0 | 26 | 28 9 | 12 | 13 3 | 90 | 100 |
| 6 Earning Members | | | | | | | | |
| a Up to 2 members | 215 | 88.8 | 65 | 26 9 | 41 | 16 9 | 242 | 100 |
| b 3 or more members | 16 | 72.7 | 8 | 36.4 | 6 | 17 2 | 22 | 100 |
| 7 Type of Family | | | | | | | | |
| a Joint | 70 | 87.5 | 26 | 32 5 | 13 | 16 4 | 80 | 100 |
| b Nuclear | 161 | 87.5 | 47 | 25 5 | 34 | 18 5 | 184 | 100 |
| 8 Monthly Income | | | | | | | | |
| a < 10000 | 36 | 97.3 | 9 | 24 3 | 5 | 13.5 | 37 | 100 |
| b 10000–19999 | 102 | 90 3 | 25 | 22.1 | 21 | 18 6 | 113 | 100 |
| c 20000–29999 | 77 | 80 2 | 29 | 30.2 | 18 | 18 8 | 96 | 100 |
| d 30000 & above | 16 | 88.9 | 10 | 55 6 | 3 | 16 8 | 18 | 100 |
| 9 Type of House | | | | | | | | |
| a Own | 214 | 88 1 | 66 | 27 2 | 44 | 18 0 | 243 | 100 |
| b Rental | 17 | 81 0 | 7 | 33 3 | 3 | 14.3 | 21 | 100 |

The table indicates that out of 300 respondents 266 i.e. 87% know various brands of Vaccum Cleaner as follow,

**1. Sex**

More number of male respondents know Eureka Forbes and other brands like Modi, Philips, Videocon and Dust Free brands than female respondents.

More number of female respondents know BPL brand than male respondents.

**2. Age**

It is very clear from the table that more number of respondents having below 34 years age group know BPL and other brands as mentioned above than other respondents.

More number of respondents having 35-45 years of age group know Eureka Forbes than respondents of other age groups.

**3. Occupation**

More number of businessmen know Eureka Forbes than other respondents.

While more number of respondents having service (transferable) know BPL brand than respondents having other occupation.

More number of professionals know other brands as mentioned above than respondents having other occupation.

**4. Educational Qualification**

More number of undergraduates know Eureka Forbes brand than graduates and postgraduate and above qualified.

More number of postgraduate and above qualified know BPL brand than other respondents.

More number of graduates know other brands as mentioned above.

**5. Family Size**

From the table, we can say that households having five or more members know Eureka Forbes and BPL brands than households having up to four members.

More number of households having small family know other brands as mentioned above than households having larger family.

**6. Earning Members**

The table indicates very clearly that households having up to two earning members know Eureka Forbes brand than households having three or more earning members.

While households having three or more earning members know BPL and other brands as mentioned above than households having up to two earning members.

**7. Type of Family**

The table shows that more number of households having joint family know BPL brand than households having nuclear family.

Households having joint family and nuclear family know Eureka Forbes brand.

While more number of households having nuclear family know other brands as mentioned above than households having joint family.

**8. Monthly Income**

More number of households having less than Rs. 10,000 p.m. income know Eureka Forbes brand than households having other income.

More number of households having Rs. 30,000 p.m. and above income know BPL brand than other households.

More number of households having Rs. 20,000–29,999 p.m. income know other brands as mentioned above.

**9. Type of House**

It becomes very clear from the table that more number of households having own house know Eureka Forbes brand than households having rental house. They also know other brands as mentioned above.

While more number of households having rental house know BPL brand than households having own house.

| 6. Flour Mill | Brands | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Milcent | | Dhara | | Flora | | Natraj | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1. Sex | | | | | | | | | | | | |
| a Male | 192 | 80.0 | 64 | 26.7 | 52 | 21.7 | 80 | 33.3 | 39 | 16.3 | 240 | 100 |
| b Female | 16 | 80.0 | 5 | 25.0 | 8 | 40.0 | 5 | 25.0 | 3 | 15.0 | 20 | 100 |
| 2 Age | | | | | | | | | | | | |
| a < 34 years | 43 | 72.9 | 15 | 25.4 | 17 | 28.8 | 24 | 40.7 | 13 | 22.0 | 59 | 100 |
| b 35-45 years | 76 | 86.4 | 25 | 28.4 | 14 | 15.9 | 28 | 31.8 | 9 | 10.2 | 88 | 100 |
| c 46 years & above | 89 | 78.8 | 29 | 25.7 | 29 | 25.7 | 33 | 29.2 | 20 | 17.7 | 113 | 100 |
| 3 Occupation | | | | | | | | | | | | |
| a Service (Trans) | 19 | 79.2 | 9 | 37.5 | 6 | 25.0 | 5 | 20.8 | 5 | 20.8 | 24 | 100 |
| b Service (Non-Trans) | 38 | 65.5 | 9 | 15.5 | 13 | 22.4 | 18 | 31.0 | 13 | 22.4 | 58 | 100 |
| c Business | 75 | 83.3 | 23 | 25.6 | 18 | 20.0 | 28 | 31.1 | 13 | 14.4 | 90 | 100 |
| d Profession | 76 | 86.4 | 28 | 31.8 | 23 | 26.1 | 34 | 38.6 | 11 | 12.5 | 88 | 100 |
| 4 Edu Qualification | | | | | | | | | | | | |
| a. Undergraduate | 24 | 75.0 | 4 | 12.5 | 6 | 18.8 | 12 | 37.5 | 7 | 21.9 | 31 | 100 |
| b Graduate | 102 | 77.9 | 38 | 29.0 | 21 | 16.0 | 41 | 31.3 | 21 | 16.0 | 132 | 100 |
| c Postgraduate & above | 82 | 84.5 | 27 | 27.8 | 33 | 34.0 | 32 | 33.0 | 14 | 14.4 | 100 | 100 |
| 5 Family Size | | | | | | | | | | | | |
| a Up to 4 members | 136 | 79.5 | 49 | 28.7 | 35 | 20.5 | 58 | 33.9 | 30 | 17.5 | 171 | 100 |
| b 5 or more members | 72 | 80.9 | 20 | 22.5 | 25 | 28.1 | 27 | 30.3 | 12 | 13.5 | 89 | 100 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 193 | 79.8 | 65 | 26.9 | 55 | 22.7 | 78 | 32.2 | 39 | 16.1 | 242 | 100 |
| b 3 or more members | 15 | 83.3 | 4 | 22.2 | 5 | 27.8 | 7 | 38.9 | 3 | 16.7 | 18 | 100 |
| 7 Type of Family | | | | | | | | | | | | |
| a Joint | 69 | 81.2 | 24 | 28.2 | 24 | 28.2 | 34 | 40.0 | 12 | 14.1 | 85 | 100 |
| b Nuclear | 139 | 79.4 | 45 | 25.7 | 36 | 20.6 | 51 | 29.1 | 30 | 17.1 | 175 | 100 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 31 | 79.5 | 13 | 33.3 | 10 | 25.6 | 9 | 23.1 | 11 | 28.2 | 39 | 100 |
| b 10000-19999 | 87 | 77.7 | 25 | 22.3 | 23 | 20.5 | 42 | 37.5 | 16 | 14.3 | 112 | 100 |
| c 20000-29999 | 77 | 83.7 | 22 | 23.9 | 19 | 20.7 | 25 | 27.2 | 15 | 16.3 | 92 | 100 |
| d 30000 & above | 13 | 76.5 | 9 | 52.9 | 8 | 47.1 | 9 | 52.9 | - | - | 17 | 100 |
| 9 Type of House | | | | | | | | | | | | |
| a Own | 193 | 79.8 | 64 | 26.4 | 57 | 23.6 | 79 | 32.6 | 40 | 16.5 | 242 | 100 |
| b Rental | 15 | 83.3 | 5 | 27.8 | 3 | 16.7 | 6 | 33.3 | 2 | 11.1 | 18 | 100 |

Out of total 300 respondents 260 i.e. 86% know various brands of Flour Mill as per below.

**1. Sex**

Both male and female respondents know Milcent brand equally.

The table shows that more number of male respondents know Dhara, Natraj and other brands like Elite, Baby Prince, and Navjivan than female respondents.

More number of female respondents know Flora brand than males.

**2. Age**

The table indicates that more number of respondents having below 34 years of age know Flora, Natraj and other brands as mentioned above than respondents of other age groups.

More number of respondents having 35-45 years of age know Milcent and Dhara brands than respondents of other age groups.

**3. Occupation**

The table clearly shows that more number of professionals know Milcent, Flora and Natraj brands than respondents of other occupation.

More number of respondents having service (transferable) know Dhara brand.

While more number of respondents having service (non-transferable) know other brands as stated above.

**4. Educational Qualification**

It can be said from the table that more number of respondents who are undergraduate know Natraj and other brands as mentioned above than other respondents.

More number of graduates know Dhara brand than other respondents.

While more number of respondents having, postgraduation and above qualification know Flora brand than other respondents.

**5. Family Size**

From the table, we can say that more number of households having up to four members know Dhara, Natraj and other brands as mentioned above than households having five or more members.

While more number of households having five or members know Milcent and Flora brands than households having up to four members.

**6. Earning Members**

The table shows that more number of households having up to two earning members know Dhara brand than households having three or more earning members.

More number of households having three or more earning members know Milcent, Flora, Natraj and other brands as mentioned above than households having up to two earning members.

**7. Type of Family**

It is very clear from the table that households having joint family know Milcent, Dhara, Flora and Natraj brands than households having nuclear Family.

More number of households having nuclear family know other brands as mentioned above than households having joint family.

**8. Monthly Income**

From the table, we can say that more number of households having Rs. 30,000 p.m. and above income Dhara, Flora and Natraj brands as mentioned above than households having other income groups.

More number of households having less than Rs. 10,000 p.m. income know other brands than households having other income groups. More number of households having Rs. 10,000–29,999 p.m. income know Milcent brand than other income groups.

**9. Type of House**

It is very evident from the table that households having rental house know Milcent, Dhara and Natraj brands than households having own house.

While more number of households having own house know Flora and other brands as mentioned than households having rental house.

| 7. Desert Cooler | Brands | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Symphony | | Videocon | | Crompton | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | |
| a Male | 155 | 68 6 | 117 | 51 8 | 29 | 12 8 | 65 | 28 8 | 226 | 100 |
| b Female | 9 | 52 9 | 9 | 52 9 | 1 | 5 9 | 5 | 29 4 | 17 | 100 |
| 2 Age | | | | | | | | | | |
| a < 34 years | 34 | 60 7 | 37 | 66 1 | 6 | 10 7 | 15 | 26 8 | 56 | 100 |
| b 35-45 years | 62 | 74 7 | 38 | 45 8 | 5 | 6 0 | 22 | 26 5 | 83 | 100 |
| c 46 years & above | 68 | 65 4 | 51 | 49 0 | 19 | 18 3 | 33 | 31 7 | 104 | 100 |
| 3 Occupation | | | | | | | | | | |
| a Service (Trans) | 9 | 45 0 | 10 | 50 0 | - | - | 10 | 50 0 | 20 | 100 |
| b Service (Non-Trans) | 36 | 65 5 | 24 | 43 6 | 7 | 12 7 | 14 | 25 4 | 55 | 100 |
| c Business | 61 | 72 6 | 48 | 57 1 | 13 | 15 5 | 13 | 15 5 | 84 | 100 |
| d Profession | 58 | 69.0 | 44 | 52 4 | 10 | 11 9 | 33 | 39 5 | 84 | 100 |
| 4 Edu Qualification | | | | | | | | | | |
| a Undergraduate | 17 | 68 0 | 12 | 48 0 | 2 | 8 0 | 7 | 18 0 | 25 | 100 |
| b Graduate | 80 | 65 6 | 63 | 51 6 | 13 | 10 7 | 23 | 18 8 | 122 | 100 |
| c Postgraduate & above | 67 | 69 8 | 51 | 53 1 | 15 | 15 6 | 40 | 41 7 | 96 | 100 |
| 5 Family Size | | | | | | | | | | |
| a Up to 4 members | 113 | 67 7 | 92 | 55 1 | 22 | 13 2 | 47 | 28 2 | 167 | 100 |
| b 5 or more members | 51 | 67 1 | 34 | 44 7 | 8 | 10 5 | 23 | 30 2 | 76 | 100 |
| 6 Earning Members | | | | | | | | | | |
| a Up to 2 members | 152 | 67 6 | 113 | 50 2 | 29 | 12.9 | 67 | 29 8 | 225 | 100 |
| b 3 or more members | 12 | 66.7 | 13 | 72 2 | 1 | 5 6 | 3 | 16 7 | 18 | 100 |
| 7 Type of Family | | | | | | | | | | |
| a. Joint | 44 | 60 3 | 41 | 56 2 | 6 | 8 2 | 25 | 34 2 | 73 | 100 |
| b Nuclear | 120 | 70 6 | 85 | 50 0 | 24 | 14 1 | 45 | 26 5 | 170 | 100 |
| 8. Monthly Income | | | | | | | | | | |
| a < 10000 | 20 | 64 5 | 13 | 41 9 | 4 | 12 9 | 11 | 35 5 | 31 | 100 |
| b 10000–19999 | 73 | 71.6 | 58 | 56.9 | 10 | 9 8 | 20 | 19 6 | 102 | 100 |
| c. 20000–29999 | 57 | 62.0 | 45 | 48.9 | 10 | 10 9 | 33 | 35.9 | 92 | 100 |
| d. 30000 & above | 14 | 77.8 | 10 | 55.6 | 6 | 33 3 | 6 | 33 4 | 18 | 100 |
| 9 Type of House | | | | | | | | | | |
| a. Own | 155 | 69.2 | 112 | 50.0 | 30 | 13.4 | 64 | 28 6 | 224 | 100 |
| b Rental | 9 | 47 4 | 14 | 23.7 | - | - | 6 | 31 6 | 19 | 100 |

Out of total 300 respondents 243 i.e. 81% know various brands of Desert Cooler as per below.

**1.Sex**

More number of male respondents know Symphony, Crompton Greaves brands than female.

While more number of female know Videocon and Other brands like Alfa, Gulmarg and locally assembled.

**2. Age**

The table indicates that more number of respondents having 35-45 years of age group know Symphony brand than respondents of other age groups.

More number of people having below 34 years of age group know Videocon brand than respondents of other age groups.

More number of respondents having 46 years and above age group know Crompton Greaves brand and other brands as mentioned above than respondents of other age groups.

**3. Occupation**

The table clearly states that more number of businessmen know Symphony, Videocon and Crompton Greaves than respondents having other occupation.

While more number of servicemen, having transferable service know other brands as stated above than other respondents.

It is very important to note that no person having service (transferable) know Crompton Greaves brand of Desert Cooler.

**4. Educational Qualification**

The table shows that more number of respondents having postgraduate and above qualification know Symphony, Videocon, Crompton Greaves and other brands as stated above than other respondents having undergraduate and graduate qualifications.

**5. Family Size**

The table indicates that more number of respondents having small family i.e. up to four members know Symphony, Videocon and Crompton Greaves than respondents having larger family i.e. five or more members.

**6. Earning Members**

From the table, we can say that more number of households having up to two earning members know Symphony, Crompton and other brands as mentioned than other households having three or more earning members.

**7. Type of Family**

It becomes very clear from the table that more number of respondents having joint family know Videocon brand and other brands as mentioned than other respondents.

While more number of respondents having nuclear family know Symphony and Crompton Greaves brands than other respondents.

**9. Monthly Income**

More number of households having Rs. 10,000–19,999 p.m. income know Videocon brand than other households having other income groups.

More number of households having Rs. 20,000–29,999 p.m. income know other brands as mentioned above.

More number of households having Rs. 30,000 p.m. and above income know Symphony, Crompton Greaves brands than other respondents.

**9. Type of House**

From the table, we can say that more number of households having own house know Symphony, Videocon and Crompton Greaves brands than other households having rental house.

More number of households having rental house know other brands as mentioned than households having own house.

It is very important to note that respondents having rental house do not know Crompton Greaves brand.

| 8. Air Conditioner | Brands | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Videocon | | Blue Star | | Amtrex | | Carrier | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | |
| a Male | 116 | 49 6 | 113 | 48 3 | 123 | 52 6 | 99 | 42 3 | 64 | 27 4 | 234 | 100 |
| b Female | 10 | 62 5 | 6 | 37 5 | 5 | 31.3 | 6 | 37 5 | 6 | 37 5 | 16 | 100 |
| 2 Age | | | | | | | | | | | | |
| a < 34 years | 31 | 51 7 | 28 | 46 7 | 31 | 51 7 | 27 | 45 0 | 21 | 35 0 | 60 | 100 |
| b 35-45 years | 46 | 54 1 | 43 | 50 6 | 42 | 49 4 | 34 | 40 0 | 23 | 27 1 | 85 | 100 |
| c 46 years & above | 49 | 46 7 | 48 | 45 7 | 55 | 52 4 | 44 | 41 9 | 26 | 24 8 | 105 | 100 |
| 3 Occupation | | | | | | | | | | | | |
| a Service (Trans) | 11 | 42 3 | 14 | 53 8 | 14 | 53 8 | 8 | 30 8 | 9 | 34 6 | 26 | 100 |
| b Service (Non-Trans) | 23 | 42 6 | 27 | 50 0 | 23 | 42 6 | 16 | 29 6 | 10 | 18 5 | 54 | 100 |
| c Business | 46 | 54 1 | 35 | 41 2 | 48 | 56 5 | 42 | 49 4 | 15 | 17 6 | 85 | 100 |
| d Profession | 46 | 54 1 | 43 | 50 6 | 43 | 50 6 | 39 | 45 9 | 36 | 42 4 | 85 | 100 |
| 4 Edu Qualification | | | | | | | | | | | | |
| a Undergraduate | 12 | 48 0 | 10 | 40 0 | 11 | 44 0 | 10 | 40 0 | 4 | 16 0 | 25 | 100 |
| b Graduate | 64 | 48 1 | 68 | 51 1 | 69 | 51 9 | 57 | 42 9 | 27 | 20 3 | 133 | 100 |
| c Postgraduate & above | 50 | 54 3 | 41 | 44 6 | 48 | 52 2 | 38 | 41 3 | 39 | 42 4 | 92 | 100 |
| 5 Family Size | | | | | | | | | | | | |
| a Up to 4 members | 86 | 50 6 | 78 | 45 9 | 88 | 51 8 | 79 | 46 5 | 52 | 30 6 | 170 | 100 |
| b 5 or more members | 40 | 50 0 | 41 | 51 3 | 40 | 50 0 | 26 | 32 5 | 18 | 22 5 | 80 | 100 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 109 | 47 6 | 108 | 47.2 | 113 | 49 3 | 97 | 42 4 | 67 | 29 3 | 229 | 100 |
| b 3 or more members | 17 | 81 0 | 11 | 52 4 | 15 | 71 4 | 8 | 38 1 | 3 | 14 3 | 21 | 100 |
| 7 Type of Family | | | | | | | | | | | | |
| a Joint | 45 | 57 7 | 33 | 42 3 | 42 | 53 8 | 30 | 38 5 | 18 | 23 1 | 78 | 100 |
| b Nuclear | 81 | 47 1 | 86 | 50 0 | 86 | 50 0 | 75 | 43 6 | 52 | 30 2 | 172 | 100 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 8 | 33 3 | 9 | 37 5 | 13 | 54 2 | 6 | 25 0 | 7 | 29 2 | 24 | 100 |
| b 10000–19999 | 54 | 48 2 | 54 | 48 2 | 55 | 49 1 | 51 | 45 5 | 30 | 26 8 | 112 | 100 |
| c 20000–29999 | 48 | 51 1 | 48 | 51 1 | 47 | 50 0 | 40 | 42 6 | 22 | 23 4 | 94 | 100 |
| d 30000 & above | 16 | 80 0 | 8 | 40 0 | 13 | 65.0 | 8 | 40 0 | 11 | 55 0 | 20 | 100 |
| 9 Type of House | | | | | | | | | | | | |
| a Own | 116 | 50 9 | 111 | 48 7 | 117 | 51 3 | 95 | 41 7 | 63 | 27 8 | 228 | 100 |
| b Rental | 10 | 45 5 | 8 | 36 4 | 11 | 50 0 | 10 | 45 5 | 7 | 31 8 | 22 | 100 |

Out of total 300 respondents 250 i.e. 83% know various brands of Air Conditioner as per below,

**1. Sex**

From the table, we can say that more number of male respondents know Blue Star, Amtrex and Carrier brands than female respondents.

More number of female respondents know Videocon and other brands like Voltas, Godrej, Symphony, Lloyds, National, Air Command, Usha and Locally Assembled brands than male respondents.

**2. Age**

It becomes very clear from the table that more number of respondents having below 34 years of age know Carrier and other brands as mentioned above than respondents of other age groups.

More number of respondents having 35-45 years of age know Videocon and Blue Star brands than respondents of other age groups.

More number of respondents having 46 years and above age group know Amtrex brand than other respondents.



**3. Occupation**

The table indicates that more number of businessmen and professionals know Videocon brand than other respondents.

More number of respondents having service (transferable) know Blue Star brand than respondents having other occupation.

More number of businessmen know Amtrex and Carrier brands than other respondents.

More number of professionals know other brands as stated above than other respondents.

**4. Educational Qualification**

More number of graduates know Blue Star and Carrier brands than other respondents.

More number of respondents having postgraduate and above qualification know Videocon, Amtrex and other brands as stated above than other respondents.

**5. Family Size**

It becomes very clear from the table that more number households having up to four members know Videocon, Amtrex, Carrier and other brands as stated above than households having five or more members.

While more number of households having five or more members know Blue Star than households having small family.

**6. Earning Members**

From the table, we can say that households having up to two earning members know Carrier and other brands as mentioned above than households having three or more earning members.

More number of households having three or more earning members know Videocon, Blue Star and Amtrex brands than households having up to two earning members.

**7. Type of Family**

The table makes it very clear that more number of households having joint family know Videocon and Amtrex brands than households having nuclear family.

More number of households having nuclear family know Blue Star, Carrier and other brands as mentioned above than households having joint family.

**8. Monthly Income**

From the table, we can say that more number of respondents having Rs. 10,000–19,999 p.m. income know Carrier brand than respondents having other income groups.

More number of respondents having Rs. 20,000–29,999 p.m. income know Blue Star than respondents having other income.

More number of respondents having Rs. 30,000 p.m. and above income know Videocon, Amtrex and other brands as mentioned above than other respondents.

**9. Type of House**

The table indicates that more number of households having own house know Videocon, Blue Star and Amtrex brands than households having rental house.

More number of households having rental house know Carrier and other brands as mentioned than households having own house.

| 9. Oven | Brands | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | BPL | | National | | Sharp | | IFB | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | |
| a Male | 119 | 61.3 | 77 | 39.7 | 27 | 13.9 | 26 | 13.4 | 64 | 33.0 | 194 | 100 |
| b Female | 7 | 63.6 | 4 | 36.4 | 3 | 27.3 | - | - | 3 | 27.3 | 11 | 100 |
| 2 Age | | | | | | | | | | | | |
| a < 34 years | 32 | 65.3 | 16 | 32.7 | 8 | 16.3 | 8 | 16.3 | 19 | 38.8 | 49 | 100 |
| b 35-45 years | 42 | 61.8 | 31 | 45.6 | 9 | 13.2 | 9 | 13.2 | 20 | 29.4 | 68 | 100 |
| c 46 years & above | 52 | 59.1 | 34 | 38.6 | 13 | 14.8 | 9 | 10.2 | 28 | 31.8 | 88 | 100 |
| 3 Occupation | | | | | | | | | | | | |
| a Service (Trans) | 7 | 41.2 | 7 | 41.2 | 1 | 5.9 | 1 | 5.9 | 8 | 47.1 | 17 | 100 |
| b Service (Non-Trans) | 20 | 46.5 | 12 | 27.9 | 3 | 7.0 | 4 | 9.3 | 18 | 41.9 | 43 | 100 |
| c Business | 53 | 70.7 | 35 | 46.7 | 11 | 14.7 | 16 | 21.3 | 20 | 26.7 | 75 | 100 |
| d Profession | 46 | 65.7 | 27 | 38.6 | 15 | 21.4 | 5 | 7.1 | 21 | 30.0 | 70 | 100 |
| 4 Edu Qualification. | | | | | | | | | | | | |
| a Undergraduate | 17 | 68.0 | 10 | 40.0 | 3 | 12.0 | 2 | 8.0 | 11 | 44.0 | 25 | 100 |
| b Graduate | 63 | 60.0 | 42 | 40.0 | 12 | 11.4 | 16 | 15.2 | 31 | 29.5 | 105 | 100 |
| c Postgraduate & above | 46 | 61.3 | 29 | 38.7 | 15 | 20.0 | 8 | 10.7 | 25 | 33.3 | 75 | 100 |
| 5 Family Size | | | | | | | | | | | | |
| a Up to 4 members | 83 | 60.1 | 48 | 34.8 | 26 | 18.8 | 17 | 12.3 | 47 | 34.1 | 138 | 100 |
| b 5 or more members | 43 | 64.2 | 33 | 49.3 | 4 | 6.0 | 9 | 13.4 | 20 | 29.9 | 67 | 100 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 112 | 60.5 | 75 | 40.5 | 30 | 16.2 | 20 | 10.8 | 63 | 34.1 | 185 | 100 |
| b 3 or more members | 14 | 70.0 | 6 | 30.0 | - | - | 6 | 30.0 | 4 | 20.0 | 20 | 100 |
| 7 Type of Family | | | | | | | | | | | | |
| a Joint | 44 | 63.8 | 36 | 52.2 | 7 | 10.1 | 10 | 14.5 | 21 | 30.4 | 69 | 100 |
| b Nuclear | 82 | 60.3 | 45 | 33.1 | 23 | 16.9 | 16 | 11.8 | 46 | 33.8 | 136 | 100 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 13 | 65.0 | 6 | 30.0 | 3 | 15.0 | 5 | 25.0 | 10 | 50.0 | 20 | 100 |
| b 10000–19999 | 51 | 59.3 | 32 | 37.2 | 9 | 10.5 | 10 | 11.6 | 29 | 33.7 | 86 | 100 |
| c 20000–29999 | 50 | 59.5 | 34 | 40.5 | 16 | 19.0 | 7 | 8.3 | 25 | 29.8 | 84 | 100 |
| d 30000 & above | 12 | 80.0 | 9 | 60.0 | 2 | 13.3 | 4 | 26.7 | 3 | 20.0 | 15 | 100 |
| 9 Type of House | | | | | | | | | | | | |
| a Own | 116 | 61.4 | 77 | 40.7 | 27 | 14.3 | 25 | 13.2 | 61 | 32.3 | 189 | 100 |
| b Rental | 10 | 62.5 | 4 | 25.0 | 3 | 18.8 | 1 | 6.3 | 6 | 37.5 | 16 | 100 |

Out of total 300 respondents 205 i.e. 68% know various brands of Oven as per below,

**1. Sex**

From the table, we can say that more number of male respondents know National, IFB and other brands like Hotline, Kenstar, Braun, Bajaj, Philips, Lifetime and Nikitasha than female.

More number of female respondents know BPL and Sharp brands than male.

It is to be noted that female are not aware of IFB brand.

**2. Age**

It is very clear from the table that more number of respondents of below 34 years age group know BPL, Sharp, IFB and other brands as mentioned above than respondents of other age groups.

While more number of respondents having age group of 35-45 years know National brand than respondents of other age groups.

**3. Occupation**

The table shows that more number of respondents having transferable service know other brands as mentioned compared to respondents of other occupation.

More number of businessmen know National and IFB brands than other respondents.

More number of professionals know Sharp brand than other respondents.

**4. Educational Qualification**

From the table, it becomes very clear that more number of undergraduates know BPL, National and other brands as mentioned above than graduates and postgraduates and above qualified respondents.

More number of postgraduates and above qualified respondents know Sharp brand than undergraduates and graduates.

It can be seen that both undergraduates and graduates know equally National brand.

**5. Family Size**

It is very clear from the table that more number of households having up to four members know Sharp and other brands as mentioned above than households having five or more members.

While more number of households having five or more members know BPL, National and IFB brands.

**6. Earning Members**

More number of households having up to two earning members know National, Sharp and other brands as mentioned than households having three or more earning members.

While more number of households having three or more earning members know BPL, IFB brands.

**7. Type of Family**

More number of households having joint family know BPL, National and IFB brands than households having nuclear family.

While more number of households having nuclear family know Sharp and other brands as mentioned above.

**8. Monthly Income**

From the table, we can say that respondents having less than Rs. 10,000 p.m. income know other brands as mentioned above.

More number of households having Rs. 20,000–29.999 p.m. income know Sharp brand than other income group respondents.

More number of households having Rs. 30,000 p.m. and above income know BPL, National and IFB brands.

**9. Type of House**

It is very clear from the table that more number of households having own house know National and IFB brands than households having rental house.

While more number of households having rental house know BPL, Sharp and other brands as mentioned above.

| 10. Water Purifier | Brands | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Acquaguard | | Videocon | | Symphony | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | |
| a Male | 208 | 86.7 | 45 | 18.8 | 47 | 19.6 | 18 | 7.5 | 240 | 100 |
| b Female | 19 | 90.5 | 5 | 23.8 | 1 | 4.8 | 2 | 9.5 | 21 | 100 |
| 2 Age | | | | | | | | | | |
| a < 34 years | 50 | 83.3 | 8 | 13.3 | 15 | 25.0 | 7 | 11.7 | 60 | 100 |
| b 35–45 years | 74 | 86.0 | 23 | 26.7 | 15 | 17.4 | 3 | 3.5 | 86 | 100 |
| c 46 years & above | 103 | 89.6 | 19 | 16.5 | 18 | 15.7 | 10 | 8.7 | 115 | 100 |
| 3 Occupation | | | | | | | | | | |
| a Service (Trans) | 22 | 88.0 | 4 | 16.0 | 5 | 20.0 | 1 | 4.0 | 25 | 100 |
| b Service (Non-Trans) | 53 | 85.5 | 7 | 11.3 | 8 | 12.9 | 5 | 8.1 | 62 | 100 |
| c Business | 79 | 87.8 | 11 | 12.2 | 26 | 28.9 | 5 | 5.5 | 90 | 100 |
| d Profession | 73 | 86.9 | 28 | 33.3 | 9 | 10.7 | 9 | 10.7 | 84 | 100 |
| 4 Edu. Qualification. | | | | | | | | | | |
| a Undergraduate | 29 | 93.5 | 4 | 12.9 | 6 | 19.4 | - | - | 31 | 100 |
| b Graduate | 110 | 82.7 | 16 | 12.0 | 27 | 20.3 | 12 | 9.0 | 133 | 100 |
| c Postgraduate & above | 88 | 90.7 | 30 | 30.9 | 15 | 15.5 | 8 | 8.2 | 97 | 100 |
| 5 Family Size | | | | | | | | | | |
| a Up to 4 members | 146 | 83.9 | 38 | 21.8 | 36 | 20.7 | 17 | 9.8 | 174 | 100 |
| b 5 or more members | 81 | 93.1 | 12 | 13.8 | 12 | 13.8 | 3 | 3.4 | 87 | 100 |
| 6 Earning Members | | | | | | | | | | |
| a Up to 2 members | 209 | 87.1 | 48 | 20.0 | 43 | 17.9 | 20 | 8.3 | 240 | 100 |
| b 3 or more members | 18 | 85.7 | 2 | 9.5 | 5 | 23.8 | - | - | 21 | 100 |
| 7 Type of Family | | | | | | | | | | |
| a Joint | 78 | 92.9 | 20 | 23.8 | 9 | 10.7 | 3 | 3.6 | 84 | 100 |
| b Nuclear | 149 | 84.2 | 30 | 16.9 | 39 | 22.0 | 17 | 9.6 | 177 | 100 |
| 8 Monthly Income | | | | | | | | | | |
| a < 10000 | 32 | 91.4 | 7 | 20.0 | 8 | 22.9 | - | - | 35 | 100 |
| b 10000–19999 | 100 | 87.7 | 21 | 18.4 | 22 | 19.3 | 10 | 8.8 | 114 | 100 |
| c 20000–29999 | 79 | 84.9 | 15 | 16.1 | 15 | 16.1 | 7 | 7.6 | 93 | 100 |
| d 30000 & above | 16 | 84.2 | 7 | 36.8 | 3 | 15.8 | 3 | 15.8 | 19 | 100 |
| 9 Type of House | | | | | | | | | | |
| a Own | 210 | 86.8 | 48 | 19.8 | 45 | 18.6 | 16 | 4.5 | 242 | 100 |
| b Rental | 17 | 89.5 | 2 | 10.5 | 3 | 15.8 | 4 | 21.0 | 19 | 100 |

Out of total 300 respondents 261 i.e. 87% know various brands of Water Purifier as per below.

**1. Sex**

As per the table we can say that more number of male respondents know Symphony brand than females.

While more number of female respondents know Acquaguard, Videocon and other brands like Alfa, Acquafresh, Clearline, Kenstar and Crystal Clear.

**2. Age**

It is very clear from the table that more number of respondents having below 34 years of age know Symphony and other brands as mentioned above than other age group respondents.

More number of respondents having 35-45 years of age know Videocon brand.

More number of respondents having 46 years and above age know Acquaguard brand than other respondents.

**3. Occupation**

From the table, we can say that more number of respondents having transferable service know Acquaguard brand than other respondents.

More number of businessmen know Symphony brand than respondents having other occupation.

More number of professionals know Videocon and other brands as mentioned above than other respondents.

**4. Educational Qualification**

More number of respondents who are undergraduate know Acquaguard brand than graduates and postgraduates and above qualified respondents.

More number of graduates know Symphony and other brands as mentioned above than other respondents.

More number of respondents who are postgraduate and above qualified know Videocon brand.

It can be seen that undergraduates are not at all aware of other brands of Water Purifier.

**5. Family Size**

As per the table, we can say that more number of households having up to four members know Videocon, Symphony and other brands as mentioned than households having five or more members.

While more number of households having five or more members know Acquaguard brand.

**6. Earning Members**

According to table, more number of households having up to two earning members know Acquaguard, Videocon and other brands as mentioned than household having three or more earning members.

While more number of households having three or more earning members know Symphony brand. It can be seen that households having three or more earning members do not know other brands of Water Purifier.

**7. Type of Family**

More number of households having joint family know Acquaguard and Videocon brands than households having nuclear family.

More number of households having nuclear family know Symphony brand and other brands as mentioned above than households having joint family.

**8. Monthly Income**

More number of households having less than Rs. 10,000 p.m. income know Acquaguard and Symphony brands than other respondents.

While more number of households having Rs. 30,000 p.m. and above income know Videocon and other brands as mentioned above.

**9. Type of House**

More number of households having own house know Videocon and Symphony brands than households having rental house.

More number of households having rental house know Acquaguard and other brands as mentioned above.

| 11. Color TV | Brands | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | BPL | | Onida | | Videocon | | Akai | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | |
| a Male | 220 | 81.2 | 193 | 71.2 | 153 | 56.5 | 131 | 48.3 | 118 | 43.5 | 271 | 100 |
| b Female | 20 | 83.3 | 13 | 54.2 | 14 | 58.3 | 9 | 37.5 | 10 | 41.7 | 24 | 100 |
| 2 Age | | | | | | | | | | | | |
| a < 34 years | 62 | 89.9 | 50 | 72.5 | 36 | 52.2 | 31 | 44.9 | 33 | 47.8 | 69 | 100 |
| b 35-45 years | 77 | 77.0 | 70 | 70.0 | 54 | 54.0 | 45 | 45.0 | 40 | 40.0 | 100 | 100 |
| c 46 years & above | 101 | 80.2 | 86 | 68.3 | 77 | 61.1 | 64 | 50.8 | 55 | 43.7 | 126 | 100 |
| 3. Occupation | | | | | | | | | | | | |
| a Service (Trans) | 20 | 71.4 | 21 | 75.0 | 20 | 71.4 | 14 | 50.0 | 12 | 42.9 | 28 | 100 |
| b Service (Non-Trans) | 51 | 73.9 | 44 | 63.8 | 39 | 56.5 | 37 | 53.6 | 31 | 44.9 | 69 | 100 |
| c Business | 88 | 88.9 | 72 | 72.7 | 55 | 55.6 | 50 | 50.6 | 33 | 33.3 | 99 | 100 |
| d Profession | 81 | 81.8 | 69 | 69.7 | 53 | 53.5 | 39 | 39.4 | 52 | 52.5 | 99 | 100 |
| 4 Edu Qualification | | | | | | | | | | | | |
| a Undergraduate | 32 | 91.4 | 28 | 80.0 | 13 | 37.1 | 19 | 54.3 | 12 | 34.3 | 35 | 100 |
| b Graduate | 117 | 77.5 | 98 | 64.9 | 93 | 61.6 | 74 | 49.0 | 68 | 45.0 | 151 | 100 |
| c Postgraduate & above | 91 | 83.5 | 80 | 73.4 | 61 | 56.0 | 47 | 43.1 | 48 | 44.0 | 109 | 100 |
| 5 Family Size | | | | | | | | | | | | |
| a Up to 4 members | 158 | 79.8 | 133 | 67.2 | 123 | 62.1 | 93 | 47.0 | 85 | 42.9 | 198 | 100 |
| b 5 or more members | 82 | 84.5 | 73 | 75.3 | 44 | 45.4 | 47 | 48.5 | 43 | 44.3 | 97 | 100 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 217 | 80.1 | 188 | 69.4 | 156 | 57.6 | 129 | 47.6 | 118 | 43.5 | 271 | 100 |
| b 3 or more members | 23 | 95.8 | 18 | 75.0 | 11 | 45.8 | 11 | 45.8 | 10 | 41.7 | 24 | 100 |
| 7 Type of Family | | | | | | | | | | | | |
| a Joint | 76 | 86.4 | 67 | 76.1 | 43 | 48.9 | 47 | 53.4 | 39 | 44.3 | 88 | 100 |
| b Nuclear | 164 | 79.2 | 139 | 67.1 | 124 | 59.9 | 93 | 44.9 | 89 | 43.0 | 207 | 100 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 38 | 84.4 | 30 | 66.7 | 29 | 64.4 | 14 | 31.1 | 17 | 37.8 | 45 | 100 |
| b 10000-19999 | 104 | 81.3 | 88 | 68.8 | 79 | 61.7 | 67 | 52.3 | 47 | 36.7 | 128 | 100 |
| c 20000-29999 | 84 | 82.4 | 72 | 70.6 | 46 | 45.1 | 51 | 50.0 | 51 | 50.0 | 102 | 100 |
| d 30000 & above | 14 | 70.0 | 16 | 80.0 | 13 | 65.0 | 8 | 40.0 | 13 | 65.0 | 20 | 100 |
| 9 Type of House | | | | | | | | | | | | |
| a Own | 221 | 81.9 | 188 | 69.6 | 152 | 56.3 | 126 | 46.7 | 118 | 43.7 | 270 | 100 |
| b Rental | 19 | 76.0 | 18 | 72.0 | 15 | 60.0 | 14 | 56.0 | 10 | 40.0 | 25 | 100 |

Out of total 300 respondents 295 i.e. 98% know various brands of Color TV as follows.

**1. Sex**

As per the table, we can say that more number of females know BPL and Videocon brands than males.

While more number of males know Onida, Akai and other brands like. Sony. Philips, National, Sharp, Thomson and Sansui than females.

**2. Age**

It is clear from the table that more number of respondents having below 34 years of age know BPL, Onida and other brands as mentioned above than other age group respondents.

More number of respondents having 46 years and above age know Videocon and Akai brand of Color TV than other respondents.

**3. Occupation**

From the table we can say that more number of respondents having service (transferable) know Onida and Videocon brands than other respondents.

More number of respondents having service (non-transferable) know Akai brand than other respondents.

More number of businessmen know BPL brand than other respondents.

More number of professionals know other brands as mentioned above than other respondents.

**4. Educational Qualification**

More number of respondents who are undergraduates know BPL, Onida and Akai brand than graduates and postgraduates and above qualified respondents.

More number of graduate respondents know Videocon and other brands as mentioned above than other respondents.

**5. Family Size**

As per table we can say that more number of households having five or more members know BPL, Onida, Akai and other brands as mentioned above than households having up to four members.

While more number of households having up to four members know Videocon than other households.

**6. Earning Members**

According to table more number of households having up to two earning members know Videocon, Akai and other brands as mentioned above than households having three or more earning members.

While more number of households having three or more earning members know BPL and Onida brand than other households.

**7. Type of Family**

More number of households having joint family know BPL, Onida, Akai and other brands as mentioned above than households having nuclear family.

More number of households having nuclear family know Videocon than households having joint family.

**8. Monthly Income**

More number of households having monthly income less than Rs. 10,000 p.m. know BPL brand than other households.

More number of households having monthly income between Rs. 10,000 and Rs. 19,999 p.m. know Akai brand than other households.

More number of households having monthly income Rs. 30,000 p.m. and above know Onida, Videocon and other brands as mentioned above than other households.

**9. Type of House**

More number of households having own house know BPL and other brands as mentioned above than households having rental house.

More number of households having rental house know Onida, Videocon and Akai brand than other households.

| 12. Music System | Brands | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | BPL | | Philips | | Videocon | | National Panasonic | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | |
| a Male | 172 | 64.9 | 194 | 73.2 | 74 | 27.9 | 73 | 27.5 | 120 | 45.3 | 265 | 100 |
| b Female | 14 | 63.6 | 16 | 72.7 | 3 | 13.6 | 9 | 40.9 | 4 | 18.2 | 22 | 100 |
| 2 Age | | | | | | | | | | | | |
| a < 34 years | 43 | 63.2 | 52 | 76.5 | 17 | 25.0 | 24 | 35.3 | 32 | 47.1 | 68 | 100 |
| b 35-45 years | 63 | 64.9 | 62 | 63.9 | 26 | 26.8 | 27 | 27.8 | 40 | 41.2 | 97 | 100 |
| c 46 years & above | 80 | 65.6 | 96 | 78.7 | 34 | 27.9 | 31 | 25.4 | 52 | 42.6 | 122 | 100 |
| 3. Occupation | | | | | | | | | | | | |
| a Service (Trans) | 17 | 63.0 | 17 | 63.0 | 14 | 51.9 | 8 | 29.6 | 8 | 29.6 | 27 | 100 |
| b Service (Non-Trans) | 41 | 62.1 | 47 | 71.2 | 16 | 24.2 | 20 | 30.3 | 18 | 27.3 | 66 | 100 |
| c Business | 60 | 60.8 | 80 | 80.8 | 27 | 27.3 | 26 | 26.3 | 47 | 47.5 | 99 | 100 |
| d Profession | 68 | 71.6 | 66 | 69.5 | 20 | 21.1 | 28 | 29.5 | 51 | 53.8 | 95 | 100 |
| 4 Edu Qualification | | | | | | | | | | | | |
| a Undergraduate | 17 | 51.5 | 23 | 69.7 | 8 | 24.2 | 5 | 15.2 | 14 | 42.4 | 33 | 100 |
| b Graduate | 93 | 62.4 | 107 | 71.8 | 43 | 28.9 | 46 | 30.9 | 68 | 45.6 | 149 | 100 |
| c Postgraduate & above | 76 | 72.4 | 80 | 76.2 | 26 | 24.8 | 31 | 29.5 | 42 | 40.1 | 105 | 100 |
| 5 Family Size | | | | | | | | | | | | |
| a Up to 4 members | 117 | 60.9 | 138 | 71.9 | 50 | 26.0 | 49 | 25.5 | 97 | 50.5 | 192 | 100 |
| b 5 or more members | 69 | 72.6 | 72 | 75.8 | 27 | 28.4 | 33 | 34.7 | 27 | 28.5 | 95 | 100 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 169 | 64.0 | 193 | 73.1 | 68 | 25.8 | 74 | 28.0 | 114 | 43.2 | 264 | 100 |
| b 3 or more members | 17 | 73.9 | 17 | 73.9 | 9 | 39.1 | 8 | 34.8 | 11 | 43.4 | 23 | 100 |
| 7 Type of Family | | | | | | | | | | | | |
| a Joint | 67 | 77.0 | 72 | 82.8 | 22 | 25.3 | 31 | 35.6 | 30 | 34.4 | 87 | 100 |
| b Nuclear | 119 | 59.5 | 138 | 69.0 | 55 | 27.5 | 51 | 25.5 | 94 | 47.0 | 200 | 100 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 26 | 61.9 | 30 | 71.4 | 13 | 31.0 | 10 | 23.8 | 15 | 35.7 | 42 | 100 |
| b 10000–19999 | 77 | 61.6 | 89 | 71.2 | 33 | 26.4 | 31 | 24.8 | 59 | 47.2 | 125 | 100 |
| c 20000–29999 | 67 | 66.3 | 77 | 76.2 | 23 | 22.8 | 33 | 32.7 | 42 | 41.6 | 101 | 100 |
| d 30000 & above | 16 | 84.2 | 14 | 73.7 | 8 | 42.1 | 8 | 42.1 | 8 | 42.1 | 19 | 100 |
| 9. Type of House | | | | | | | | | | | | |
| a Own | 170 | 64.6 | 193 | 73.4 | 74 | 28.1 | 77 | 29.3 | 111 | 42.2 | 263 | 100 |
| b. Rental | 16 | 66.7 | 17 | 70.8 | 3 | 12.5 | 5 | 20.8 | 13 | 54.2 | 24 | 100 |

Out of total 300 respondents 287, i.e. 95.6% know various brands of Music System as follows.

**1. Sex**

It is very clear from the table that more number of males know BPL, Philips, Videocon, National Panasonic and other brands like Aiwa, Sony, Samsung, JVC, Akai, Sharp, Sansui, Kenwood, Thomson, Sonodyne, T-Series and Pioneer than females.

**2. Age**

As per the table more number of respondents having below 34 years of age know National Panasonic and other brands than other age group respondents.

More number of respondents having age 46 years and above know BPL, Philips and Videocon brands than other respondents.

**3. Occupation**

From the table we can say that more number of respondents having service (transferable) know Videocon brand than other respondents.

More number respondents in service (non-transferable) know National Panasonic than other respondents.

More number of businessmen know Philips brand than other respondents having other occupation.

More number of professional know BPL and other brands as mentioned above than other respondents.

**4. Educational Qualification**

More number of respondents who are graduates know Videocon, National Panasonic and other brands as mentioned above than respondents with undergraduate and postgraduate and above qualification.

More number of respondents with postgraduation and above qualification know BPL and Philips than other respondents.

**5. Family Size**

As per the table we can say that more number of households with five or more members know BPL, Philips, Videocon and National Panasonic than households with up to four members.

While more number of households having up to four members know other brands as mentioned above than other households.

**6. Earning Members**

According to the table households having three or more earning members know BPL, Philips, Videocon, National Panasonic and other brands than households with up to two earning members.

**7. Type of Family**

More number of households in joint family know BPL, Philips and National Panasonic than households having nuclear family.

More number of households having nuclear family know Videocon and other brands than households having joint family.

**8. Monthly Income**

More number of households having income Rs. 30,000 p.m. and above know BPL, Videocon and National Panasonic brand than other households.

More number of respondents having monthly income between Rs. 10,000 and Rs. 19,999 p.m. know other brands as mentioned above than respondents in other income groups.

More number of respondents with monthly income between Rs. 20,000 and Rs. 29.999 p.m. know Philips brand than other respondents.

**9. Type of House**

More number of respondents having own house know Philips, Videocon and National Panasonic than respondents with rental house.

More number of respondents having rental house know BPL and other brands as mentioned above than other respondents.

| 13. Two Wheeler | Brands | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Bajaj | | LML | | Hero Honda | | Yamaha | | TVS Suzuki | | Kinetic Honda | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1. <u>Sex</u> | | | | | | | | | | | | | | | | |
| a. Male | 215 | 79.9 | 182 | 67.7 | 140 | 52.0 | 105 | 39.0 | 70 | 26.0 | 128 | 47.6 | 5 | 1.9 | 269 | 100 |
| b Female | 17 | 73.9 | 11 | 47.8 | 9 | 39.1 | 6 | 26.1 | 7 | 30.4 | 14 | 60.9 | - | - | 23 | 100 |
| 2. <u>Age</u> | | | | | | | | | | | | | | | | |
| a. < 34 years | 51 | 75.0 | 51 | 75.0 | 40 | 58.8 | 30 | 44.1 | 25 | 36.8 | 29 | 42.6 | 1 | 1.5 | 68 | 100 |
| b. 35-45 years | 72 | 73.5 | 62 | 63.3 | 49 | 50.0 | 31 | 31.6 | 25 | 25.5 | 44 | 44.9 | 2 | 2.0 | 98 | 100 |
| c. 46 years & above | 109 | 86.5 | 80 | 63.5 | 60 | 47.6 | 50 | 39.7 | 27 | 21.4 | 69 | 54.8 | 2 | 1.6 | 126 | 100 |
| 3. <u>Occupation</u> | | | | | | | | | | | | | | | | |
| a Service (Trans) | 23 | 82.1 | 22 | 78.6 | 19 | 67.9 | 10 | 35.7 | 9 | 32.1 | 9 | 32.1 | 1 | 3.6 | 28 | 100 |
| b. Service (Non-Trans) | 50 | 73.5 | 41 | 60.3 | 37 | 54.4 | 19 | 27.9 | 19 | 27.9 | 37 | 54.4 | 1 | 1.5 | 68 | 100 |
| c. Business | 86 | 86.9 | 71 | 71.7 | 50 | 50.5 | 43 | 43.4 | 19 | 19.2 | 46 | 46.5 | - | - | 99 | 100 |
| d. Profession | 73 | 75.3 | 59 | 60.8 | 43 | 44.3 | 39 | 40.2 | 30 | 30.9 | 50 | 51.5 | 3 | 3.1 | 97 | 100 |
| 4 <u>Edu. Qualification.</u> | | | | | | | | | | | | | | | | |
| a Undergraduate | 28 | 80.0 | 28 | 80.0 | 13 | 37.1 | 8 | 22.9 | 9 | 25.7 | 17 | 48.6 | 1 | 2.9 | 35 | 100 |
| b Graduate | 116 | 77.9 | 93 | 62.4 | 82 | 55.0 | 65 | 43.6 | 41 | 27.5 | 67 | 45.0 | 2 | 1.3 | 149 | 100 |
| c. Postgraduate & above | 88 | 81.5 | 72 | 66.7 | 54 | 50.0 | 38 | 35.2 | 27 | 25.0 | 58 | 53.7 | 2 | 1.9 | 108 | 100 |
| 5. <u>Family Size</u> | | | | | | | | | | | | | | | | |
| a Up to 4 members | 151 | 77.0 | 134 | 68.4 | 104 | 53.1 | 81 | 41.3 | 53 | 27.0 | 91 | 46.4 | 5 | 2.6 | 196 | 100 |
| b 5 or more members | 81 | 84.4 | 59 | 61.5 | 45 | 46.9 | 30 | 31.3 | 24 | 25.0 | 51 | 53.1 | - | - | 96 | 100 |
| 6 <u>Earning Members</u> | | | | | | | | | | | | | | | | |
| a Up to 2 members | 217 | 81.0 | 179 | 66.8 | 135 | 50.4 | 99 | 36.9 | 67 | 25.0 | 133 | 49.6 | 5 | 1.9 | 268 | 100 |
| b. 3 or more members | 15 | 62.5 | 14 | 58.3 | 14 | 58.3 | 12 | 50.0 | 10 | 41.7 | 9 | 37.5 | - | - | 24 | 100 |
| 7 <u>Type of Family</u> | | | | | | | | | | | | | | | | |
| a Joint | 68 | 77.3 | 60 | 68.2 | 45 | 51.1 | 29 | 33.0 | 22 | 25.0 | 54 | 61.4 | - | - | 88 | 100 |
| b Nuclear | 164 | 80.4 | 133 | 65.2 | 104 | 51.0 | 82 | 40.2 | 55 | 27.0 | 88 | 43.1 | 5 | 2.5 | 204 | 100 |
| 8 <u>Monthly Income</u> | | | | | | | | | | | | | | | | |
| a < 10000 | 36 | 83.7 | 32 | 74.4 | 25 | 58.1 | 13 | 30.2 | 12 | 27.9 | 19 | 44.2 | 1 | 2.3 | 43 | 100 |
| b 10000–19999 | 97 | 75.8 | 88 | 68.8 | 72 | 56.3 | 54 | 42.2 | 38 | 29.7 | 57 | 44.5 | 3 | 2.3 | 128 | 100 |
| c 20000–29999 | 81 | 80.2 | 58 | 57.4 | 40 | 39.6 | 34 | 33.7 | 21 | 20.8 | 56 | 55.4 | 1 | 1.0 | 101 | 100 |
| d 30000 & above | 18 | 90.0 | 15 | 75.0 | 12 | 60.0 | 10 | 50.0 | 6 | 30.0 | 10 | 50.0 | - | - | 20 | 100 |
| 9. <u>Type of House</u> | | | | | | | | | | | | | | | | |
| a Own | 213 | 79.8 | 173 | 64.8 | 137 | 51.3 | 101 | 37.8 | 69 | 25.8 | 134 | 50.2 | 4 | 1.5 | 267 | 100 |
| b Rental | 19 | 76.0 | 20 | 80.0 | 12 | 48.0 | 10 | 40.0 | 8 | 32.0 | 8 | 32.0 | 1 | 4.0 | 25 | 100 |

Out of total 300 respondents 292, i.e. 97.3% know various brands of Two Wheeler as mentioned below,

**1. Sex**

According to the table we can say that more number of males know Bajaj, LML, Hero Honda, Yamaha and other brands like Yezdi, Bullet and Enfield than females.

More number of females know TVS Suzuki and Kinetic Honda than males.

**2. Age**

More number of respondents having below 34 years of age know LML, Hero Honda, Yamaha and TVS Suzuki than other age group respondents.

More number of respondents in age group between 35 and 45 years know other brands as mentioned above than other respondents.

More number of respondents having age 46 years and more know Bajaj and Kinetic Honda brand than other respondents.

**3. Occupation**

As per the table more number of respondents having transferable service know LML, Hero Honda, TVS Suzuki and other brands as mentioned above than respondents having other occupation.

More number of respondents in service (non-transferable) know Kinetic Honda brand than other respondents.

More number of businessmen know Bajaj and Yamaha than other respondents.

**4. Educational Qualification**

As per the table more number of respondents who are undergraduates know LML and other brands as mentioned above than other respondents.

More number of graduate respondents know Hero Honda, Yamaha and TVS Suzuki than other respondents.

More number of respondents with postgraduation and above qualification know Bajaj and Kinetic Honda than other respondents.

**5. Family Size**

More number of respondents with family size up to five members know LML, Hero Honda, Yamaha, TVS Suzuki and other brands than households having five or more members.

More number of respondents having family size with five or more members know Bajaj and Kinetic Honda than other respondents.

**6. Earning Members**

According to the table households having up to two earning members know Bajaj, LML, Kinetic Honda and other brands as mentioned above than households with three or more earning members.

More number of households having three or more earning members know Hero Honda, Yamaha and TVS Suzuki than other respondents.

**7. Type of Family**

According to the table more households having joint family know LML, Hero Honda and Kinetic Honda than households having nuclear family.

More number of households having nuclear family know Bajaj, Yamaha, TVS Suzuki and other brands mentioned above than other respondents.

**8. Monthly Income**

As per the table more number of households having monthly income less than Rs. 10,000 p.m. and income between Rs. 10,000 and Rs. 19,999 p.m. know other brands than households in other income groups.

More number of households having income between Rs. 20,000 and Rs. 29,999 p.m. know Kinetic Honda than other respondents.

More number of households having income Rs. 30,000 p.m. and more income know Bajaj, LML, Hero Honda, Yamaha and TVS Suzuki than other respondents.

**9. Type of House**

More number of households having own house know Bajaj, Hero Honda, and Kinetic Honda than households having rental house.

More number of households having rental house know LML, Yamaha, TVS Suzuki and other brands than other respondents.

| 14. Car | Brands | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Fiat | | Maruti | | Tata | | Cielo (Daewoo) | | Mahindra | | Others | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | | | |
| a Male | 199 | 74.8 | 218 | 82.0 | 133 | 50.0 | 111 | 41.7 | 79 | 29.7 | 61 | 22.9 | 266 | 100 |
| b Female | 20 | 80.0 | 18 | 72.0 | 6 | 24.0 | 8 | 32.0 | 5 | 20.0 | 5 | 20.0 | 25 | 100 |
| 2 Age | | | | | | | | | | | | | | |
| a < 34 years | 56 | 83.6 | 57 | 85.1 | 30 | 44.8 | 26 | 38.8 | 24 | 35.8 | 16 | 23.9 | 67 | 100 |
| b 35-45 years | 74 | 75.5 | 77 | 78.6 | 43 | 43.9 | 35 | 35.7 | 26 | 26.5 | 20 | 20.4 | 98 | 100 |
| c 46 years & above | 89 | 70.6 | 102 | 81.0 | 66 | 52.4 | 58 | 46.0 | 34 | 27.0 | 30 | 23.8 | 126 | 100 |
| 3 Occupation | | | | | | | | | | | | | | |
| a Service (Trans) | 18 | 64.3 | 24 | 85.7 | 16 | 57.1 | 13 | 46.4 | 9 | 32.1 | 3 | 10.7 | 28 | 100 |
| b Service (Non-Trans) | 60 | 87.0 | 60 | 87.0 | 30 | 43.5 | 24 | 34.8 | 11 | 15.9 | 12 | 17.4 | 69 | 100 |
| c Business | 74 | 76.3 | 77 | 79.4 | 47 | 48.5 | 38 | 39.2 | 32 | 33.0 | 23 | 23.7 | 97 | 100 |
| d Profession | 67 | 69.1 | 75 | 77.3 | 46 | 47.5 | 44 | 45.4 | 32 | 33.0 | 28 | 28.9 | 97 | 100 |
| 4 Edu Qualification | | | | | | | | | | | | | | |
| a Undergraduate | 25 | 73.5 | 27 | 79.4 | 14 | 41.2 | 11 | 32.4 | 13 | 38.2 | 11 | 32.4 | 34 | 100 |
| b Graduate | 116 | 77.9 | 118 | 79.2 | 76 | 51.0 | 55 | 36.9 | 42 | 28.2 | 26 | 17.4 | 149 | 100 |
| c Postgraduate & above | 78 | 72.2 | 91 | 84-3 | 49 | 45.4 | 53 | 49.1 | 29 | 26.9 | 29 | 26.9 | 108 | 100 |
| 5 Family Size | | | | | | | | | | | | | | |
| a Up to 4 members | 147 | 75.4 | 152 | 77.9 | 99 | 50.8 | 84 | 43.1 | 57 | 29.2 | 48 | 24.6 | 195 | 100 |
| b 5 or more members | 72 | 75.0 | 84 | 87.5 | 40 | 41.7 | 35 | 36.5 | 27 | 28.1 | 18 | 18.8 | 96 | 100 |
| 6 Earning Members | | | | | | | | | | | | | | |
| a Up to 2 members | 200 | 74.9 | 216 | 80.9 | 126 | 47.2 | 108 | 40.4 | 74 | 27.7 | 62 | 23.2 | 267 | 100 |
| b 3 or more members | 19 | 79.2 | 20 | 83.3 | 13 | 54.2 | 11 | 45.8 | 10 | 41.7 | 4 | 16.7 | 24 | 100 |
| 7 Type of Family | | | | | | | | | | | | | | |
| a Joint | 70 | 79.5 | 79 | 89.8 | 36 | 40.9 | 37 | 42.0 | 23 | 26.1 | 22 | 25.0 | 88 | 100 |
| b Nuclear | 149 | 73.4 | 157 | 77.3 | 103 | 50.7 | 82 | 40.4 | 61 | 30.0 | 44 | 21.7 | 203 | 100 |
| 8 Monthly Income | | | | | | | | | | | | | | |
| a < 10000 | 36 | 83.7 | 42 | 97.7 | 14 | 32.6 | 14 | 32.6 | 8 | 18.6 | 8 | 18.6 | 43 | 100 |
| b 10000–19999 | 90 | 70.9 | 101 | 79.5 | 63 | 49.6 | 52 | 40.6 | 35 | 27.6 | 32 | 25.2 | 127 | 100 |
| c. 20000–29999 | 80 | 79.2 | 77 | 76.2 | 51 | 50.5 | 41 | 40.6 | 33 | 32.7 | 18 | 17.8 | 101 | 100 |
| d 30000 & above | 13 | 65.0 | 16 | 80.0 | 11 | 55.0 | 12 | 60.0 | 8 | 40.0 | 8 | 40.0 | 20 | 100 |
| 9 Type of House | | | | | | | | | | | | | | |
| a Own | 202 | 75.9 | 215 | 80.8 | 125 | 47.0 | 105 | 39.5 | 78 | 29.3 | 60 | 22.6 | 266 | 100 |
| b Rental | 17 | 68.0 | 21 | 84.0 | 14 | 56.0 | 14 | 56.0 | 6 | 24.0 | 6 | 24.0 | 25 | 100 |

Out of total 300 respondents 291, i.e. 97% know various brands of Two Wheeler as per below.

**1. Sex**

As per the table more number of males know Maruti, Tata, Cielo Daewoo, Mahindra and other brands like Opel Astra, Mercedes, Honda City and Hyundai than females.

More number of females know Fiat brand than males.

**2. Age**

According to the table, more number of respondents having below 34 years of age know Fiat, Maruti, Mahindra and other brands as mentioned above than other age group respondents.

More number of respondents having 46 years and above of age know Tata and Cielo (Daewoo) brand than other respondents.

**3. Occupation**

From the table we can say that more number of respondents having transferable service know Tata and Cielo (Daewoo) brand than other respondents.

More number of respondents in service (non-transferable) know Fiat and Maruti than other respondents.

More number of respondents in business and professionals know Mahindra brand than other respondents.

Also more number of respondents who are professionals know other brands as mentioned above than other respondents.

**4. Educational Qualification**

More number of respondents who are undergraduates know Mahindra and other brands than respondents who are graduates and postgraduates and above qualification.

More number of respondents who are graduates know Fiat and Tata brand than other respondents.

More number of respondents with postgraduate and above qualification know Maruti and Cielo (Daewoo) brand than other respondents.

**5. Family Size**

As per the table we can say that more number of households with up to four members know Fiat, Tata, Cielo (Daewoo), Mahindra and other brands than households with five or more members.

While more number of households with five or more members know Maruti than other respondents.

**6. Earning Members**

More number of households having up to two earning members know other brands as mentioned above than other households.

While more number of households having three or more earning members know Fiat, Maruti, Tata, Cielo (Daewoo) and Mahindra brand than other households.

**7. Type of Family**

More number of households having joint family know Fiat, Maruti, Cielo Daewoo and other brands than households having nuclear family.

More number of households having nuclear family know Tata and Mahindra than households having joint family.

**8. Monthly Income**

More number of households having less than Rs. 10,000 income p.m. know Fiat and Maruti.

More number of households having income Rs. 30,000 p.m. and more know Tata, Cielo (Daewoo), Mahindra and other brands as mentioned above than other income groups.

**9. Type of Hose**

More number of households having own house know Fiat, and Mahindra than households having rental house.

More number of households having rental house know Maruti, Tata, Cielo Daewoo and other brands as mentioned above than households having own house.

**Table 4.5.2**

Percentage of Consumer Durables Likely to Purchase According to Demographic/Socio-Economic Factor

**Sex Wise**

| Likely to Purchase | Sex Group | | | | Total | |
|---|---|---|---|---|---|---|
| | Male | | Female | | | |
| | No. | % | No. | % | No. | % |
| 1 Refrigerator | 18 | 9.3 | 4 | 21.1 | 22 | 10.3 |
| 2 Washing Machine | 51 | 26.3 | 5 | 26.3 | 56 | 26.3 |
| 3 Mixer/Grinder | 7 | 3.6 | 1 | 5.3 | 8 | 3.8 |
| 4 Food Processor | 23 | 11.9 | 1 | 5.3 | 24 | 11.3 |
| 5 Vaccum Cleaner | 21 | 10.8 | 1 | 5.3 | 22 | 10.3 |
| 6 Flour Mill | 35 | 18.0 | 5 | 26.3 | 40 | 18.8 |
| 7 Desert Cooler | 36 | 18.6 | 3 | 15.8 | 39 | 18.3 |
| 8 Air Conditioner | 35 | 18.0 | 2 | 10.5 | 37 | 17.4 |
| 9 Oven | 36 | 18.6 | 1 | 5.3 | 37 | 17.4 |
| 10 Water Purifier | 31 | 16.0 | 2 | 10.5 | 33 | 15.5 |
| 11 Color TV | 30 | 15.5 | 3 | 15.8 | 33 | 15.5 |
| 12 Music System | 40 | 20.6 | 4 | 21.1 | 44 | 20.7 |
| 13 Two Wheeler | 37 | 19.1 | 2 | 10.5 | 39 | 18.3 |
| 14 Car | 40 | 20.6 | 3 | 15.8 | 43 | 20.2 |
| **Total** | **194** | **100** | **19** | **100** | **213** | **100** |

From the above mentioned table, we can say that out of total 213 respondents, 194 i.e. 91.07% male respondents and 19 i.e. 8.92% female respondents are likely to purchase consumer durables in near future.

The table indicates that out of total 213 respondents, the following number of respondents are likely to purchase consumer durables in near future as per below.

22 i.e. 10.3% Refrigerator, 56 i.e. 26.3% Washing Machine, 8 i.e. 3.8% Mixer/Grinder, 24 i.e. 11.3% Food Processor, 22 i.e. 10.3% Vaccum Cleaner, 40 i.e. 18.8% Flour Mill, 39 i.e. 18.3% Desert Cooler, 37 i.e. 17.4% AC, 37 i.e. 17.4% Oven, 33 i.e. 15.5% Water Purifier, 33 i.e. 15.5% Color TV, 44 i.e. 20.7% Music System, 39 i.e. 18.3% Two Wheeler and 43 i.e. 20.2% Car.

The table further shows that 18 i.e. 9.3% male and 4 i.e. 21.1% female respondents are likely to purchase Refrigerator.

51 i.e. 26.3% male and 5 i.e. 26.3% female respondents are likely to purchase Washing Machine.

7 i.e. 3.6% male and 1 i.e. 5.3% female respondents are likely to purchase Mixer/Grinder.

23 i.e. 11.9% male and 1 i.e. 5.3% female respondents are likely to purchase Food Processor.

21 i.e. 10.8% male and 1 i.e. 5.3% female respondents are likely to purchase Vaccum Cleaner.

35 i.e. 18% male and 5 i.e. 26.3% female respondents are likely to purchase Flour Mill.

36 i.e. 18.6% male and 3 i.e. 15.8% female respondents are likely to purchase Desert Cooler.

35 i.e. 18% male and 2 i.e. 10.5% female respondents are likely to purchase Air Conditioner.

36 i.e. 18.6% male and 1 i.e. 5.3% female respondents are likely to purchase Oven.

31 i.e. 16% male and 2 i.e. 10.5% female respondents are likely to purchase Water Purifier.

30 i.e. 15.5% male and 3 i.e. 15.8% female respondents are likely to purchase Color TV.

40 i.e. 20.6% male and 4 i.e. 21.1% female respondents are likely to purchase Music System.

37 i.e. 19.1% male and 2 i.e. 10.5% female respondents are likely to purchase Two Wheeler.

40 i.e. 20.6% male and 3 i.e. 15.8% female respondents are likely to purchase Car.

From the above it becomes very clear that more number of male are likely to purchase Vaccum Cleaner, Desert Cooler, Air Conditioner, Oven, Water Purifier, Two Wheeler and Car than female in near future.

More number of female are likely to purchase Refrigerator, Grinder, Flour Mill, Color TV and Music System than male in near future.

### Age Wise

| Likely To Purchase | Age Group | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|
| | Up to 34 | | 35-45 | | 46 And Above | | | |
| | No. | % | No. | % | No. | % | No. | % |
| 1. Refrigerator | 10 | 21 7 | 7 | 9.0 | 5 | 5.6 | 22 | 10 3 |
| 2. Washing Machine | 12 | 26.1 | 19 | 24 4 | 25 | 28 1 | 56 | 26.3 |
| 3. Mixer/Grinder | 3 | 6 5 | 4 | 5.1 | 1 | 1.1 | 8 | 3 8 |
| 4 Food Processor | 6 | 13 0 | 7 | 9.0 | 11 | 12.4 | 24 | 11.3 |
| 5 Vaccum Cleaner | 5 | 10.9 | 7 | 9.0 | 10 | 11.2 | 22 | 10 3 |
| 6. Flour Mill | 12 | 26.1 | 11 | 14.1 | 17 | 19 1 | 40 | 18 8 |
| 7 Desert Cooler | 10 | 21 7 | 14 | 17 9 | 15 | 16 9 | 39 | 18 3 |
| 8 Air Conditioner | 12 | 26 1 | 11 | 14 1 | 14 | 15.7 | 37 | 17 4 |
| 9 Oven | 6 | 13.0 | 12 | 15 4 | 19 | 21 3 | 37 | 17 4 |
| 10 Water Purifier | 8 | 17 4 | 16 | 20.5 | 9 | 10.1 | 33 | 15 5 |
| 11. Color TV | 5 | 10 9 | 10 | 12.8 | 18 | 20 2 | 33 | 15 5 |
| 12 Music System | 11 | 23.9 | 12 | 15 4 | 21 | 23.6 | 44 | 20.7 |
| 13. Two Wheeler | 12 | 26 1 | 12 | 15.4 | 15 | 16.9 | 39 | 18 3 |
| 14 Car | 10 | 21.7 | 17 | 21 8 | 16 | 18 0 | 43 | 20.2 |
| **Total** | **46** | **100** | **78** | **100** | **89** | **100** | **213** | **100** |

The above table indicates that out of total 213 respondents, 46 i.e. 21.59% having below 34 years, 78 i.e. 36.61% having 35-45 years and 89 i.e. 41.78% having 46 years and above age groups are likely to purchase consumer durables in near future as per below.

10 i.e. 21.7% respondents having below 34 years, 7 i.e. 9% having 35-45 years and 5 i.e. 5.6% having 46 years and above age groups are likely to purchase Refrigerator in near future.

12 i.e. 26.1% , 19 i.e. 24.4% and 25 i.e. 28.1% respondents having age groups below 34 years, 35-45 years and 46 years and above respectively are likely to purchase Washing Machine in near future.

3 i.e. 6.5% respondents having below 34 years, 4 i.e. 5.1% 35-45 years and 1 i.e. 1.1% having 46 years and above age groups are likely to purchase Mixer/Grinder in near future.

6 i.e. 13% respondents having below 34 years, 7 i.e. 9% 35-45 years and 11 i.e. 12.4 % having 46 years and above age groups are likely to purchase Food Processor in near future.

5 i.e. 10.9% , 7 i.e. 9% and 10 i.e. 11.2% respondents having below 34 years, 35-45 years and 46 years and above age groups respectively are likely to purchase Vaccum Cleaner in near future.

12 i.e. 26.1 % respondents having age group below 34 years, 11 i.e. 14.1% having 35-45 years and 17 i.e. 19.1 % having 46 years and above age groups are likely to purchase Flour Mill in near future.

10 i.e. 21.7 % respondents having below 34 years, 14 i.e. 17.9 % 35-45 years and 15 i.e. 16.9 % having 46 years and above age groups are likely to purchase Desert Cooler in near future.

12 i.e. 26.1% , 11 i.e. 14.1% and 14 i.e. 15.7% respondents having below 34 years, 35-45 years and 46 years and above age groups respectively are likely to purchase Air Conditioner in near future.

6 i.e. 13% , 12 i.e. 15.4% and 19 i.e. 21.3% respondents having below 34 years, 35-45 years and 46 years and above age groups respectively are likely to purchase Oven in near future.

8 i.e. 17.4% , 16 i.e. 20.5% and 9 i.e. 10.1% respondents having below 34 years, 35-45 years and 46 years and above age groups respectively are likely to purchase Water Purifier in near future.

5 i.e. 10.9 % respondents having below 34 years of age group, 10 i.e. 12.8 % having 35-45 years age group and 18 i.e. 20.2 % having 46 years and above age group are likely to purchase Color TV in near future.

11 i.e. 23.9 % respondents having below 34 years of age group, 12 i.e. 15.4 % of 35-45 years age group and 21 i.e. 23.6 % having 46 years and above age group are likely to purchase Music System in near future.

12 i.e. 26.1% , 12 i.e. 15.4% and 15 i.e. 16.9% respondents having below 34 years, 35-45 years and 46 years and above age groups respectively are likely to purchase Two Wheeler in near future.

10 i.e. 21.7% , 17 i.e. 21.8% and 16 i.e. 18% respondents having below 34 years, 35-45 years and 46 years and above age groups respectively are likely to purchase Car in near future.

From the above, we can say that more number of respondents having below 34 years age group are likely to purchase Refrigerator, Mixer/Grinder, Food Processor, Flour Mill, Desert Cooler, Air Conditioner, Music System, and Two Wheeler than the other two age group respondents.

More number of respondents having age group to 35-45 years are likely to purchase Water Purifier and Car than other two age group respondents.

More number of respondents having age group 46 years and above are likely to purchase Washing Machine, Vaccum Cleaner, Oven and Color TV than other two age group respondents.

**Occupation Wise**

| Likely To Purchase | Occupation | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Service (Trans) | | Service (Non-Trans) | | Business | | Professional | | | |
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1. Refrigerator | 2 | 9.5 | 6 | 12.0 | 3 | 4.5 | 11 | 14.5 | 22 | 10.3 |
| 2. Washing Machine | 6 | 28.6 | 19 | 38.0 | 16 | 24.2 | 15 | 19.7 | 56 | 26.3 |
| 3. Mixer/Grinder | - | - | 4 | 8.0 | 1 | 1.5 | 3 | 3.9 | 8 | 3.8 |
| 4. Food Processor | 3 | 14.3 | 7 | 14.0 | 6 | 9.1 | 8 | 10.5 | 24 | 11.3 |
| 5. Vaccum Cleaner | 2 | 9.5 | 8 | 16.0 | 4 | 6.1 | 8 | 10.5 | 22 | 10.3 |
| 6. Flour Mill | 6 | 28.6 | 9 | 18.0 | 11 | 16.7 | 14 | 18.4 | 40 | 18.8 |
| 7. Desert Cooler | 5 | 23.8 | 14 | 28.0 | 12 | 18.2 | 8 | 10.5 | 39 | 18.3 |
| 8. Air Conditioner | 6 | 28.6 | 7 | 14.0 | 10 | 15.2 | 14 | 18.4 | 37 | 17.4 |
| 9. Oven | 5 | 23.8 | 6 | 12.0 | 16 | 24.2 | 10 | 13.2 | 37 | 17.4 |
| 10. Water Purifier | 6 | 28.6 | 7 | 14.0 | 6 | 9.1 | 14 | 18.4 | 33 | 15.5 |
| 11. Color TV | 7 | 33.3 | 8 | 16.0 | 7 | 10.6 | 11 | 14.5 | 33 | 15.5 |
| 12. Music System | 7 | 33.3 | 11 | 22.0 | 14 | 21.2 | 12 | 15.8 | 44 | 20.7 |
| 13. Two Wheeler | 4 | 19.0 | 12 | 24.0 | 13 | 19.7 | 10 | 13.2 | 39 | 18.3 |
| 14. Car | 4 | 19.0 | 9 | 18.0 | 20 | 30.3 | 10 | 13.2 | 43 | 20.2 |
| **Total** | **21** | **100** | **50** | **100** | **66** | **100** | **76** | **100** | **213** | **100** |

As per above table out of total 213 respondents 21 i.e. 9.85% respondents having service (transferable), 50 i.e. 23.47% having service (non-transferable), 66 i.e. 30.48% having business and 76 i.e. 35.68% professional are likely to purchase consumer durable in near future as follows.

2 i.e. 9.5%, 6 i.e. 12%, 3 i.e. 4.5% and 11 i.e.14.5% respondents having service (transferable) service (non-transferable), business and profession respectively are likely to purchase Refrigerator.

6 i.e. 28.6%, 19 i.e. 38%, 16 i.e. 24.2%, 15 i.e. 19.7% respondents having service (transferable) service (non-transferable), business and profession respectively are likely to purchase Washing Machine.

4 i.e. 8% respondents having service (non-transferable), 1 i.e. 1.5% having business and 3 i.e. 3.9% having profession are likely to purchase Mixer/Grinder. Respondents having service (transferable) are not likely to purchase Mixer/Grinder near future.

3 i.e. 14.3%, 7 i.e. 14%, 6 i.e. 4.1%, 8 i.e. 10.5% respondents having service (transferable), service (non-transferable), business and profession respectively are likely to purchase Food Processor in near future.

2 i.e. 9.5%, 8 i.e. 16%, 4 i.e. 6.1% and 8 i.e. 10.5% respondents having service (transferable), service (non-transferable) business and profession respectively are likely to purchase Vaccum Cleaner in near future.

6 i.e. 28.6%, 9 i.e. 18%, 11 i.e. 16.7% and 14 i.e. 18.4% respondents having service (transferable) service (non-transferable), business and profession respectively are likely to purchase Flour Mill in near future.

5 i.e. 23.8%, 14 i.e. 28%, 12 i.e. 18.2%, 8 i.e. 10.5% respondents having service (transferable), service (non-transferable), business and profession are likely purchase Desert Cooler in near future.

8 i.e. 28.6%, 7 i.e. 14%, 10 i.e. 15.2%, 14 i.e.18.4% respondents having service (transferable), service (non-transferable), business and profession respectively are likely to purchase Air Conditioner in near future.

5 i.e. 13.8%, 6 i.e. 12%, 16 i.e. 24.2%, 10 i.e. 13.2% respondents having service (transferable), service (non-transferable), business and profession respectively are likely to purchase Oven in near future.

6 i.e. 28.6%, 7 i.e. 14%, 6 i.e. 9.1%, 14 i.e. 18.4% respondents having service (transferable). service (non-transferable), business and profession respectively are likely to purchase Water Purifier in near future.

7 i.e. 33.3%, 8 i.e. 16%, 7 i.e. 10.6% and 11 i.e. 14.5% respondents having service (transferable), service (non-transferable), business and profession respectively are likely to purchase Color TV in near future.

7 i.e. 33.3%, 11 i.e. 22%, 14 i.e. 21.2% and 12 i.e. 15.8% respondents having service (transferable), service (non-transferable), business and profession respectively are likely to purchase Music System in near future.

4 i.e. 19%, 12 i.e. 24%, 13 i.e. 19.7% and 10 i.e. 13.2% respondents having service (transferable), service (non-transferable), business and profession respectively are likely to purchase Two Wheeler in near future.

4 i.e. 19%, 9 i.e. 18%, 20 i.e. 30.3% and 10 i.e. 13.2% respondents having service (transferable), service (non-transferable), business and profession respectively are likely to purchase Car in near future.

From the above, we can say that more number of respondents having service (transferable) are likely to purchase Food Processor, Flour Mill, Air Conditioner, Water Purifier, Color TV, and Music System than other respondents having other occupation in near future.

More number of respondents having service non-transferable are likely to purchase Washing Machine, Mixer/Grinder, Vaccum Cleaner, Desert Cooler and Two Wheeler than respondents having other occupation in near future.

While more number of businessmen are likely to purchase Oven and Car than respondents having other occupation in near future.

More number of professionals are likely to purchase Refrigerator than respondents having other occupation in near future.

**Educational Qualification Wise**

| Likely to Purchase | Educational Qualification | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|
| | Undergraduate | | Graduate | | Postgraduate and Above | | | |
| | No. | % | No. | % | No. | % | No. | % |
| 1 Refrigerator | 1 | 3.6 | 8 | 8.3 | 13 | 14.6 | 22 | 10.3 |
| 2. Washing Machine | 8 | 28.6 | 26 | 27 1 | 22 | 24 7 | 56 | 26 3 |
| 3. Mixer/Grinder | - | - | 3 | 3.1 | 5 | 5 6 | 8 | 3 8 |
| 4 Food Processor | 2 | 7.1 | 9 | 9 4 | 13 | 14 6 | 24 | 11.3 |
| 5. Vaccum Cleaner | 1 | 3.6 | 13 | 13 5 | 8 | 9 0 | 22 | 10 3 |
| 6. Flour Mill | 5 | 17.9 | 17 | 17.7 | 18 | 20 2 | 40 | 18 8 |
| 7 Desert Cooler | 7 | 25.0 | 22 | 22.9 | 10 | 11 2 | 39 | 18 3 |
| 8 Air Conditioner | 1 | 3.6 | 18 | 18 8 | 18 | 20 2 | 37 | 17 4 |
| 9. Oven | 3 | 10.7 | 20 | 20 8 | 14 | 15 7 | 37 | 17 4 |
| 10 Water Purifier | 3 | 10.7 | 11 | 11.5 | 19 | 21 3 | 33 | 15.5 |
| 11 Color TV | 6 | 21 4 | 15 | 15.6 | 12 | 13 5 | 33 | 15 5 |
| 12. Music System | 3 | 10.7 | 26 | 27 1 | 15 | 16 9 | 44 | 20 7 |
| 13. Two Wheeler | 4 | 14.3 | 21 | 21.9 | 14 | 15.7 | 39 | 18 3 |
| 14 Car | 5 | 17.9 | 23 | 24.0 | 15 | 16 9 | 43 | 20 2 |
| **Total** | **28** | **100** | **96** | **100** | **89** | **100** | **213** | **100** |

The above table shows that out of total 213 respondents, 28 i.e. 13.14% undergraduates 96 i.e. 45.07% graduates and 89 i.e. 41.78% postgraduates and above qualified respondents are likely to purchase consumer durables in near future as per below.

1 i.e. 3.6% undergraduates, 8 i.e. 8.3% graduates and 13 i.e. 14.6% postgraduates and above qualified respondents are likely to purchase Refrigerator in near future.

8 i.e. 28.6%, 26 i.e. 27.1% and 22 i.e. 24.7% respondents who are undergraduates, graduate and postgraduate and above qualified likely to purchase Washing Machine.

3 i.e. 3.1% and 5 i.e. 5.6% respondents who are graduates and postgraduates and above qualified likely to purchase Mixer/Grinder in near future. It is worth noticing that undergraduate respondents are not likely to purchase Mixer/Grinder is near future.

2 i.e. 7.1% undergraduates, 9 i.e. 9.4% graduates and 13 i.e. 14.6% postgraduate and above qualified respondents are likely to purchase Food Processor is near future.

1 i.e. 3.6%, 13 i.e. 13.5% and 8 i.e. 9% respondents who are undergraduates, graduates and postgraduate and above qualified respondents likely to purchase Vaccum Cleaner in near future.

5 i.e. 17.9%, 17 i.e. 17.7% and 18 i.e. 20.2% respondents who are undergraduates, graduate and postgraduate and above qualified respondents likely to purchase Flour Mill in near future.

7 i.e. 25%, 22 i.e. 22.9% and 10 i.e. 11.2% respondents who are undergraduates, graduates and postgraduate and above qualified respondents likely to purchase Desert Cooler in near future.

1 i.e. 3.6% undergraduates, 18 i.e. 18.8% graduates and 18 i.e. 20.2% postgraduate and above qualified respondents are likely to purchase Air Conditioner in near future.

3 i.e. 10.7% undergraduates, 20 i.e. 20.8% graduates and 14 i.e. 15.7% postgraduate and above qualified respondents are likely to purchase Oven in near future.

3 i.e. 10.7% undergraduates, 11 i.e. 11.5% graduates and 19 i.e. 21.3% postgraduate and above qualified respondents are likely to purchase Water Purifier in near future.

6 i.e. 21.4%, 15 i.e. 15.6% and 12 i.e. 13.5% respondents who are undergraduates, graduates and postgraduate and above qualified likely to purchase Color TV is near future.

3 i.e. 10.7%, 26 i.e. 27.1% and 15 i.e. 16.9% who are undergraduates, graduates and postgraduate and above qualified respondents likely to purchase Music System in near future.

4 i.e. 14.3%, 21 i.e. 21.9% and 14 i.e. 15.7% who are undergraduates, graduates and postgraduate and above qualified respondents likely to purchase Two Wheeler in near future.

5 i.e. 17.9% undergraduates 23 i.e. 24% graduates and 15 i.e. 16.9% postgraduate and above qualified respondents are likely to purchase Car in near future.

From the above, we can say that more number of respondents who are undergraduates, likely to purchase Washing Machine, Desert Cooler and Color TV than graduates and postgraduate and above qualified respondents in near future.

More number of respondents who are graduates, likely to purchase Vaccum Cleaner, Oven, Music System, Two Wheeler and Car than undergraduates and postgraduates and above qualified in near future.

While more number of respondents who are postgraduate and above qualified likely to purchase Refrigerator, Mixer/Grinder, Food Processor, Flour Mill, Air Conditioner and Water Purifier than undergraduates and graduates in near future.

Family Size Wise

| Likely to Purchase | Family Size | | | | Total | |
|---|---|---|---|---|---|---|
| | Up to 4 Members | | 5 or More Members | | | |
| | No | % | No | % | No | % |
| 1 Refrigerator | 14 | 10 37 | 8 | 10 25 | 22 | 10 3 |
| 2 Washing Machine | 36 | 26 66 | 20 | 25 64 | 56 | 26 3 |
| 3 Mixer/Grinder | 5 | 3 70 | 3 | 3 84 | 8 | 3 8 |
| 4 Food Processor | 19 | 14 07 | 5 | 6 40 | 24 | 11 3 |
| 5 Vaccum Cleaner | 12 | 8 88 | 10 | 12 82 | 22 | 10 3 |
| 6 Flour Mill | 25 | 18 51 | 15 | 19 23 | 40 | 18 8 |
| 7 Desert Cooler | 28 | 20 74 | 11 | 14 10 | 39 | 18 3 |
| 8 Air Conditioner | 24 | 17 77 | 13 | 16 66 | 37 | 17 4 |
| 9 Oven | 21 | 15 55 | 16 | 20 51 | 37 | 17 4 |
| 10 Water Purifier | 25 | 18 57 | 8 | 10 25 | 33 | 15 5 |
| 11 Color TV | 16 | 11 85 | 17 | 21 79 | 33 | 15 5 |
| 12 Music System | 31 | 22 96 | 13 | 16 66 | 44 | 20 7 |
| 13 Two Wheeler | 27 | 20 00 | 12 | 15 38 | 39 | 18 3 |
| 14 Car | 30 | 22 22 | 13 | 16 66 | 43 | 20 2 |
| **Total** | **135** | **100** | **78** | **100** | **213** | **100** |

The above table states that out of total 213 respondents 135 i.e. 63.38% households having up to four members and 78 i.e. 36.6% households having five or more members are likely to purchase consumer durables as per follow.

14 i.e. 10.37% households having up to four members and 8 i.e. 10.25 households having five or more members are likely to purchase Refrigerator in near future.

36 i.e. 26.66% households having up to four members and 20 i.e. 25.64% households having five or more members are likely to purchase Washing Machine in near future.

5 i.e. 3.7% and 3 i.e. 3.84% households having up to four members and five or more members respectively are likely to purchase Mixer/Grinder in near future.

19 i.e. 14.07% and 5 i.e. 6.41% households having up to four members and five or more members respectively likely to purchase Food Processor in near future.

12 i.e. 8.88% households having up to four members and 10 i.e. 12.82% households having five or more members are likely to purchase Vaccum Cleaner in near future.

25 i.e. 18.51% and 15 i.e. 19.23% households having up to four members and five or more members respectively likely to purchase Flour Mill in near future.

28 i.e. 20.74% and 11 i.e. 14.10% households having up to four members and five or more members respectively likely to purchase Desert Cooler in near future.

24 i.e. 17.77% households having up to four members and 13 i.e. 16.66% households having five or more members are likely to purchase Air Conditioner in near future.

21 i.e. 15.55% households having up to four members and 16 i.e. 20.51% households having five or more members are likely to purchase Oven in near future.

25 i.e. 18.51% and 8 i.e. 10.25% households having up to four members and five or more members respectively are likely to purchase Water Purifier in near future.

16 i.e. 11.85% and 17 i.e. 21.79% households having up to four members and five or more members respectively are likely to purchase Color TV in near future.

31 i.e. 22.96% and 13 i.e. 16.66% households having up to four members and five or more members respectively are likely to purchase Music System in near future.

27 i.e. 20% households having up to four members and 12 i.e. 15.38% households having five or more members are likely to purchase Two Wheeler in near future.

30 i.e. 22.22% households having up to four members and 13 i.e. 16.66% households having five or more members are likely to purchase Car in near future.

From the above, we can say that more member of households having up to four members are likely to purchase Refrigerator, Washing Machine, Food Processor, Desert Cooler, Air Conditioner, Water Purifier, Music System, Two Wheeler and Car in near future than household having five or more members.

While more number of household having five or more members are likely to purchase Mixer/Grinder, Vaccum Cleaner, Flour Mill, Oven and Color TV in near future than households having up to four members.

**Earning Member Wise**

| Likely to Purchase | Earning Member | | | | Total | |
|---|---|---|---|---|---|---|
| | Up to 2 Members | | 3 or More Members | | | |
| | No. | % | No. | % | No. | % |
| 1. Refrigerator | 18 | 9 1 | 4 | 26 7 | 22 | 10 3 |
| 2 Washing Machine | 51 | 25 8 | 5 | 33 3 | 56 | 26 3 |
| 3. Mixer/Grinder | 7 | 3 5 | 1 | 6 7 | 8 | 3 8 |
| 4 Food Processor | 22 | 11 1 | 2 | 13 3 | 24 | 11 3 |
| 5. Vaccum Cleaner | 21 | 10 6 | 1 | 6 7 | 22 | 10 3 |
| 6 Flour Mill | 39 | 19 7 | 1 | 6.7 | 40 | 18 8 |
| 7 Desert Cooler | 38 | 19 2 | 1 | 6 7 | 39 | 18 3 |
| 8 Air Conditioner | 31 | 15 7 | 6 | 40 0 | 37 | 17 4 |
| 9 Oven | 33 | 16.7 | 4 | 26 7 | 37 | 17 4 |
| 10 Water Purifier | 32 | 16 2 | 1 | 6 7 | 33 | 15 5 |
| 11. Color TV | 32 | 16 2 | 1 | 6 7 | 33 | 15 5 |
| 12 Music System | 40 | 20 2 | 4 | 26 7 | 44 | 20 7 |
| 13 Two Wheeler | 37 | 18 7 | 2 | 13 3 | 39 | 18 3 |
| 14 Car | 42 | 21.2 | 1 | 6 7 | 43 | 20 2 |
| **Total** | **198** | **100** | **15** | **100** | **213** | **100** |

The above mentioned table shows that out of total 213 households 198 i.e. 92.95% having up to two earning members and 15 i.e. 7.04% household having three or more earning members are likely to purchase consumer durables as per below.

18 i.e. 9.1% and 4 i.e. 26.7% households having up to two earning members and three or more earning members respectively are likely to purchase Refrigerator in near future.

51 i.e. 25.8% and 5 i.e. 33.3% households having up to two earning members and three or more earning members respectively are likely to purchase Washing Machine in near future.

7 i.e. 3.5% households having up to two earning members and 1 i.e. 6.7% households having three or more earning members are likely to purchase Mixer/Grinder is near future.

22 i.e. 11.1% households having up to two earning members and 2 i.e. 13.3% households having three or more earning members are likely to buy Food Processor in near future.

21 i.e. 10.6% and 1 i.e. 6.7% households having up to two earning members and three or more earning members respectively likely to buy Vaccum Cleaner in near future.

39 i.e. 19.7% and I i.e. 6.7% households having up to two earning members and three or more earning members respectively are likely to purchase Flour Mill in near future.

38 i.e. 19.2% and 1 i.e. 6.7% households having up to two earning members and three or more earning members respectively are likely to purchase Desert Cooler in near future.

31 i.e. 15.7% households having up to two earning members and 6 i.e. 40% households having three or more earning members are likely to purchase Air Conditioner in near future.

33 i.e. 16.7% households having up to two earning members and 4 i.e. 26.7% households having three or more earning members are likely to buy Oven in near future.

32 i.e. 16.2% and 1 i.e. 6.7% households having up to two earning members and three or more earning members respectively are likely to purchase Water Purifier in near future.

32 i.e. 16.2% and 1 i.e. 6.7% households having up to two earning members and three or more earning members respectively are likely to buy Color TV in near future.

40 i.e. 20.2% households having up to two earning members and 4 i.e. 26.7% having three or more earning members are likely to purchase Music System in near future.

37 i.e. 18.7% and 2 i.e. 13.3% households having up to two earning members and three or more earning members respectively are likely to buy Two Wheeler in near future.

42 i.e. 21.2% households having up to two earning members and 1 i.e. 6.7% households having three or more earning members are likely to buy Car in near future.

From the above, we can say that more number of households having up to two earning members are likely to purchase Vaccum Cleaner, Flour Mill, Desert Cooler, Water Purifier, Color TV, Two Wheeler and Car in near future than households having three or more earning members.

More members of households having three or more earning members are likely to purchase Refrigerator, Washing Machine, Mixer/Grinder, Food Processor, Air Conditioner, Oven and Music System in near future than households having up to two earning members.

**Family Type Wise**

| Likely to Purchase | Family Type | | | | Total | |
|---|---|---|---|---|---|---|
| | Joint | | Nuclear | | | |
| | No. | % | No. | % | No. | % |
| 1 Refrigerator | 9 | 12 7 | 13 | 9 2 | 22 | 10.3 |
| 2. Washing Machine | 20 | 28.2 | 36 | 25 4 | 56 | 26 3 |
| 3 Mixer/Grinder | 2 | 2 8 | 6 | 4.2 | 8 | 3.8 |
| 4. Food Processor | 5 | 7 0 | 19 | 13.4 | 24 | 11.3 |
| 5 Vaccum Cleaner | 10 | 14 1 | 12 | 8.5 | 22 | 10 3 |
| 6 Flour Mill | 17 | 23 9 | 23 | 16.2 | 40 | 18.8 |
| 7. Desert Cooler | 10 | 14 1 | 29 | 20 4 | 39 | 18.3 |
| 8 Air Conditioner | 10 | 14.1 | 27 | 19.0 | 37 | 17.4 |
| 9 Oven | 12 | 16 9 | 25 | 17.6 | 37 | 17 4 |
| 10. Water Purifier | 11 | 15.5 | 22 | 15.5 | 33 | 15 5 |
| 11 Color TV | 19 | 26 8 | 14 | 9.9 | 33 | 15.5 |
| 12. Music System | 13 | 18.3 | 31 | 21 8 | 44 | 20.7 |
| 13. Two Wheeler | 9 | 12.7 | 30 | 21.1 | 39 | 18.3 |
| 14. Car | 14 | 19.7 | 29 | 20 4 | 43 | 20 2 |
| **Total** | **71** | **100** | **142** | **100** | **213** | **100** |

The above table states that out of total households 71 i.e. 33.33% households having joint family and 142 i.e. 66.66% households having nuclear family are likely to buy consumer durables as per below.

9 i.e. 12.7% and 13 i.e. 9.2% households having joint family and nuclear family respectively are likely to purchase Refrigerator in near future.

20 i.e. 28.2% households having joint family and 36 i.e. 25.4% households having nuclear family are likely to buy Washing Machine in near future.

2 i.e. 2.8% and 6 i.e.4.2% households having joint and nuclear family respectively are likely to buy Food Processor in near future.

5 i.e. 7% and 19 i.e. 13.4% households having joint and nuclear family respectively are likely to buy Food Processor in near future.

10 i.e. 14.1% households having joint family and 12 i.e. 8.5% households having nuclear family are likely to buy Vaccum Cleaner in near future.

17 i.e. 23.9% households having joint family and 23 i.e. 16.2% households having nuclear family are likely to buy Flour Mill in near future.

10 i.e. 14.1% and 29 i.e. 20.4% households having joint and nuclear family respectively are likely to purchase Desert Cooler in near future.

10 i.e. 14.1% households having joint family and 27 i.e. 19% households having nuclear family are likely to buy Air Conditioner in near future.

12 i.e. 16.9% households having joint family and 25 i.e. 17.6% households having nuclear family are likely to purchase Oven in near future.

11 i.e. 15.5% and 22 i.e. 15.5% households having joint and nuclear family respectively are likely to buy Water Purifier in near future.

19 i.e. 26.8% and 14 i.e. 9.9% households having joint and nuclear family respectively are likely to buy Color TV in near future.

13 i.e. 18.3% households having joint family and 31 i.e. 21.8% households having nuclear family are likely to purchase Music System.

9 i.e. 12.7% households having joint family and 30 i.e. 21.2% households having nuclear family are likely to buy Two Wheeler in near future.

14 i.e. 19.7% households having joint family and 29 i.e. 20.4% households having nuclear family are likely to buy Car in near future.

From the above we can say that more member of households having joint family are likely to purchase Refrigerator, Washing Machine, Vaccum Cleaner, Flour Mill, and Color TV in near future than households having nuclear family.

While households having nuclear family are likely to purchase Mixer/Grinder, Food Processor, Desert Cooler, Air Conditioner, Oven, Water Purifier, Music System, Two Wheeler and Car in near future.

**Monthly Income Wise**

| Likely to Purchase | Monthly Income | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | < 10000 | | 10000–19999 | | 20000–29999 | | 30000 & above | | | |
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1. Refrigerator | 3 | 7 0 | 7 | 8.0 | 10 | 14 9 | 2 | 13.3 | 22 | 10.3 |
| 2 Washing Machine | 14 | 32.6 | 23 | 26 1 | 15 | 22 4 | 4 | 26 7 | 56 | 26 3 |
| 3. Mixer/Grinder | 3 | 7 0 | 3 | 3 4 | 2 | 3 0 | - | - | 8 | 3 8 |
| 4 Food Processor | 2 | 4 7 | 12 | 13 6 | 7 | 10 4 | 3 | 20.0 | 24 | 11 3 |
| 5 Vaccum Cleaner | 3 | 7 0 | 12 | 13 6 | 6 | 9 0 | 1 | 6 7 | 22 | 10 3 |
| 6. Flour Mill | 8 | 18.6 | 19 | 21 6 | 12 | 17 9 | 1 | 6 7 | 40 | 18 8 |
| 7. Desert Cooler | 8 | 18 6 | 16 | 18.2 | 15 | 22 4 | - | - | 39 | 18 3 |
| 8. Air Conditioner | 4 | 9 3 | 19 | 21 6 | 8 | 11 9 | 6 | 40.0 | 37 | 17 4 |
| 9 Oven | 5 | 11 6 | 15 | 17.0 | 13 | 19 4 | 4 | 26 7 | 37 | 17.4 |
| 10 Water Purifier | 5 | 11 6 | 20 | 22.7 | 7 | 10 4 | 1 | 6.7 | 33 | 15.5 |
| 11 Color TV | 5 | 11.6 | 9 | 10.2 | 17 | 25 4 | 2 | 13 3 | 33 | 15 5 |
| 12 Music System | 10 | 23.3 | 17 | 19.3 | 13 | 19 4 | 4 | 26 7 | 44 | 20 7 |
| 13. Two Wheeler | 6 | 14 0 | 17 | 19.3 | 15 | 22.4 | 1 | 6 7 | 39 | 18.3 |
| 14. Car | 10 | 23.3 | 19 | 21.6 | 14 | 20 9 | - | - | 43 | 20 2 |
| **Total** | **43** | **100** | **88** | **100** | **67** | **100** | **15** | **100** | **213** | **100** |

As per the table we can say that out of total 213 households 43 i.e. 20.18% having less than Rs. 10,000 p.m., 88 i.e. 41.31% having Rs. 10,000-19,999 p.m., 67 i.e. 31.45% having Rs. 20,000-29,999 p.m., 15 i.e. 7.04% having Rs. 30,000 p.m. and above income are likely to purchase consumer durables as per bellow.

3 i.e. 7%, 7 i.e. 8%, 10 i.e. 14.9%, and 2 i.e. 13.3% households having less than Rs. 10,000-19,999 p.m., Rs. 20,000-Rs. 29,999 p.m. and Rs. 30,000 p.m. and above income respectively are likely to buy Refrigerator in near future.

14 i.e. 32.6%, 23 i.e. 26.2%, 15 i.e. 22.4% and 4 i.e. 26.7% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m. and

Rs. 30,000 p.m. and above income respectively likely to buy Washing Machine in near future.

3 i.e.7%, 3 i.e. 3.4%, 2 i.e. 3% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m. and Rs. 20,000-29,999 p.m. income are likely to purchase Mixer/Grinder in near future.

2 i.e. 4.7%, 12 i.e. 13.6%, 7 i.e. 10.4% and 3 i.e. 20% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., Rs. 30,000 p.m. and above income respectively are likely to buy Food Processor in near future.

3 i.e. 7%, 12 i.e. 13.6%, 6 i.e. 9% and 1 i.e. 6.7% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., Rs. 30,000 p.m. and above income respectively are likely to purchase Vaccum Cleaner in near future.

8 i.e. 18.6%, 19 i.e. 21.6%, 12 i.e. 17.9% and 1 i.e. 6.7% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., Rs. 30,000 p.m. and above income respectively are likely buy Flour Mill in near future.

8 i.e. 18.6%, 16 i.e. 18.2% 15 i.e. 22.4% households less than Rs. 10,000 p.m., Rs. 10,000 -19,999 p.m., Rs. 20,000-29,999 p.m., respectively are likely to purchase Desert Cooler in near future.

4 i.e. 9.3%, 19 i.e. 21.6%, 8 i.e. 11.9% and 6 i.e. 40% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., Rs. 30,000 p.m. and above income respectively are likely buy Air Conditioner in near future.

5 i.e. 11.6%, 15 i.e. 17%, 13 i.e. 19.4% and 4 i.e. 26.7% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., Rs. 30,000 p.m. and above income respectively are likely to purchase Oven in near future.

5 i.e. 11.6%, 20 i.e. 22.7%, 7 i.e. 10.4% 1 i.e. 6.7% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., Rs. 30,000 p.m. and above income respectively are likely to buy Water Purifier in near future.

5 i.e. 11.6%, 9 i.e. 10.2%, 17 i.e. 25.4% and 2 i.e. 13.3% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., Rs. 30,000 p.m. and above income respectively likely to buy Color TV in near future.

10 i.e. 23.3%, 17 i.e. 19.3%,13 i.e. 19.4% and 4 i.e. 26.7% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., Rs. 30,000 and above income respectively are likely to buy Music System in near future.

6 i.e. 14%, 17 i.e. 19.3%, 15 i.e. 22.4%, and 1 i.e. 6.7% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., Rs. 30,000 p.m. and above income respectively are likely to buy Two Wheeler in near future.

10 i.e. 23.3%, 19 i.e. 21.6%, 14 i.e. 20.9% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m. respectively are likely to purchase Car in near future.

From the above, we can say that more number of households having less than Rs. 10,000 p.m. income are likely to purchase Washing Machine, Mixer/Grinder and Car in near future than households of other income groups.

More number of households having Rs. 10,000-19,999 p.m. income are likely to buy Vaccum Cleaner, Flour Mill, and Water Purifier in near future than households of other income groups.

More number of households having Rs. 20,000-29,999 p.m. income are likely to purchase Refrigerator, Color TV, and Two Wheeler in near future than households of other income groups.

More number of households having Rs. 30,000 p.m. and above income are likely to purchase Food Processor, Air Conditioner, Oven and Music System in near future than households of other income groups.

It is to be noted that households having Rs. 30,000 p.m. and above income are not likely to buy Mixer/Grinder, Desert Cooler and Car in near future.

**Type of House Wise**

| Likely to Purchase | House Type | | | | Total | |
|---|---|---|---|---|---|---|
| | Own | | Rental | | | |
| | No. | % | No. | % | No. | % |
| 1 Refrigerator | 21 | 10 6 | 1 | 7 1 | 22 | 10 3 |
| 2 Washing Machine | 51 | 25 6 | 5 | 35.7 | 56 | 26 3 |
| 3 Mixer/Grinder | 7 | 3 5 | 1 | 7 1 | 8 | 3 8 |
| 4 Food Processor | 22 | 11 1 | 2 | 14 3 | 24 | 11 3 |
| 5 Vaccum Cleaner | 20 | 10.1 | 2 | 14 3 | 22 | 10 3 |
| 6 Flour Mill | 35 | 17 6 | 5 | 35.7 | 40 | 18 8 |
| 7 Desert Cooler | 35 | 17 6 | 4 | 28 6 | 39 | 18 3 |
| 8 Air Conditioner | 36 | 18.1 | 1 | 7 1 | 37 | 17 4 |
| 9 Oven | 36 | 18 1 | 1 | 7 1 | 37 | 17.4 |
| 10 Water Purifier | 30 | 15 1 | 3 | 21 4 | 33 | 15 5 |
| 11 Color TV | 30 | 15 1 | 3 | 21.4 | 33 | 15 5 |
| 12 Music System | 41 | 20 6 | 3 | 21 4 | 44 | 20 7 |
| 13 Two Wheeler | 37 | 18 6 | 2 | 14 3 | 39 | 18 3 |
| 14. Car | 39 | 19 6 | 4 | 28 6 | 43 | 20 2 |
| **Total** | **199** | **100** | **14** | **100** | **213** | **100** |

The above table indicates that out of total 213 households, 199 i.e. 93.42% households having own house and 14 i.e. 6.57% households having rental houses are likely to purchase consumer durables in near future as per below.

21 i.e. 10.6% and 1 i.e. 7.1% households having own house and rental house respectively are likely to buy Refrigerator in near future.

51 i.e. 25.6% households having own house and 5 i.e. 35.7% households having rental house are likely to purchase Washing Machine.

7 i.e. 3.5% households having own house and 1 i.e. 7.1% households having rental house are likely to purchase Mixer/Grinder.

22 i.e. 11.1% households having own house and 2 i.e. 14.3% having rental house are likely to buy Food Processor in near future.

20 i.e. 10.1% and 2 i.e. 14.3% households having own and rental house respectively are likely to purchase Vaccum Cleaner.

35 i.e. 17.6% and 5 i.e. 35.7% households having own and rental house respectively are likely to buy Flour Mill in near future.

35 i.e. 17.6% and 4 i.e. 28.6% households having own and rental house respectively are likely to purchase Desert Cooler in near future.

36 i.e. 18.1% and 1 i.e. 7.1% households having own and rental house respectively are likely to buy Air Conditioner in near future.

36 i.e. 18.1% and 1 i.e. 7.1% households having own and rental house respectively are likely to buy Oven in near future.

30 i.e. 15.1% and 3 i.e. 21.4% households having own and rental house respectively very are likely to purchase Water Purifier and Color TV in near future.

41 i.e. 20.6% and 3 i.e. 21.4% households having own and rental house respectively are likely to ɒuy Music System in near future.

37 i.e. 18.6% households having own house and 2 i.e. 14.3% households having rental house are likely to purchase Two Wheeler in near future.

39 i.e. 19.6% households having own house and 4 i.e. 28.6% having rental house are likely to buy Car in near future.

From the above we can say that more number of households having own house are likely to purchase Refrigerator, Air Conditioner, Oven, and Two Wheeler in near future than households having rental home.

While more number of house holds having rental house are likely to buy Washing machi9ne, Mixer/Grinder, Food Processor, Vaccum Cleaner, Flour Mill, Desert Cooler, Water Purifier, Color TV, Music System, and Car in near future than households having own house.

## Table 4.5.3
Percentage of Consumer Durables Likely to Purchase, Brand Wise

| Product | Brand | | | | | | |
|---|---|---|---|---|---|---|---|
| 1. Refrigerator | Kelvinator | Godrej | BPL | Videocon | Others | Not decided | Total |
| No | 5 | 4 | 3 | - | 9 | 1 | 22 |
| % | 22.72 | 18.18 | 13.63 | - | 40.9 | 4 54 | |
| 2. Washing Machine | Videocon | BPL | Whirl pool | IFB | Others | N D | |
| No | 19 | 21 | 9 | 1 | 3 | 3 | 56 |
| % | 33 9 | 37 5 | 16.0 | 1 7 | 5 3 | 5 3 | - |
| 3. Mixer / Grinder | Sumeet | Maharaja | Philips | Kanchan | Others | N D | |
| No. | 3 | 2 | 2 | 1 | - | - | 8 |
| % | 37.5 | 25 | 25 | 12.5 | - | - | |
| 4 Food Processor | Sumeet | Philips | Maharaja | Others | - | N.D | |
| No | 6 | 5 | 1 | 4 | - | 8 | 24 |
| % | 25 | 20 8 | 4.1 | 16 6 | - | 33 3 | |
| 5 Vaccum Cleaner | Eureka Forbes | BPL | Others | - | - | N D | |
| No | 16 | 3 | - | - | - | 3 | 22 |
| % | 72.7 | 13 6 | - | - | - | 13 6 | |
| 6 Flour Mill | Milcent | Dhara | Flora | Natraj | Others | N D | |
| No | 30 | 2 | 1 | 2 | 2 | 3 | 40 |
| % | 75 | 5 | 2 5 | 5 | 5 | 7.5 | |
| 7. Desert Cooler | Symphony | Videocon | Crompton | Others | - | N D | |
| No | 19 | 12 | 1 | 2 | - | 5 | 39 |
| % | 48.7 | 30 7 | 2 5 | 5 1 | - | 12.8 | |
| 8 Air Conditioner | Videocon | Blue Star | Amtrex | Carrier | Others | N.D | |
| No | 2 | 2 | 13 | 3 | 10 | 7 | 37 |
| % | 5.4 | 5 4 | 35 1 | 8 1 | 27 0 | 18 9 | |
| 9. Oven | BPL | National | Sharp | IFB | Others | N D. | |
| No | 10 | 7 | - | 2 | 9 | 9 | 37 |
| % | 27 0 | 18 9 | - | 5 4 | 24.3 | 24 3 | |
| 10 Water Purifier | Acquaguard | Videocon | Symphony | Others | - | N.D. | |
| No | 27 | 2 | - | 3 | - | 1 | 33 |
| % | 81.8 | 6 0 | - | 9.0 | - | 3 0 | |
| 11 Colour TV | BPL | Onida | Videocon | Akai | Others | N D | |
| No | 4 | 3 | 2 | 15 | 7 | 2 | 33 |
| % | 12.1 | 9 8 | 6 0 | 45 4 | 21 2 | 6.0 | |
| 12 Music System | BPL | Philips | Videocon | National Panasonic | Others | N.D | |
| No | 4 | 14 | 2 | 3 | 18 | 3 | 44 |
| % | 9 0 | 31 8 | 4 5 | 6 8 | 40.9 | 6.8 | |
| 13 Two Wheeler | Bajaj | LML | Hero Honda | Yamaha | TVS Suzuki | Kinetic Honda | Others |
| No | 15 | 16 | 1 | 1 | 2 | 13 | - |
| % | 38.4 | 15.3 | 2 5 | 2.5 | 5.1 | 33.33 | - |
| | N.D. | Total | | | | | |
| No. | 1 | 39 | | | | | |
| % | 2.5 | | | | | | |
| 14 Car | Fiat (Pal) | Maruti | Tata | Cielo Daewoo | Mahi ndra | Others | N D |
| No | 1 | 35 | 2 | 2 | 1 | - | 2 |
| % | 2.3 | 81 3 | 4 6 | 4 6 | 2 3 | - | 4.6 |
| | Total | | | | | | |
| No. | 43 | | | | | | |
| % | | | | | | | |

**1. Refrigerator**

As per table, we can say that total 22 respondents are likely to purchase Refrigerator in near future as per below.

5 i.e. 22.7% Kelvinator, 4 i.e. 18.1% Godrej, 3 i.e. 13.6% BPL brands. 9 i.e. 40.9% respondents are likely to buy other brands like LG, Whirlpool, Daewoo and Samsung. While 1 i.e.4.5% respondents have yet not decided any brand to buy.

From the above we can say that nearly 55% of the total market will be shared by Kelvinator, Godrej and BPL brand.

**2. Washing Machine**

According to table total 56 respondents are likely to purchase Washing Machine in near future as follows.

19 i.e. 33.9% Videocon, 21 i.e. 37.5% BPL, 9 i.e. 16% Whirlpool, 1 i.e. 1.7% IFB brands. 3 i.e. 5.3% respondents are likely to buy other brands namely Godrej, National and Daewoo brands. While 3 i.e. 5.3% have not yet decided any brand to buy in near future.

It becomes very evident that nearly 88% of the market will be shared by BPL, Videocon and Whirlpool in near future.

**3. Mixer/Grinder**

As per the table we can say that total 8 respondents are likely to purchase Mixer/Grinder in near future as per below.

3 i.e. 37.5% Sumeet. 2 i.e. 25% Maharaja, 2 i.e. 25% Philips, 1 i.e. 12.5% Kanchan brands.

Thus Sumeet will dominate the market in near future with a share of 37.5% followed by Maharaja and Philips with 25% each and Kanchan with 12.5%.

**4. Food Processor**

The table shows that total 24 respondents are likely to buy Food Processor in near future as per below.

6 i.e. 25% Sumeet, 5 i.e. 20.8% Philips, 1 i.e. 4.1% Maharaja brands.

4 i.e. 16.6% respondents are likely to purchase other brands like Crompton Greaves and BPL in near future.

While 8 i.e. 33.3% respondents have not yet decided any brand to purchase.

Looking to above one can say that roughly 50% of the market will be dominated by Sumeet, Philips and Maharaja brand in near future. It is very important to note that roughly 33% of household have yet not decided the brand to be purchased in near future. Companies must put afforts to attract such a large portion of the total market.

**5. Vaccum Cleaner**

Total 22 respondents are likely to purchase Vaccum Cleaner in near future as per follow.

16 i.e. 72.7% respondents Eureka Forbes and 3 i.e. 13.6% BPL brands.

While 3 i.e. 13.6% respondents have yet not decided brand to buy in near future.

From the above one can say that Eureka Forbes will dominate the market in near future with 73% (approx.) followed by BPL at 13.6%.

**6. Flour Mill**

The table shows that total 40 respondents are likely to purchase Flour Mill in near Future as per below.

30 i.e. 75%, Milcent, 2 i.e. 5% Dhara, 1 i.e. 2.5% Flora, 2 i.e. 5% Natraj brands.

2 i.e. 2.5% respondents are likely to buy other brands namely Baby Prince and Elite brands.

While 3 i.e. 7.5% respondents have not yet decided brand to buy in near future.

It becomes very clear that Milcent will enjoy the market with a share of 75% in near future, followed by Dhara and Natraj at 5% each and Flora with 2.5%. 5% of the market will be shared by Elite and Baby prince brands. 7.5% respondents have not yet decided the brand for which companies must work very hard.

**7. Desert Cooler**

The table indicates that total 39 respondents are likely to purchase Desert Cooler in near future as per below.

19 i.e. 48.7% Symphony, 12 i.e. 30.7% Videocon, 1 i.e. 2.5% Crompton Greaves brands.

2 i.e. 5.1% respondents are likely to buy other brands namely Gulmarg, Alfa and locally assembled Desert Cooler.

While 5 i.e. 12.8% respondents have not yet decided any brand to buy.

From the above one can say that nearly 79% households are likely to purchase Symphony and Videocon brands.

**8. Air Conditioner**

The table shows that total 37 respondents are likely to buy Air Conditioner in near future as per below.

2 i.e. 5.4% Videocon and Blue Star each, 13 i.e. 35.1% Amtrex, 3 i.e. 8.1% Carrier brands. 10 i.e. 27% respondents are likely to purchase other brands like National, Usha and locally assembled Air Conditioner. Out of which 4 i.e. 40% are assembled ones, while 7 i.e. 18.9% still have not decided any brand to buy.

From the above it becomes very clear that Amtrex will dominate the market in near future with 35.1% followed by locally assembled without any brand at 11%

(approx.) and Carrier, Videocon and Blue star with 8.1%, 5.4% and 5.4% respectively. Roughly 19% have not yet taken any decision on brand to be purchased in near future.

**9. Oven**

The table indicates that total 37 respondents are likely to purchase Oven in near future as per below.

10 i.e. 27% BPL, 7 i.e. 18.9% National, 2 i.e. 5.4% IFB brands. No respondent is likely to buy Sharp brand in near future.

9 i.e. 24.3% respondents are likely to buy other brands namely Singer, Kenstar and Bajaj. While 9 i.e. 24.3% respondents still have not decided any brand to purchase in near future.

BPL and National brands will lead the market with 27% and 18.9% respectively. 24.3% respondents have not yet decided brand. Companies must come out with proper strategies in order to convert this potential customers into customers.

**10. Water Purifier**

From the table, we can say that total 33 respondents are likely to buy Water Purifier in near future as per follow.

27 i.e. 81.8% Acquaguard, 2 i.e. 6% Videocon brands. 3 i.e. 9% respondents are likely to buy other brands namely Alfa and Crystal brands.

While 1 i.e. 3% respondents have not yet decided any brand to buy in near future.

Acquaguard will dominate the market with roughly 82% of the total market.

**11. Color TV**

The table states that 33 respondents are likely to buy Color TV in near future as per below.

4 i.e. 12.1% BPL, 3 i.e. 9.8% Onida 2 i.e. 6% Videocon, 15 i.e. 45.4% Akai brands.

7 i.e. 21.2% are likely to purchase other brands namely Sony, Samsung, Philips, Daewoo and Thomson brands.

2 i.e. 6% still have not decided any brand to buy in near future.

Large portion of the market will be dominated by Akai and BPL brands with 45.4% and 12.1% respectively i.e. 58% (approx.) of the total market.

**12. Music System**

The table shows that total 44 respondents are likely to buy Music System as per below.

4 i.e. 9% BPL, 14 i.e. 31.8% Philips, 2 i.e. 4.5% Videocon, 3 i.e. 6.8% National Panasonic brands.

18 i.e. 40.9% respondents are likely to buy other brands namely Sony, Aiwa, Akai and Kenwood.

While 3 i.e. 6.8% respondents have yet not decided any brand to purchase.

**13. Two Wheeler**

The table indicates that total 39 respondents are likely to buy Two Wheeler in near future as per follow.

15 i.e. 38.4% Bajaj, 6 i.e. 15..3% LML, 1 i.e. 2.5% Hero Honda, 1 i.e. 2.5% Yamaha, 2 i.e. 5.1% TVS Suzuki, 13 i.e. 33.33% Kinetic Honda brands.

While 1 i.e. 2.5% respondents have not yet decided any brand to buy.

In this segment Bajaj will lead with 38.4% of the market in near future followed by Kinetic Honda at 33.3%, LML at 15.3%, TVS Suzuki at 5.1% and Hero Honda and Yamaha with 2.5% each.

**14. Car**

The table shows that total 43 respondents are likely to buy Car in near future as per below.

1 i.e. 2.3% Fiat, 35 i.e. 81.3% Maruti, 2 i.e. 4.6% Tata, 2 i.e. 4.6% Cielo (Daewoo), 1 i.e. 2.3% Mahindra brands.

While 2 i.e. 4.6% respondents have not yet decided any brand to purchase in near future.

In this segment it becomes very clear from the table that Maruti will dominate the market with a share of 81.3% followed by Tata and Cielo (Daewoo) with 4.6% each and Fiat (PAL) and Mahindra at 2.3% each.

## Table 4.6.1

Percentage of Consumer Durables Likely to Repurchase/Replace by Demographic/Socio-Economic Factor

**Sex Wise**

| Product | Sex of Respondents | | | | Total | |
|---|---|---|---|---|---|---|
| | Male | | Female | | | |
| • | No. | % | No. | % | No. | % |
| 1 Refrigerator | 100 | 38.0 | 6 | 24 0 | 106 | 36 8 |
| 2 Washing Machine | 34 | 12 9 | 2 | 8 0 | 36 | 12 5 |
| 3. Mixer/Grinder | 41 | 15 6 | 7 | 28 0 | 48 | 16 7 |
| 4. Food Processor | 5 | 1.9 | - | - | 5 | 1.7 |
| 5 Vaccum Cleaner | 5 | 1.9 | 1 | 4 0 | 6 | 2 1 |
| 6 Flour Mill | 8 | 3.0 | - | - | 8 | 2 8 |
| 7 Desert Cooler | 26 | 9 9 | 2 | 8 0 | 28 | 9 7 |
| 8. Air Conditioner | 18 | 6.8 | 1 | 4.0 | 19 | 6.6 |
| 9. Oven | 16 | 6.1 | 1 | 4.0 | 17 | 5.9 |
| 10. Water Purifier | 3 | 1 1 | - | - | 3 | 1.0 |
| 11. Color TV | 85 | 32.3 | 9 | 36 0 | 94 | 32.6 |
| 12 Music System | 51 | 19 4 | 2 | 8.0 | 53 | 18 4 |
| 13. Two Wheeler | 79 | 30.0 | 4 | 16.0 | 83 | 28.8 |
| 14. Car | 56 | 21.3 | 3 | 12 0 | 59 | 20.5 |
| **Total** | **263** | **100** | **25** | **100** | **288** | **100** |

The above table depicts the following,

Out of total 300 respondents, 288 are likely to repurchase/replace the durables, of which, 263 are male and 25 are female.

It becomes very clear from the table, that 288 respondents, are likely to repurchase/replace the different durables as per the following.

106 i.e. 36.8% Refrigerator, 36 i.e. 12.5% Washing Machine, 48 i.e. 16.7% Mixer/Grinder, 5 i.e. 1.7% Food Processor, 6 i.e. 2.1% Vaccum Cleaner, 8 i.e. 2.8% Flour Mill, 28 i.e. 9.7% Desert Cooler, 19 i.e. 6.6% Air Conditioner, 17 i.e. 5.9% Oven 3 i.e. 1% Water Purifier, 94 i.e. 32.6% Color TV, 53 i.e. 18.4% Music System, 83 i.e. 28.8% Two Wheeler and 59 i.e. 20.5% Car.

From the table, we can say that 100 male i.e. 38% and 6 female i.e. 24% are likely to repurchase/replace Refrigerator.

34 i.e. 12.9% male and 2 i.e. 8% female are likely to repurchase/replace Washing Machine.

41 i.e. 15.6% male and 7 i.e. 28% female are likely to repurchase/replace Mixer/Grinder.

5 i.e. 1.9% male are likely to repurchase/replace Food Processor, while not a single female wants to go for repurchase/replace Food Processor.

5 i.e. 1.9% male and 1 i.e. 4% female are likely to repurchase/replace Vaccum Cleaner.

8 i.e. 3% male are likely to repurchase/replace Flour Mill while no female likes to repurchase/replace Flour Mill.

26 i.e. 9.9% male and 2 i.e. 8% female are likely to repurchase/replace Desert Cooler.

18 i.e. 6.8% male and 1 i.e. 4% female are likely to repurchase/replace Air Conditioner.

16 i.e. 6.1% male and 1 i.e. 4% female are likely to repurchase/replace Oven.

3 i.e. 1.1% male want to repurchase/replace Water Purifier while not a single female would like to repurchase/replace the said product.

85 i.e. 32.3% male and 9 i.e. 36% female are likely to repurchase/replace Color TV.

51 i.e. 19.4% and 2 i.e. 8% male and female respectively are likely to repurchase/replace Music System.

79 i.e. 30% male and 4 i.e. 16% female are likely to repurchase/replace Two Wheeler.

56 i.e. 21.3% male and 3 i.e. 12% female are likely to repurchase/replace Car.

From the above, we can say that Refrigerator, Washing Machine, Food Processor, Flour Mill, Desert Cooler, Air Conditioner, Water Purifier, Music System, Two Wheeler, and Car are likely to be repurchased/replaced more by male than female respondents.

While Mixer/Grinder, Vaccum Cleaner, and Color TV, are likely to be repurchased/replaced more by female than male respondents.

The table also indicates that Refrigerator, Color TV, Two Wheeler, and Car would be having good market in near future as more number of respondents have expressed their willingness to repurchase/replace the said products compared to other durables.

Washing Machine, Mixer/Grinder, and Music System, would be having average repurchase/replacement market.

While Food Processor, Vaccum Cleaner, Flour Mill, Desert Cooler, Air Conditioner, Oven and Water Purifier, would be having below average market as very few respondents would like to repurchase/replace the said products.

### *Age Wise*

| Product | Age of Respondents | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|
| | Up to 34 | | 35-45 | | 46 & above | | | |
| | No. | % | No. | % | No. | % | No. | % |
| 1. Refrigerator | 34 | 51.5 | 33 | 33.7 | 38 | 31.1 | 106 | 36.8 |
| 2 Washing Machine | 9 | 13.2 | 14 | 14.3 | 13 | 10.7 | 36 | 12.5 |
| 3 Mixer/Grinder | 9 | 13.2 | 16 | 16.3 | 23 | 18.9 | 48 | 16.7 |
| 4 Food Processor | - | - | 3 | 3.1 | 2 | 1.6 | 5 | 1.7 |
| 5 Vaccum Cleaner | - | - | 1 | 1.0 | 5 | 4.1 | 6 | 2.1 |
| 6. Flour Mill | 1 | 1.5 | 3 | 3.1 | 4 | 3.3 | 8 | 2.8 |
| 7 Desert Cooler | 10 | 14.7 | 6 | 6.1 | 12 | 9.8 | 28 | 9.7 |
| 8 Air Conditioner | 6 | 8.8 | 6 | 6.1 | 7 | 5.7 | 19 | 6.6 |
| 9 Oven | 2 | 2.9 | 6 | 6.1 | 9 | 7.4 | 17 | 5.9 |
| 10 Water Purifier | 1 | 1.5 | - | - | 2 | 1.6 | 3 | 1.0 |
| 11 Color TV | 19 | 27.9 | 31 | 31.6 | 44 | 36.1 | 94 | 32.6 |
| 12 Music System | 13 | 19.1 | 15 | 15.3 | 25 | 20.5 | 53 | 18.4 |
| 13 Two Wheeler | 22 | 32.4 | 27 | 27.6 | 34 | 27.9 | 83 | 28.8 |
| 14 Car | 13 | 19.1 | 22 | 22.4 | 24 | 19.7 | 59 | 20.5 |
| **Total** | **68** | **100** | **98** | **100** | **122** | **100** | **288** | **100** |

The above table shows the following,

Out of 288 respondents, 68 i.e. 25%, 98 i.e. 34% and 122 i.e. 42% respondents are of below 34 years, 35-45 years and 46 years and above age groups respectively are likely to repurchase/replace durables.

From the table, we can say that 35 i.e. 51.5% of below 34 years 33 i.e. 33.7% of 35-45 years and 38 i.e.31.1% of 46 years and above age groups respondents are likely to repurchase/replace Refrigerator.

9 i.e. 13.2% respondents below 34 years of age, 14 i.e. 14.3% respondents 35-45 years of age and 13 i.e. 10.7% respondents of 46 years and above are likely to repurchase/replace Washing Machine.

9 i.e. 13.2%,16 i.e. 16.3% and 23 i.e. 18.9% respondents having below 34 years, 35-45 years and 46 years and above respectively are likely to repurchase/replace Mixer/Grinder.

3 i.e. 3.1% having 35-45 years of age and 2 i.e. 1.6% having 46 years and above age likely to repurchase/replace Food Processor. It is to be noted that respondents having below 34 years of age do not want to repurchase/replace Food Processor.

1 i.e. 1% and 5 i.e. 4.1% respondents having 35-45 years and 46 years and above age respectively are likely to repurchase/replace Vaccum Cleaner. Respondents below 34 years of age are not likely to repurchase/replace Vaccum Cleaner.

1 i.e. 1.5% respondents having below 34 years of age, 3 i.e. 3.1% having 35 years to 45 years of age and 4 i.e. 3.3% having 46 years and above age are likely to repurchase/replace Flour Mill.

10 i.e. 14.7%, 6 i.e. 6.1% and 12 i.e. 9.8% respondents having below 34 years, 35-45 years and 46 years and above age respectively are likely to repurchase/replace Desert Cooler.

6 i.e. 8.8%, 6 i.e. 6.1% and 7 i.e. 5.7% respondents having below 34 years, 35-45 years and 46 years above age respectively are likely to repurchase/replace Air Conditioner. 2 i.e. 2.9% respondents having below 34 years age, 6 i.e. 6.1% having 35-45 years of age and 9 i.e. 7.4% having 46 years and above age are likely to repurchase/replace Oven.

1 i.e. 1.5% and 2 i.e. 1.6% respondents having below 34 years of age and 46 years and above respectively are likely to repurchase/replace Water Purifier. Respondents of 35-45 years are not likely to repurchase/replace Water Purifier.

19 i.e. 27.9% respondents of below 34 years of age, 31 i.e. 31.6% of 35-45 years of age and 44 i.e. 36.1% of 46 years and above age are likely to repurchase/replace Color TV.

13 i.e. 19.1%, 15 i.e. 15.3% 25 i.e. 20.5% respondents having below 34 years of age, 35-45 years of age and 46 years and above age respectively are likely to repurchase/replace Music System.

22 i.e. 32.4%, 27 i.e. 27.6% and 34 i.e. 27.9% respondents of below 34 years of age, 35-45 years of age and 46 years and above, are likely to repurchase/replace Two Wheeler.

13 i.e. 19.1%,22 i.e. 22.4% and 24 i.e. 19.7% respondents having below 34 years of age, 35-45 years of age and 46 years and above are likely to repurchase Car.

From the above, we can say that Refrigerator, Desert Cooler, Air Conditioner, and Two Wheeler are likely to be repurchased/replaced more by respondents having below 34 years of age compared to respondents of other age group.

Washing Machine, Food Processor, and Car are likely to be repurchased/replaced more by respondents having 35-45 years of age compared to respondents having other age group.

Mixer/Grinder, Vaccum Cleaner, Flour Mill, Oven, Water Purifier, Color TV, and Music System are likely to be repurchased/replaced by respondents having 46 years and above compared other age group respondents.

**Occupation Wise**

| Product | Occupation | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Service (Trans) | | Service (Non-Trans) | | Business | | Profession | | | |
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Refrigerator | 10 | 35.7 | 25 | 35.7 | 35 | 38.5 | 36 | 36.4 | 106 | 36.8 |
| 2 Washing Machine | 5 | 17.9 | 12 | 17.1 | 10 | 11.0 | 9 | 9.1 | 36 | 12.5 |
| 3. Mixer/Grinder | 8 | 28.6 | 18 | 25.7 | 11 | 12.1 | 11 | 11.1 | 48 | 16.7 |
| 4 Food Processor | - | - | 1 | 1.4 | 1 | 1.1 | 3 | 3.0 | 5 | 1.7 |
| 5 Vaccum Cleaner | - | - | 5 | 7.1 | 1 | 1.1 | - | - | 6 | 2.1 |
| 6. Flour Mill | 1 | 3.6 | 3 | 4.3 | 2 | 2.2 | 2 | 2.0 | 8 | 2.8 |
| 7 Desert Cooler | 3 | 10.7 | 12 | 17.1 | 9 | 9.9 | 4 | 4.0 | 28 | 9.7 |
| 8 Air Conditioner | 1 | 3.6 | 5 | 7.1 | 6 | 6.6 | 7 | 7.1 | 19 | 6.6 |
| 9 Oven | 3 | 10.7 | 3 | 4.3 | 4 | 4.4 | 7 | 7.1 | 17 | 5.9 |
| 10. Water Purifier | 2 | 7.1 | 1 | 1.4 | - | - | - | - | 3 | 1.0 |
| 11 Color TV | 14 | 50.0 | 26 | 37.1 | 26 | 28.6 | 28 | 28.3 | 94 | 32.6 |
| 12 Music System | 10 | 35.7 | 10 | 14.3 | 19 | 20.9 | 14 | 14.1 | 53 | 18.4 |
| 13. Two Wheeler | 3 | 10.7 | 21 | 30.0 | 30 | 33.0 | 29 | 29.3 | 83 | 28.8 |
| 14 Car | 6 | 21.4 | 12 | 17.1 | 22 | 24.2 | 19 | 19.2 | 59 | 20.5 |
| **Total** | **28** | **100** | **70** | **100** | **91** | **100** | **99** | **100** | **288** | **100** |

The above table shows the following,

Out of 288 respondents 28 having service (transferable), 70 having service (non-transferable), 91 businessmen and 99 professional are likely to repurchase/replace consumer durables as per below.

10 i.e. 35.7% respondents having service (transferable), 25 i.e. 35.7% having service (non-transferable), 35 i.e.38.5% businessmen and 36 i.e. 36.4% professional are likely to repurchase/replace Refrigerator.

5 i.e. 17..9% respondents having service (transferable), 12 i.e. 17.1% having service (non-transferable), 10 i.e. 11% businessmen and 9 i.e. 9.1% professional are likely to repurchase/replace Washing Machine.

8 i.e. 28.6% respondents having service (transferable), 18 i.e. 25.7% respondents having service (non-transferable), 11 i.e. 12.1% businessmen and 11 i.e. 11.1% professional are likely to repurchase/replace Mixer/Grinder.

1 i.e. 1.4% respondents having service (non-transferable), 1 i.e. 1.1% businessmen and 3 i.e. 3% professional are likely to repurchase/replace Food Processor. Respondents having service (transferable) are not likely to repurchase/replace Food Processor.

5 i.e. 7.1%, 1 i.e. 1.1% respondents having service (non-transferable) and businessmen respectively are likely to repurchase/replace Vaccum Cleaner. While respondents having service (transferable) and professional are not likely to repurchase/replace Vaccum Cleaner.

1 i.e. 3.6% respondents having service (transferable), 3 i.e. 4.3% respondents having service (non-transferable), 2 i.e. 2.2% businessmen and 2 i.e. 2% professional are likely to repurchase/replace Flour Mill.

3 i.e. 10.7% respondents having service (transferable), 12 i.e. 17.1% respondents having service (non-transferable), 9 i.e. 9.9% businessmen and 4 i.e. 4% professional are likely to repurchase/replace Desert Cooler.

1 i.e. 3.6% respondents having service (transferable), 5 i.e. 7.1% respondents having service (non-transferable), 6 i.e. 6.6% businessmen and 7 i.e. 7.1% professional are likely to repurchase/replace Air Conditioner.

3 i.e. 10.7% respondents having service (transferable), 3 i.e. 4.3% respondents having service (non-transferable), 4 i.e. 4.4% businessmen and 7 i.e. 7.1% professional are likely to repurchase/replace Oven.

2 i.e. 7.1%, and 1 i.e. 1.4% respondents having service (transferable) and service (non-transferable) respectively are likely to repurchase/replace Water Purifier. businessmen and professional are not interested in repurchase/replacement of Water Purifier.

14 i.e. 50% respondents having service (transferable), 26 i.e. 37.1% respondents having service (non-transferable), 26 i.e. 28.6% businessmen and 28 i.e. 28.3% professional are likely to repurchase/replace Color TV.

10 i.e. 35.7% respondents having service (transferable), 10 i.e. 14.3% respondents having service (non-transferable), 9 i.e. 20.9% businessmen and 14 i.e. 14.1% professional are likely to repurchase/replace Music System.

3 i.e. 10.7% respondents having service (transferable), 21 i.e. 30% respondents having service (non-transferable), 30 i.e. 33% businessmen and 29 i.e. 29.3% professional are likely to repurchase/replace Two Wheeler.

6 i.e. 21.4% respondents having service (transferable), 12 i.e. 17.1% respondents having service (non-transferable), 22 i.e. 24.2% businessmen and 19 i.e. 19.2% professional are likely to repurchase/replace Car.

From the above, it becomes very clear that Washing Machine, Mixer/Grinder, Oven, Water Purifier, Color TV, Music System, are likely to be repurchased/replaced more by respondents having service (transferable), than respondents belonging to other occupational groups.

Vaccum Cleaner, Flour Mill, Desert Cooler, Air Conditioner, are likely to be repurchased/replaced more by respondents having service (non-transferable) than other respondents belonging to other occupational groups.

Refrigerator, Two Wheeler and Car are likely to be repurchased/replaced more by businessmen than other respondents belonging to other occupational groups.

Food Processor and Air Conditioner are likely to be repurchased/replaced more by professional than other respondents having other occupation.

**Educational Qualification Wise**

| Product | Educational Qualification | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|
| | Undergraduate | | Graduate | | Postgraduate and above | | | |
| | No. | % | No. | % | No. | % | No. | % |
| 1 Refrigerator | 11 | 31 4 | 61 | 42 1 | 34 | 31 5 | 106 | 36 8 |
| 2 Washing Machine | 2 | 5.7 | 24 | 16 6 | 10 | 9 3 | 36 | 12 5 |
| 3 Mixer/Grinder | 6 | 17 1 | 27 | 18 6 | 15 | 13 9 | 48 | 16 7 |
| 4 Food Processor | - | - | 1 | 7 | 4 | 3 7 | 5 | 1 7 |
| 5. Vaccum Cleaner | 1 | 2 9 | 4 | 2 8 | 1 | 9 | 6 | 2 1 |
| 6 Flour Mill | 2 | 5 7 | 5 | 3 4 | 1 | 9 | 8 | 2 8 |
| 7 Desert Cooler | 4 | 11 4 | 18 | 12 4 | 6 | 5 6 | 28 | 9 7 |
| 8 Air Conditioner | 1 | 2 9 | 9 | 6 2 | 9 | 8 3 | 19 | 6 6 |
| 9. Oven | 1 | 2 9 | 8 | 5.5 | 8 | 7.4 | 17 | 5 9 |
| 10 Water Purifier | - | - | 3 | 2.1 | - | - | 3 | 1 0 |
| 11 Color TV | 14 | 40 0 | 47 | 32 4 | 33 | 30 6 | 94 | 32 6 |
| 12 Music System | 6 | 17 1 | 31 | 21 4 | 16 | 14 8 | 53 | 18 4 |
| 13 Two Wheeler | 6 | 17 1 | 44 | 30 3 | 33 | 30 6 | 83 | 28 8 |
| 14 Car | 7 | 20 0 | 33 | 22 8 | 19 | 17 6 | 59 | 20 5 |
| **Total** | **35** | **100** | **145** | **100** | **108** | **100** | **288** | **100** |

As per table, out of 288 respondents 35 undergraduates 145 graduates and 108 postgraduates and above qualified who are likely to repurchase/replace consumer durables as below.

11 i.e. 31.4% undergraduates, 61 i.e. 42.1% graduates and 34 i.e. 31.5% postgraduates and above qualified respondents are likely to repurchase/replace Refrigerator.

2 i.e. 5.7% undergraduates, 24 i.e. 16.6% graduates and 10 i.e. 9.3% postgraduates and above qualified are likely to repurchase/replace Washing Machine.

6 i.e. 17.1%, 27 i.e. 18.6% and 15 i.e. 13.9% respondents who are undergraduates, graduates and postgraduates and above qualified respectively are likely to repurchase/replace Mixer/Grinder.

1 i.e. 0.7% graduates and 4 i.e. 3.7% postgraduates and above qualified respondents are likely to repurchase/replace Food Processor. Undergraduates are not likely repurchase/replace Food Processor.

1 i.e. 2.9% undergraduates, 4 i.e. 2.8% graduates and 1 i.e. 0.9% postgraduates and above qualified respondents are likely to repurchase/replace Vaccum Cleaner.

2 i.e. 5.7% undergraduates, 5 i.e. 3.4% graduates and 1 i.e. 0.9% postgraduates and above qualified are likely to repurchase/replace Flour Mill.

4 i.e. 11.4% undergraduates, 18 i.e. 12.4% graduates and 6 i.e. 5.6% postgraduates and above qualified respondents are likely to repurchase/replace Desert Cooler.

1 i.e. 2.9% undergraduates, 9 i.e. 6.2% graduates and 9 i.e. 8.3% Post graduates and above qualified respondents are likely to repurchase/replace Air Conditioner.

1 i.e. 2.9% undergraduates, 8 i.e. 5.5% graduates and 8 i.e. 7.4% postgraduates and above qualified respondents are likely to repurchase/replace Oven.

3 i.e. 2.1% graduates are likely to repurchase/replace Water Purifier. Undergraduates and postgraduates and above qualified respondents are not likely to repurchase/replace Water Purifier.

14 i.e. 40% undergraduates, 47 i.e. 32.4% graduates and 33 i.e. 30.6% postgraduates and above qualified respondents are likely to repurchase/replace Color TV.

6 i.e. 17.1% undergraduates, 31 i.e. 21.4% graduates and 16 i.e. 18.4% postgraduates and above qualified respondents are likely to repurchase/replace Music System.

6 i.e. 17.1% undergraduates, 44 i.e. 30.3% graduates and 33 i.e. 30.6% postgraduates and above qualified respondents are likely to repurchase/replace Two Wheeler.

7 i.e. 20%, 33 i.e. 22.8%, 19 i.e. 17.6% respondents who are undergraduates, graduates and postgraduates and above qualified respectively are likely to repurchase/replace Car.

The table also makes it very clear that Vaccum Cleaner, Flour Mill and Color TV, are likely to be repurchase/replace more by undergraduates than graduates and postgraduates and above qualified respondents.

Refrigerator, Washing Machine, Mixer/Grinder, Water Purifier, Music System, and Car are likely to be repurchased/replaced more by graduates than undergraduates and postgraduate and above qualified respondents.

Food Processor, Air Conditioner, Oven, and Two Wheeler are likely to be repurchased/replaced more by respondents having postgraduation above qualification than undergraduates and graduates.

**Family Size Wise**

| Product | Family Size | | | | Total | |
|---|---|---|---|---|---|---|
| | Up to 4 Members | | 5 or more Members | | | |
| | No. | % | No. | % | No. | % |
| 1. Refrigerator | 79 | 40 9 | 27 | 28.4 | 106 | 36 8 |
| 2 Washing Machine | 22 | 11 4 | 14 | 14 7 | 36 | 12 5 |
| 3 Mixer/Grinder | 38 | 19 7 | 10 | 10 5 | 48 | 16 7 |
| 4 Food Processor | 2 | 1 0 | 3 | 3 2 | 5 | 1 7 |
| 5 Vaccum Cleaner | 4 | 2 1 | 2 | 2 1 | 6 | 2 1 |
| 6 Flour Mill | 4 | 2 1 | 4 | 4 2 | 8 | 2 8 |
| 7 Desert Cooler | 19 | 9 8 | 9 | 9 5 | 28 | 9 7 |
| 8 Air Conditioner | 15 | 7 8 | 4 | 4 2 | 19 | 6 6 |
| 9 Oven | 13 | 6 7 | 4 | 4 2 | 17 | 5 9 |
| 10 Water Purifier | 1 | 0 5 | 2 | 2.1 | 3 | 1 0 |
| 11 Color TV | 61 | 31 6 | 33 | 34.7 | 94 | 32 6 |
| 12 Music System | 42 | 21 8 | 11 | 11 6 | 53 | 18 4 |
| 13 Two Wheeler | 54 | 28 0 | 29 | 30 5 | 83 | 28 8 |
| 14 Car | 37 | 19 2 | 22 | 23 2 | 59 | 20 5 |
| **Total** | **193** | **100** | **95** | **100** | **288** | **100** |

The above table shows that out of 288 households, 193 households having up to four members and 95 households having five or more members are likely to repurchase/replace consumer durables as per below.

79 i.e. 40.9% households having up to four members and 27 i.e. 28.4% households having five or more family members are likely to repurchase/replace Refrigerator.

22 i.e. 11.4% households having up to four members and 14 i.e. 14.7% households having five or more members are likely to repurchase/replace Washing Machine.

38 i.e. 19.7% households having up to four members and 10 i.e. 10.5% households having five or more members are likely to repurchase/replace Mixer/Grinder.

2 i.e. 1% households having up to four members and 3 i.e. 3.2% households having five or more members are likely to repurchase/replace Food Processor.

4 i.e. 2.1% and 2 i.e. 2.1% households having up to four members and five or more members respectively are likely to repurchase/replace Vaccum Cleaner.

4 i.e. 2.1% households having up to four members and 4 i.e. 4.2% households having five or more members are likely to repurchase/replace Flour Mill.

19 i.e. 9.8% households having up to four members and 9 i.e. 9.5% households having five or more members are likely to repurchase/replace Desert Cooler.

15 i.e. 7.8% households having up to four members and 4 i.e. 4.2% households having five or more members are likely to repurchase/replace Air Conditioner.

13 i.e. 6.7% households having up to four members and 4 i.e. 4.2% households having five or more members are likely to repurchase/replace Oven.

1 i.e. 0.5% and 2 i.e. 2.1% households having up to four members and five or more members respectively are likely to repurchase/replace Water Purifier.

61 i.e. 31.6% households having up to four members and 33 i.e. 34.7% households having five or more members are likely to repurchase/replace Color TV.

42 i.e. 21.8% households having up to four members and 11 i.e. 11.6% households having five or more members are likely to repurchase/replace Music System.

54 i.e. 28% and 29 i.e. 30.5% households having up to four members and five or more members respectively are likely to repurchase/replace Two Wheeler.

37 i.e. 19.2% and 22 i.e. 23.2% households having up to four members and five or more members respectively are likely to repurchase/replace Car.

From the above we can say that Refrigerator, Mixer/Grinder, Desert Cooler, Air Conditioner, Oven and Music System are likely to repurchased/replaced more by households having up to four members than households having five or more members.

Similarly Washing Machine, Food Processor, Water Purifier, Color TV, Two Wheeler and Car are likely to be repurchased/replaced more by households having five or more members than households having up to four members.

It is to be noted that Vaccum Cleaner is likely to be repurchased/replaced equally by both households.

**Earning Member Wise**

| Product | Earning Member | | | | Total | |
|---|---|---|---|---|---|---|
| | Up to 2 Members | | 3 or more Members | | | |
| | No. | % | No. | % | No. | % |
| 1 Refrigerator | 97 | 36.6 | 9 | 39.1 | 106 | 36.8 |
| 2 Washing Machine | 28 | 10.6 | 8 | 34.8 | 36 | 12.5 |
| 3 Mixer/Grinder | 46 | 17.4 | 2 | 8.7 | 48 | 16.7 |
| 4 Food Processor | 5 | 1.9 | - | - | 5 | 1.7 |
| 5. Vaccum Cleaner | 6 | 2.3 | - | - | 6 | 2.1 |
| 6 Flour Mill | 7 | 2.6 | 1 | 4.3 | 8 | 2.8 |
| 7 Desert Cooler | 25 | 9.4 | 3 | 13.0 | 28 | 9.7 |
| 8 Air Conditioner | 17 | 6.4 | 2 | 8.7 | 19 | 6.6 |
| 9 Oven | 16 | 6.0 | 1 | 4.3 | 17 | 5.9 |
| 10 Water Purifier | 3 | 1.1 | - | - | 3 | 1.0 |
| 11 Color TV | 86 | 32.5 | 8 | 34.8 | 94 | 32.6 |
| 12 Music System | 51 | 19.2 | 2 | 8.7 | 53 | 18.4 |
| 13 Two Wheeler | 77 | 29.1 | 6 | 26.1 | 83 | 28.8 |
| 14 Car | 50 | 18.9 | 9 | 39.1 | 59 | 20.5 |
| **Total** | **265** | **100** | **23** | **100** | **288** | **100** |

The above table depicts the following,

Out of 288 households 265 having up to two earning members and 23 having three or more earning members are likely to repurchase/replace consumer durables in the above table.

97 i.e. 36.6% households having up to two earning members and 9 i.e. 39.1% households having three or more earning members are likely to repurchase/replace Refrigerator.

28 i.e. 10.6% households having up to two earning members and 8 i.e. 34.8% households having three or more earning members are likely to repurchase/replace Washing Machine.

46 i.e. 17.4% households having up to two earning members and 2 i.e. 8.7% households having three or more earning members are likely to repurchase/replace Mixer/Grinder.

5 i.e. 1.9% households having up to two earning members are likely to repurchase/replace Food Processor. While not a single household having three or more earning members are likely to repurchase/replace Food Processor.

6 i.e. 2.3% households having up to two earning members are likely to repurchase/replace Vaccum Cleaner. Not a single household having three or more earning members are likely to repurchase/replace Vaccum Cleaner.

7 i.e. 2.6% households having up to two earning members and 1 i.e. 4.3% households having three or more earning members are likely to repurchase/replace Flour Mill.

25 i.e. 9.4% households having up to two earning members and 3 i.e. 13% households having three or more earning members are likely to repurchase/replace Desert Cooler.

17 i.e. 6.4% households having up to two earning members and 2 i.e. 8.7% households having three or more earning members are likely to repurchase/replace Air Conditioner.

16 i.e. 6% households having up to two earning members anu 1 i.e. 4.3% households having three or more earning members are likely to repurchase/replace Oven.

3 i.e. 1.1% households having up to two earning members are likely to repurchase/replace Water Purifier. No households having three or more earning members is likely to repurchase/replace Water Purifier.

86 i.e. 32.5% households having up to two earning members and 8 i.e. 34.8% households having three or more earning members are likely to repurchase/replace Color TV.

51 i.e. 19.2% households having up to two earning members and 2 i.e. 8.7% households having three or more earning members are likely to repurchase/replace Music System.

77 i.e. 29.1% households having to up to two earning members and 6 i.e. 26.1% households having three or more earning members are likely to repurchase/replace Two Wheeler.

50 i.e. 18.9% households having up to two earning members and 9 i.e. 39.1% households having three or more earning members are likely to repurchase/replace Car.

From the above, we can say that Mixer/Grinder, Food Processor, Vaccum Cleaner, Oven, Water Purifier, Music system, and Two Wheeler are likely to be repurchased/replaced more by households having up to two earning members than households having three or more earning member.

While Refrigerator, Washing Machine, Flour Mill, Desert Cooler, Air Conditioner, Color TV, and Car are likely to be possessed more by households having three or more earning members than households having two earning members.

## Family Type Wise

| Product | Family Type | | | | Total | |
|---|---|---|---|---|---|---|
| | Joint | | Nuclear | | | |
| | No. | % | No. | % | No. | % |
| 1. Refrigerator | 22 | 25 3 | 84 | 41 8 | 106 | 36 8 |
| 2 Washing Machine | 14 | 16.1 | 22 | 10.9 | 36 | 12 5 |
| 3 Mixer/Grinder | 8 | 9.2 | 40 | 19.9 | 48 | 16 7 |
| 4. Food Processor | 2 | 2 3 | 3 | 1.5 | 5 | 1 7 |
| 5. Vaccum Cleaner | 3 | 3 4 | 3 | 1.5 | 6 | 2.1 |
| 6. Flour Mill | 4 | 4.6 | 4 | 2 0 | 8 | 2 8 |
| 7. Desert Cooler | 8 | 9 2 | 20 | 10 0 | 28 | 9 7 |
| 8 Air Conditioner | 3 | 3.4 | 16 | 8 0 | 19 | 6 6 |
| 9. Oven | 3 | 3 4 | 14 | 7 0 | 17 | 5 9 |
| 10 Water Purifier | 1 | 1 1 | 2 | 1.0 | 3 | 1 0 |
| 11 Color TV | 35 | 40.2 | 59 | 29 4 | 94 | 32 6 |
| 12 Music System | 13 | 14.9 | 40 | 19 9 | 53 | 18 4 |
| 13 Two Wheeler | 19 | 21.8 | 64 | 31 8 | 83 | 28 8 |
| 14 Car | 22 | 25 3 | 37 | 18.4 | 59 | 20 5 |
| **Total** | **87** | **100** | **201** | **100** | **288** | **100** |

The above table shows that out of 288 households 87 households having joint family and 201 households having nuclear family are likely to repurchase/replace consumer durables in the following manner.

22 i.e. 25.3% households having joint family and 84 i.e. 41.8% households having nuclear family are likely to repurchase/replace Refrigerator.

14 i.e. 16.1% households having joint family and 22 i.e. 10.9% households having nuclear family are likely to repurchase/replace Washing Machine.

8 i.e. 9.2% households having joint family and 40 i.e. 19.9% households having nuclear family are likely to repurchase/replace Mixer/Grinder.

2 i.e. 2.3% households having joint family and 3 i.e. 1.5% households having nuclear family are likely to repurchase/replace Food Processor.

3 i.e. 3.4% households having joint family and 3 i.e. 3.1% households having nuclear family are likely to repurchase/replace Vaccum Cleaner.

4 i.e. 4.6% households having joint family and 4 i.e. 2% households having nuclear family are likely to repurchase/replace Flour Mill.

8 i.e. 9.2% households having joint family and 20 i.e. 10% households having nuclear family are likely to repurchase/replace Desert Cooler.

3 i.e. 3.4% households having joint family and 16 i.e. 8% households having nuclear family are likely to repurchase/replace Air Conditioner.

3 i.e. 3.4% households having joint family and 14 i.e. 7% households having nuclear family are likely to repurchase/replace Oven.

1 i.e. 1.1% households having joint family and 2 i.e. 1% households having nuclear family are likely to repurchase/replace Water Purifier.

35 i.e. 40.2% and 59 i.e. 29.4% households having joint family and nuclear family respectively are likely to repurchase/replace Color TV.

13 i.e. 14.9% households having joint family and 40 i.e. 19.9% households having nuclear family are likely to repurchase/replace Music System.

19 i.e. 21.8% households having joint family and 64 i.e. 31.8% households having nuclear family are likely to repurchase/replace Two Wheeler.

22 i.e. 25.3% households having joint family and 37 i.e. 18.4% households having nuclear family are likely to repurchase/replace Car.

From the above, we can say that Washing Machine, Food Processor, Vaccum Cleaner, Flour Mill, Water Purifier, Color TV, and Car are likely to be repurchased/replaced more by households having joint family than households having nuclear family.

While Refrigerator, Mixer/Grinder, Desert Cooler, Air Conditioner, Oven, Music System and Two Wheeler are likely to be repurchased/replaced more by households having nuclear family than households having joint family.

**Monthly Income Wise**

| Product | Monthly Income | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | <10000 | | 10000–19999 | | 20000–29999 | | 30000 & above | | | |
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1. Refrigerator | 14 | 32 6 | 50 | 40 3 | 34 | 33 7 | 8 | 40.0 | 106 | 36 8 |
| 2 Washing Machine | 3 | 7.0 | 15 | 12 1 | 15 | 14 9 | 3 | 15.0 | 36 | 12 5 |
| 3 Mixer/Grinder | 12 | 27 9 | 25 | 20 2 | 8 | 7.9 | 3 | 15 0 | 48 | 16 7 |
| 4 Food Processor | - | - | 2 | 1 6 | 3 | 3 0 | - | - | 5 | 1 7 |
| 5 Vaccum Cleaner | 1 | 2 3 | 2 | 1 6 | 1 | 1.0 | 2 | 10 0 | 6 | 2 1 |
| 6 Flour Mill | - | - | 4 | 3.2 | 4 | 4 0 | - | - | 8 | 2 8 |
| 7 Desert Cooler | 6 | 14 0 | 12 | 9 7 | 8 | 7.9 | 2 | 10.0 | 28 | 9.7 |
| 8 Air Conditioner | - | - | 8 | 6.5 | 8 | 7.9 | 3 | 15 0 | 19 | 6 6 |
| 9 Oven | 2 | 4 7 | 6 | 4.8 | 7 | 6 9 | 2 | 10 0 | 17 | 5 9 |
| 10. Water Purifier | - | - | 2 | 1 6 | 1 | 1.0 | - | - | 3 | 1 0 |
| 11. Color TV | 12 | 27 9 | 35 | 28 2 | 37 | 36.6 | 10 | 50.0 | 94 | 32.6 |
| 12. Music System | 7 | 16.3 | 21 | 16 9 | 19 | 18 8 | 6 | 30 0 | 53 | 18 4 |
| 13 Two Wheeler | 15 | 34 9 | 45 | 36.3 | 21 | 20 8 | 2 | 10 0 | 83 | 28.8 |
| 14 Car | 2 | 4 7 | 25 | 20 2 | 25 | 24 8 | 7 | 35 0 | 59 | 20.5 |
| **Total** | **43** | **100** | **124** | **100** | **101** | **100** | **20** | **100** | **288** | **100** |

The above table depicts the following.

Out of 288 respondents 43 are having less than Rs. 10,000 income p.m., 124 are having 10,000-19,999 income p.m., 101 are having Rs. 20,000-29,999 income p.m. and 20 are having Rs. 30,000 p.m. and above income are likely to repurchase/replace consumer durables as per below.

14 i.e. 32.6% households having less than Rs. 10,000 income p.m., 50 i.e. 40.3% households having Rs. 10,000-19,999 income p.m., 34 i.e. 33 7% households

having Rs. 20,000-29,999 income p.m. and 8 i.e. 40% households having Rs. 30,000 p.m. and above income are likely to repurchase/replace Refrigerator.

3 i.e. 7%, 15 i.e. 12.1%, 15 i.e. 14.9% and 3 i.e. 15% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m. and Rs. 30,000 and above income p.m. respectively are likely to repurchase/replace Washing Machine.

12 i.e. 27.9%, 25 i.e. 20.2%, 8 i.e. 7.9% and 3 i.e. 15% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m. and Rs. 30,000 p.m. and above income are likely to repurchase/replace Mixer/Grinder.

2 i.e. 1.6% households having Rs. 10,000-19,999 income p.m. and 3 i.e. 3% households having Rs. 20,000-29,999 income p.m. are likely to repurchase/replace Food Processor.

1 i.e. 2.3% households having less than Rs. 10,000 p.m., 2 i.e. 1.6% households having 10,000-19,999 p.m., 1 i.e. 1% households having Rs. 20,000-29,999 p.m. and 2 i.e. 10% having Rs. 30,000 p.m. and above income are likely to repurchase/replace Vaccum Cleaner.

4 i.e. 3.2% and 4 i.e. 4% households having Rs. 10,000-19,999 p.m. and Rs. 20,000-29,999 income p.m. respectively are likely to repurchase/replace Flour Mill.

6 i.e. 14% households having less than Rs. 10,000 p.m., 12 i.e. 9.7% households having Rs. 10,000-19,999 p.m., 8 i.e. 7.9% households having Rs. 20,000-29,999 p.m. and 2 i.e. 10% households having Rs. 30,000 and above income p.m. are likely to repurchase/replace Desert Cooler.

8 i.e. 6.5% households having 10,000-19,999 income p.m., 8 i.e. 7.9% households having Rs. 20,000-29,999 income p.m., 3 i.e. 15% households having Rs. 30,000 and above income p.m. are likely to repurchase/replace Air Conditioner.

2 i.e. 4.7%, 6 i.e. 4.8%, 7 i.e. 6.9% and 2 i.e. 10% households having less than Rs. 10,000 income p.m., Rs. 10,000-19,999 income p.m., Rs. 20,000-29,999 income p.m. and Rs. 30,000 and above income p.m. respectively are likely to repurchase/replace Oven.

2 i.e. 1.6% households having Rs. 10,000-19,999 income p.m. and 1 i.e. 1% households having Rs. 20,000-29,999 income p.m. respectively are likely to repurchase/replace Water Purifier.

12 i.e. 27.9% households having less than Rs. 10,000 income p.m., 35 i.e. 28.2% households having Rs. 10,000-19,999 income p.m. and 10 i.e. 50% households having Rs. 30,000 and above income p.m. are likely to repurchase/replace Color TV.

7 i.e. 16.3%, 21 i.e. 16.9%, 19 i.e. 18.8% and 6 i.e. 30%, households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., and Rs. 30,000 and above income p.m. are likely to repurchase/replace Music System.

15 i.e. 34.9%, 45 i.e. 36.3%, 21 i.e. 20.8% and 2 i.e. 10% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m. and Rs. 30,000 and above income p.m. respectively are likely to repurchase/replace Two Wheeler.

2 i.e. 4.7%, 25 i.e. 20.2% 25 i.e. 24.8% and 7 i.e. 35% households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m. and Rs. 30,000 and above income p.m. are likely to repurchase/replace Car.

The above table makes it very clear that Mixer/Grinder, Desert Cooler and Two Wheeler are likely to be repurchased/replaced more by households having less than Rs. 10,000 income p.m..

Refrigerator, Vaccum Cleaner, and Water Purifier are likely to be repurchased/replaced more by households having Rs. 10,000-19,999 income. p.m.

Food Processor and Flour Mill are likely to be repurchased/replaced more by households having Rs. 20,000-29,999 income p.m.

Washing Machine, Air Conditioner, Oven, Color TV, Music System and Car are likely to repurchase/replaced more by households having Rs. 30,000 p.m. and above income.

**Type of House Wise**

| Product | Type of House | | | | Total | |
|---|---|---|---|---|---|---|
| | Own | | Rental | | | |
| | No. | % | No. | % | No. | % |
| 1. Refrigerator | 97 | 36.9 | 9 | 36 0 | 106 | 36 8 |
| 2. Washing Machine | 31 | 11.8 | 5 | 20 0 | 36 | 12 5 |
| 3. Mixer/Grinder | 40 | 15.2 | 8 | 32 0 | 48 | 16 7 |
| 4 Food Processor | 5 | 1.9 | - | - | 5 | 1.7 |
| 5. Vaccum Cleaner | 6 | 2.3 | - | - | 6 | 2 1 |
| 6. Flour Mill | 8 | 3.0 | - | - | 8 | 2.8 |
| 7. Desert Cooler | 24 | 9.1 | 4 | 16 0 | 28 | 9.7 |
| 8. Air Conditioner | 19 | 7.2 | - | - | 19 | 6 6 |
| 9. Oven | 15 | 5.7 | 2 | 8.0 | 17 | 5.9 |
| 10. Water Purifier | 3 | 1.1 | - | - | 3 | 1.0 |
| 11. Color TV | 85 | 32.3 | 9 | 36 0 | 94 | 32.6 |
| 12. Music System | 49 | 18.6 | 4 | 16 0 | 53 | 18.4 |
| 13. Two Wheeler | 80 | 30.4 | 3 | 12.0 | 83 | 28 8 |
| 14. Car | 56 | 21.3 | 3 | 12.0 | 59 | 20 5 |
| **Total** | **263** | **100** | **25** | **100** | **288** | **100** |

The above table shows the following out of 288 households 263 households having own house and 25 households having house rental are likely to repurchase/replace consumer durables as per below.

97 i.e. 36.9% households having own house and 9 i.e. 36% households having rental house are likely to repurchase/replace Refrigerator.

31 i.e. 11.8% households having own house and 5 i.e. 20% households having rental house are likely to repurchase/replace Washing Machine.

40 i.e. 15.2% and 8 i.e. 32% households having own house and rental house are likely to repurchase/replace Mixer/Grinder.

5 i.e. 1.9% households having own house are likely to repurchase/replace Food Processor. Not a single households having rental house is likely to repurchase/replace Food Processor.

6 i.e. 2.3% households having own house are likely to repurchase/replace Vaccum Cleaner. While no household having rental house is likely to repurchase/replace Vaccum Cleaner.

8 i.e. 3% households having own house are likely to repurchase/replace Flour Mill. Households having rental house are not likely to repurchase/replace Flour Mill.

24 i.e. 9.1% households having own house are likely to repurchase/replace Desert Cooler. While 4 i.e. 16% households having rental house are likely to repurchase/replace Desert Cooler.

19 i.e. 7.2% households having own house are likely to repurchase/replace Air Conditioner. While no household having rental house is likely to repurchase/replace Air Conditioner.

15 i.e. 5.7%households having own house and 2 i.e. 8% households having rental house are likely to repurchase/replace Oven.

3 i.e. 1.1% households having own house are likely to repurchase/replace Water Purifier. No household having rental house likely to is likely to repurchase/replace Water Purifier.

85 i.e. 32.3% households having own house and 9 i.e. 36% households having rental house are likely to repurchase/replace Color TV.

49 i.e. 18.6% households having own house and 4 i.e. 16% households having rental house are likely to repurchase/replace Music System.

80 i.e. 30.4% households having own house and 3 i.e. 12% households having rental house are likely to repurchase/replace Two Wheeler.

56 i.e. 21.3% households having own house and 3 i.e. 12% households having rental house are likely to repurchase/replace Car.

From the above we can say that Refrigerator, Food Processor, Vaccum Cleaner, Flour Mill, Air Conditioner, Water Purifier, Music System, Two Wheeler and Car are likely to be repurchased/replaced more by households having own house than households having rental house.

While Washing Machine, Mixer/Grinder, Desert Cooler, Oven and Color TV are likely to be repurchased/replaced more by households having rental house than households having own house.

**Table 4.6.2**

Average Time of Repurchase/Replacement of Consumer Durables by Households

| Sr.No. | Products | Average Time of Repurchase /Replace (In Months) |
|---|---|---|
| 1. | Refrigerator | 23 |
| 2. | Washing Machine | 20 |
| 3 | Mixer/Grinder | 16 |
| 4 | Food Processor | 10 |
| 5. | Vaccum Cleaner | 15 |
| 6 | Flour Mill | 14 |
| 7 | Desert Cooler | 9 |
| 8 | Air Conditioner | 13 |
| 9. | Oven | 15 |
| 10 | Water Purifier | 10 |
| 11 | Color TV | 15 |
| 12 | Music System | 14 |
| 13. | Two Wheeler | 15 |
| 14. | Car | 20 |

The above table shows average time for repurchase/replacements of products.

From the above table we can see that respondents plan to repurchase/replace Refrigerator within 23 months time, Washing Machine within 20 months time, Mixer/Grinder within 16 months, Food Processor within 10 months, Vaccum Cleaner within 15 months, Flour Mill within 14 months, Desert Cooler within 9 months, Air Conditioner within 13 months, Oven within 15 months, Water Purifier within 10 months, Color TV within 15 months, Music System within 14 months, Two Wheeler within 15 months and Car within 20 months.

Respondents plan to repurchase/replace Food Processor, Desert Cooler and Water Purifier within 10 months time i.e. within one year's time.

While they plan to repurchase/replace Washing Machine, Mixer/Grinder, Vaccum Cleaner, Flour Mill, Air Conditioner, Oven, Color TV, Music System, Two Wheeler, Car and Refrigerator from eleven months to 23 months time period.

# Table 4.6.3

Percentage of Consumer Durables Likely to Repurchase/Replace, Brand Wise

| Product | Brand | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 Refrigerator | Kelvinator | Godrej | BPL | Videocon | Others | N D. | Total |
| No | 19 | 24 | 33 | 1 | 29 | - | 106 |
| % | 17 9 | 22 6 | 31 1 | 0 9 | 27 3 | - | |
| 2 Washing Machine | Videocon | BPL | Whirl pool | IFB | Others | N D | |
| No | 7 | 9 | 11 | 2 | 3 | 4 | 36 |
| % | 19 4 | 25 | 30 5 | 5 5 | 8 3 | 11 1 | |
| 3 Mixer/Grinder | Sumeet | Maharaja | Philips | Kanchan | Others | N D | |
| No | 23 | 14 | 4 | 1 | 3 | 3 | 48 |
| % | 47.9 | 29 1 | 8 3 | 2 0 | 6 2 | 6 2 | |
| 4 Food Processor | Sumeet | Philips | Maharaja | Others | - | N D | |
| No | 2 | 1 | 1 | - | | 1 | 5 |
| % | 40 | 20 | 20 | - | | 20 | |
| 5 Vaccum Cleaner | Eureka Forbes | BPL | Others | - | - | N D. | |
| No | 2 | 1 | 3 | | | - | 6 |
| % | 33 3 | 16 7 | 50 0 | | | - | |
| 6 Flour Mill | Milcent | Dhara | Flora | Natraj | Others | N D | |
| No | 1 | 1 | 1 | 3 | 1 | 1 | 8 |
| % | 12 5 | 12 5 | 12 5 | 37 5 | 12 5 | 12 5 | |
| 7 Desert Cooler | Symphony | Videocon | Crompton | Others | - | N D | |
| No | 9 | 8 | 2 | 4 | | 5 | 28 |
| % | 32.1 | 28 5 | 7.1 | 14 2 | | 17 8 | |
| 8 Air Conditioner | Videocon | Blue Star | Amtrex | Carrier | Others | N D | |
| No | - | 2 | 6 | 3 | 8 | - | 19 |
| % | - | 10 5 | 31 6 | 15 8 | 42 1 | - | |
| 9 Oven | BPL | National | Sharp | IFB | Others | N D | |
| No | 7 | 4 | - | 1 | 5 | - | 17 |
| % | 41.2 | 23 5 | - | 5 9 | 29 4 | - | |
| 10 Water Purifier | Acquaguard | Videocon | Symphony | Others | - | N D. | |
| No | 2 | 1 | - | - | | - | 3 |
| % | 66 3 | 33 3 | - | - | | - | |
| 11 Colour TV | BPL | Onida | Videocon | Akai | Others | N D | |
| No | 18 | 8 | 2 | 22 | 35 | 9 | 94 |
| % | 19 1 | 8 5 | 2 1 | 23.4 | 37 2 | 9 5 | |
| 12 Music System | BPL | Philips | Videocon | National Panasonic | Others | N D | |
| No | 5 | 6 | 1 | 3 | 32 | 6 | 53 |
| % | 9 4 | 11 3 | 1 8 | 5.6 | 60 3 | 11 3 | |
| 13. Two Wheeler | Bajaj | LML | Hero Honda | Yamaha | TVS Suzuki | Kinetic Honda | Others |
| No. | 25 | 20 | 7 | 5 | 3 | 22 | - |
| % | 30 1 | 24 0 | 8.4 | 6 0 | 3 6 | 26.5 | - |
| | N.D. | Total | | | | | |
| No. | 1 | 83 | | | | | |
| % | 1 2 | | | | | | |
| 14. Car | Fiat (Pal) | Maruti | Tata | Cielo (Daewoo) | Mahi ndra | Others | N D |
| No | 1 | 40 | 9 | 3 | 1 | 3 | 2 |
| % | 1 6 | 67 7 | 15.2 | 5 0 | 1.6 | 5 0 | 3 3 |
| | Total | | | | | | |
| No | 59 | | | | | | |
| % | | | | | | | |

**1. Refrigerator**

Out of 106 respondents likely to repurchase/replace Refrigerator, 17.9% are likely to repurchase/replace with Kelvinator, 22.9% likely to repurchase/replace with Godrej brand, 31.1% with BPL brand, 0.9% with Videocon and 27.3% likely to repurchase/replace with other brands like LG, Samsung, Daewoo, Whirlpool and General Electirc etc.

**2. Washing Machine**

Out of 36 respondents likely to repurchase/replace Washing Machine, 19.4% will repurchase/replace with Videocon, 25% with BPL, 30.5% with Whirlpool (TVS), 5.5% with IFB and 8.3% likely to repurchase/replace with other brands like National. 11.1% respondents are not decided about the brand.

**3. Mixer/Grinder**

Out of 48 respondents likely to repurchase/replace Mixer/Grinder, 47.9% are likely to repurchase/replace with Sumeet brand, 29.1% with Maharaja, 8.3% with Philips, 2% with Kanchan, 6.2% are likely to repurchase/replace with other brands like Moulinex and Kenstar. 6.2% respondents are not decided about the brand.

**4. Food Processor**

Out of 5 respondents likely to repurchase/replace Food Processor, 40% are likely to repurchase/replace with Sumeet, 20% with Philips, 20% with Maharaja and 20% have not decided the brand of Food Processor.

**5. Vaccum Cleaner**

Out of 6 respondents likely to repurchase/replace Vaccum Cleaner, 33.3% are likely to repurchase/replace with Eureka Forbes brand of Vaccum Cleaner, 16.7% with BPL and 50% with other brands like National and Modi Hoover. Out of which Modi Hoover dominates with 33.31%.

**6. Flour Mill**

Out of 8 respondents likely to repurchase/replace Flour Mill, 12.5% are likely to repurchase/replace with Milcent brand, 12.5% with Dhara brand of Flour Mill and 12.5% with Flora, 37.5% with Natraj, 12.5% with other brands like Baby prince and 12.5% have not decided brand of Flour Mill.

**7. Desert Cooler**

Out of 28 respondents likely to repurchase/replace Desert Cooler, 32.1% are likely to repurchase/replace with Symphony brand, 28.5% with Videocon, 7.1% with Crompton and 14.2% with other brands like locally assembled Desert Cooler. 17.8% respondents are not decided about the brand of Desert Cooler.

**8. Air Conditioner**

19 respondents who are likely to repurchase/replace Air Conditioner, 10.5% are likely to repurchase/replace with Blue Star brand, 31.6% are likely to repurchase/replace with Amtrex, 15.8% with Carrier and 42.1% with other brands like Toshiba, National, Usha and locally assembled Air Conditioner.

**9. Oven**

Out of 17 respondents likely to repurchase/replace Oven, 41.2% are likely to repurchase/replace with BPL brand of Oven, 23.5% are likely to repurchase/replace with National brand, 5.9% with IFB and 29.4% with other brand such as National, Sanyo, Philips, Bajaj and Kenstar.

**10. Water Purifier**

Out of 3 respondents likely to repurchase/replace Water Purifier, 66.3% are likely to repurchase/replace with Acquaguard and 33.3% are likely to repurchase/replace with Videocon brand.

**11. Color TV**

Out of 94 respondents likely to repurchase/replace Color TV, 19.1% are likely to repurchase/replace with BPL, 8.5% are likely to repurchase/replace with Onida, 2.1% with Videocon, 23.4% with Akai and 37.2% are likely to repurchase/replace with other brands like Sony, Toshiba, Philips, Thomson and Daewoo.

**12. Music System**

Out of 53 respondents likely to repurchase/replace Music System, 9.4% are likely to repurchase/replace with BPL, 11.3% likely to repurchase/replace with Philips brand, 1.8% with Videocon, 5.6% with National Panasonic and 60.3% are likely to repurchase/replace with other brands like Sony, Aiwa, Kenwood, Akai and locally assembled Music System. 11.3% respondents are undecided about the brand. Thus Sony brand will dominate the market with 32.07%, it will be followed by Aiwa with 13.2%.

**13. Two Wheeler**

Out of 83 respondents likely to repurchase/replace Two Wheeler, 30.1% are likely to repurchase/replace with Bajaj brand, 24% are likely to repurchase/replace with LML, 8.4% with Hero Honda, 6% with Yamaha, 3.6% with TVS Suzuki, 26.5% with Kinetic Honda and 1.2% respondents are undecided about the brand.

**14. Car**

Out of 59 respondents likely to repurchase/replace Car, 1.6% are likely to repurchase/replace with Fiat (PAL), 67.7% are likely to repurchase/replace with Maruti, 15.2% with Tata, 5% with Cielo (Daewoo), 1.6% with Ford Mahindra and 5% with other brand such as Honda city. 3.3% respondents are undecided about the brand.

If we calculate the mean of ranks, the below is the rank order given by 300 households irrespective of demographic/socio-economic factor to all important considerations in purchase of products.

**Table 4.7.1**

Rank Order of Important Considerations in Purchase of Consumer Durables by Households

| Sr.No. | Consideration | Mean | Rank |
|---|---|---|---|
| 1 | Price | 3.21 | 3 |
| 2 | Durability | 2.85 | 1 |
| 3 | After Sales Service | 4.85 | 5 |
| 4 | Discount | 6.63 | 8 |
| 5 | Brand Name | 3.77 | 4 |
| 6 | Guarantee/Warranty | 5.64 | 6 |
| 7 | Appeal & Looks | 6.23 | 7 |
| 8 | Quality | 2.88 | 2 |
| 9 | Others | 8.89 | 9 |

First rank is given to 'durability' of a product, second to 'quality', third to 'price', fourth to 'brand name', fifth to 'after sales service', sixth to 'guarantee/warranty', seventh to 'appeal and looks' of a product eighth to 'discount' offered and last rank to other considerations like opinion from other customers, utility and stability and consistency of initial quality.

Thus from the above, it becomes very clear that consumer give more weightage to 'durability', 'quality' and 'price'. They give least importance to 'appeal and looks' and 'discount'. Thus one can say that consumer in the market today are not only cost conscious but performance and 'quality' conscious also. They also try to get the maximum mileage out of every rupee they spend.

**Table 4.7.2**

Rank Order of Important Considerations in Purchase of Consumer Durables by Demographic/Socio-Economic Factor

**Sex Wise**

| Sr.No. | Consideration | Male | | Female | |
|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank |
| 1 | Price | 3.23 | 3 | 2.96 | 2 |
| 2 | Durability | 2.87 | 2 | 2.60 | 1 |
| 3 | After Sales Service | 4.92 | 5 | 4.12 | 4 |
| 4 | Discount | 6.72 | 8 | 5.68 | 5 |
| 5 | Brand Name | 3.78 | 4 | 3.68 | 3 |
| 6 | Guarantee/Warranty | 5.61 | 6 | 6.00 | 6 |
| 7 | Appeal & Looks | 6.14 | 7 | 7.28 | 7 |
| 8 | Quality | 2.81 | 1 | 3.68 | 3 |
| 9 | Others | 8.88 | 9 | 9.00 | 8 |

According to the above table the above is the rank order given by 275 male and 25 female respondents to important considerations in the purchase of consumer durables. Among males 'quality' of a product is given first rank, second rank to 'durability' and third to 'price'. Last rank is given to 'discount' offered. Among females 'durability' is given first rank, 'price' second rank and third rank to 'brand name' and 'quality' and last rank to 'appeal and looks' of a product.

**Age Wise**

| Sr.No. | Consideration | Less than 34 | | 35-45 | | 46 and above | |
|---|---|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank | Mean | Rank |
| 1 | Price | 3 23 | 3 | 3 20 | 3 | 3 20 | 3 |
| 2. | Durability | 3.06 | 2 | 2.77 | 1 | 2 79 | 1 |
| 3. | After Sales Service | 5.13 | 5 | 4 64 | 5 | 4.87 | 5 |
| 4 | Discount | 6.75 | 8 | 6 61 | 8 | 6.58 | 7 |
| 5. | Brand Name | 3.48 | 4 | 3.96 | 4 | 3.78 | 4 |
| 6. | Guarantee/Warranty | 5.77 | 6 | 5 37 | 6 | 5 78 | 8 |
| 7. | Appeal & Looks | 6 03 | 7 | 6.40 | 7 | 6 21 | 6 |
| 8. | Quality | 2.62 | 1 | 3.09 | 2 | 2 86 | 2 |
| 9. | Others | 8 90 | 9 | 8 97 | 9 | 8 82 | 9 |

According to above table the above is rank order given by age groups to important considerations. 69 respondents of age below 34 years 'quality' of a product is given first rank, second rank to 'durability' and third to 'price'. Last rank goes to 'discount' offered.

102 respondents between 35 and 45 years of age, 'durability' of a product is given first rank, second rank to 'quality' and third to 'price'. Last rank is given to 'discount' offered. In age group 46 years and above 129 respondents gave first rank to 'durability', second to 'quality' and third to 'price'. Last rank is given to 'guarantee/warranty' of a product.

**Occupation Wise**

| Sr. No. | Consideration | Service (Trans) | | Service (Non- Trans) | | Business | | Profession | |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank | Mean | Rank | Mean | Rank |
| 1. | Price | 3.55 | 3 | 2.93 | 2 | 3.20 | 3 | 3.31 | 3 |
| 2. | Durability | 2.90 | 2 | 3.11 | 3 | 2.75 | 1 | 2.74 | 1 |
| 3. | After Sales Service | 4 14 | 4 | 4.96 | 5 | 5.32 | 5 | 4.51 | 5 |
| 4. | Discount | 6.24 | 7 | 6.43 | 8 | 6.84 | 8 | 6.68 | 8 |
| 5. | Brand Name | 4.34 | 5 | 3.76 | 4 | 3.47 | 4 | 3.91 | 4 |
| 6. | Guarantee/Warranty | 6.00 | 6 | 5.81 | 6 | 5.61 | 6 | 5.45 | 6 |
| 7. | Appeal & Looks | 6.38 | 8 | 6.19 | 7 | 5.87 | 7 | 6.58 | 7 |
| 8. | Quality | 2.69 | 1 | 2.90 | 1 | 2.95 | 2 | 2.86 | 2 |
| 9. | Others | 8.76 | 9 | 8.90 | 9 | 8.88 | 9 | 8.93 | 9 |

According to above table the above is rank order given by occupation groups to important considerations.

29 respondents in service (transferable), first rank is given to 'quality', second to 'durability' and third to 'price'. Last rank is given to 'appeal and looks' of a product.

72 respondents in service (non-transferable), first rank is given to 'quality', second to 'price' and third to 'durability'. Last rank is given to 'discount' offered.

99 respondents is business, first rank is given to 'durability' of a product, Second rank to 'quality' and third to 'price'. Last rank is given to 'discount' offered.

100 respondents who are professionals, first rank given to 'durability', second rank to 'quality', third to 'price'. Last rank goes to 'discount' offered.

**Educational Qualification Wise**

| Sr.No. | Consideration | Undergraduate | | Graduate | | Postgraduate and above | |
|---|---|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank | Mean | Rank |
| 1 | Price | 3.17 | 2 | 3.32 | 3 | 3.06 | 3 |
| 2 | Durability | 2.86 | 1 | 2.92 | 2 | 2.75 | 1 |
| 3 | After Sales Service | 4.66 | 5 | 5.03 | 5 | 4.66 | 5 |
| 4. | Discount | 6.54 | 8 | 6.66 | 8 | 6.62 | 7 |
| 5. | Brand Name | 4.09 | 4 | 3.70 | 4 | 3.78 | 4 |
| 6 | Guarantee/Warranty | 5.69 | 6 | 5.70 | 6 | 5.54 | 6 |
| 7 | Appeal & Looks | 6.23 | 7 | 5.94 | 7 | 6.63 | 8 |
| 8 | Quality | 3.26 | 3 | 2.75 | 1 | 2.96 | 2 |
| 9 | Others | 8.71 | 9 | 8.95 | 9 | 8.86 | 9 |

The above table shows rank order given to important considerations educational qualification wise.

35 undergraduate respondents 'durability' of a product is given first rank, second rank to 'price' and third to 'quality'. Last rank goes to 'discount' offered.

153 respondents who are graduates, 'quality' of a product is given first rank, second rank to 'durability' and third to 'price'. Last rank to 'discount' offered.

112 postgraduate and above qualified respondents 'durability' of a product is given first rank, 'quality' is given second rank and third to 'price'. Last rank goes to 'appeal and looks' of a product.

**Family Size Wise**

| Sr.No. | Consideration | Up to 4 members | | 5 or more members | |
|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank |
| 1 | Price | 3 33 | 3 | 2.95 | 2 |
| 2. | Durability | 2 98 | 2 | 2 58 | 1 |
| 3 | After Sales Service | 4 91 | 5 | 4 73 | 5 |
| 4 | Discount | 6 61 | 8 | 6 68 | 8 |
| 5 | Brand Name | 3 67 | 4 | 3 98 | 4 |
| 6 | Guarantee/Warranty | 5 56 | 6 | 5 80 | 6 |
| 7. | Appeal & Looks | 6 22 | 7 | 6 26 | 7 |
| 8 | Quality | 2 77 | 1 | 3.12 | 3 |
| 9. | Others | 8 91 | 9 | 8 86 | 9 |

According to table the above is the rank order given to important considerations by size of family.

201 respondents with family size up to four members, 'quality' of a product is given first rank, second rank to 'durability' and third to 'price'. Last rank is given to 'discount' offered.

99 respondents with family size of five or more members, 'durability' of a product is given first rank, second rank to 'price' and third to 'quality' . Last rank is given to 'discount' offered.

**Earning Members Wise**

| Sr.No. | Consideration | Up to 2 members | | 3 or more members | |
|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank |
| 1 | Price | 3 24 | 3 | 2 83 | 2 |
| 2 | Durability | 2 88 | 2 | 2 50 | 1 |
| 3 | After Sales Service | 4.84 | 5 | 4.92 | 5 |
| 4 | Discount | 6 57 | 7 | 7.33 | 8 |
| 5 | Brand Name | 3 75 | 4 | 4 00 | 4 |
| 6 | Guarantee/Warranty | 5 67 | 6 | 5 29 | 6 |
| 7 | Appeal & Looks | 6 24 | 8 | 6.12 | 7 |
| 8 | Quality | 2 87 | 1 | 3 04 | 3 |
| 9 | Others | 8 88 | 9 | 9 00 | 9 |

According to table the above is the rank order given to considerations by number of earning members.

276 respondents with up to two earning members, 'quality' of a product is given first rank, second rank given to 'durability', third rank to 'price' of the product. Last rank given to 'appeal and looks' of a product.

24 respondents with three or more earning members, 'durability' of a product is given first rank, second rank to 'price' and third rank to 'quality'. Last rank given to 'discount' offered.

**Type of Family Wise**

| Sr.No. | Consideration | Joint | | Nuclear | |
|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank |
| 1 | Price | 3 41 | 3 | 3 12 | 3 |
| 2. | Durability | 2 56 | 1 | 2 97 | 2 |
| 3 | After Sales Service | 4 44 | 5 | 5 02 | 5 |
| 4 | Discount | 6 78 | 8 | 6 57 | 8 |
| 5 | Brand Name | 3 65 | 4 | 3 83 | 4 |
| 6 | Guarantee/Warranty | 5.73 | 6 | 5 60 | 6 |
| 7 | Appeal & Looks | 6 63 | 7 | 6 07 | 7 |
| 8 | Quality | 3 07 | 2 | 2 81 | 1 |
| 9 | Others | 8 84 | 9 | 8 91 | 9 |

According to table the above is the rank order given by 88 joint families and 212 nuclear families to important considerations.

In joint family 'durability' of a product is given first rank, second rank to 'quality' and third to 'price'. Last rank is given to 'discount' offered.

Among nuclear families 'quality' of a product is given first rank, 'durability' second rank and 'price' third rank. Last rank is given to 'discount' offered.

**Monthly Income Wise**

| Sr.No. | Consideration | <10,000 | | 10,000 - 19,999 | | 20,000 - 29,999 | | 30,000 & above | |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank | Mean | Rank | Mean | Rank |
| 1 | Price | 2 80 | 1 | 3 08 | 3 | 3 40 | 3 | 3 90 | 4 |
| 2 | Durability | 2 87 | 2 | 2 89 | 1 | 2 76 | 1 | 2 90 | 2 |
| 3 | After Sales Service | 4 85 | 5 | 4 89 | 5 | 4 84 | 5 | 4 62 | 5 |
| 4 | Discount | 6 15 | 8 | 6 57 | 8 | 6 78 | 8 | 7 29 | 8 |
| 5 | Brand Name | 4 50 | 4 | 3 87 | 4 | 3 43 | 4 | 3 24 | 3 |
| 6 | Guarantee/Warranty | 5 63 | 6 | 5 62 | 6 | 5 70 | 6 | 5 52 | 6 |
| 7 | Appeal & Looks | 6 20 | 7 | 6 32 | 7 | 6 13 | 7 | 6 29 | 7 |
| 8 | Quality | 2 89 | 3 | 2 95 | 2 | 2 92 | 2 | 2 29 | 1 |
| 9 | Others | 9 00 | 9 | 8 87 | 9 | 8 84 | 9 | 9 00 | 9 |

According to table the above is the rank order given to important considerations by monthly income groups.

46 respondents with income less than Rs. 10,000 p.m. 'price' is given the first rank, second rank given to 'durability' and third to 'quality'. Last rank is given to 'discount' offered.

131 respondents with income between Rs. 10,000 and Rs. 19,999 p.m. 'durability' is given first rank, 'quality' second rank and third rank to 'price'. Last rank is given to 'discount' offered.

102 respondents with income between Rs. 20,000 and Rs. 29,999 p.m. 'durability' of a product is given first rank, second rank to 'quality' and third to 'price'. Last rank given to 'discount' offered.

21 respondents with income Rs. 30,000 p.m. and above first rank is given to 'quality' of a product, second rank to 'durability', third rank to 'brand name'. Last rank is given to 'discount' offered.

**Type of House Wise**

| Sr.No. | Consideration | Own | | Rental | |
|---|---|---|---|---|---|
| | | Mean | Rank | Mean | Rank |
| 1 | Price | 3 22 | 3 | 3 08 | 2 |
| 2. | Durability | 2 82 | 1 | 3 08 | 2 |
| 3 | After Sales Service | 4 84 | 5 | 4 92 | 4 |
| 4 | Discount | 6 66 | 8 | 6 27 | 6 |
| 5 | Brand Name | 3 79 | 4 | 3 58 | 3 |
| 6 | Guarantee/Warranty | 5.65 | 6 | 5 54 | 5 |
| 7 | Appeal & Looks | 6 22 | 7 | 6 35 | 7 |
| 8 | Quality | 2 91 | 2 | 2 65 | 1 |
| 9 | Others | 8 89 | 9 | 8 92 | 8 & 9 |

According to table the above rank order given by 274 respondents having own house and 26 respondents having rental house.

Respondents having own house, 'durability' of a product is given first rank, 'quality' second rank and 'price' given third rank. Last rank is given to 'discount' offered.

Respondents having rental house first rank is given to 'quality' of a product, second rank given to 'price' and 'durability' and third to 'brand name'. Last rank is given to 'appeal and looks' of a product.

## Hypothesis

Important consideration of rank preferences are independent with respect to various demographic/socio-economic factor.

### Table 4.7.3

Chi-Square Comparison of Important Considerations in Purchase of Products, Demographic/Socio-Economic Factor

**Sex Wise**

| Sr.No. | Consideration | Chi-Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Price | 0 31 | 0 5724 (NS) |
| 2. | Durability | 0 61 | 0.4317 (NS) |
| 3 | After Sales Service | 3 88 | 0.0489 (S) |
| 4 | Discount | 10.91 | 0.0010 (S) |
| 5 | Brand Name | 0 09 | 0 7542 (NS) |
| 6 | Guarantee/Warranty | 1 38 | 0 2385 (NS) |
| 7. | Appeal & Looks | 11 71 | 0 0006 (S) |
| 8 | Quality | 6 74 | 0.0094 (S) |
| 9 | Others | 0 03 | 0 8567 (NS) |

As per above table we can say that the chi-sq·iare value is not significant at 5% level of significance and so it indicates that both sex groups i.e. male and female are independent with each other in giving rank preferences to 'price', 'durability', 'brand name', 'guarantee/warranty' and other considerations like opinion from other customers, utility and stability and consistency of initial quality.

While the chi-square value is significant at 5% level of significance and so it indicates that both sex groups i.e. male and female are not independent with each other in giving rank preference to 'after sales service', 'discount' offered, 'appeal and looks' and 'quality'.

***Age Wise***

| Sr.No. | Consideration | Chi-Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Price | 0 51 | 0 7745 (NS) |
| 2. | Durability | 1 06 | 0 5881 (NS) |
| 3 | After Sales Service | 3 52 | 0 1713 (NS) |
| 4 | Discount | 1 44 | 0 4852 (NS) |
| 5. | Brand Name | 2 16 | 0 3384 (NS) |
| 6 | Guarantee/Warranty | 2 22 | 0 3291 (NS) |
| 7 | Appeal & Looks | 1 78 | 0 4101 (NS) |
| 8 | Quality | 1 90 | 0 3855 (NS) |
| 9. | Others | 0 08 | 0.9582 (NS) |

The chi-square value is not significant 5% level of significance and so it indicates that all age groups i.e. below 34 years, 35-45 years and 46 years and above are independent with each other in giving rank preferences to 'price', 'durability', 'after sales service', 'discount' offered, 'brand name', 'guarantee/warranty', 'appeal and looks', 'quality' and other considerations like opinion from other customers, utility and stability and consistency of initial quality.

**Occupation Wise**

| Sr.No. | Consideration | Chi Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Price | 2 33 | 0 5057 (NS) |
| 2. | Durability | 1 00 | 0 8000 (NS) |
| 3 | After Sales Service | 14 96 | 0.0018 (S) |
| 4 | Discount | 6 24 | 0.1003 (NS) |
| 5 | Brand Name | 4 75 | 0 1908 (NS) |
| 6. | Guarantee/Warranty | 2 42 | 0 4884 (NS) |
| 7. | Appeal & Looks | 10 70 | 0 0134 (S) |
| 8 | Quality | 0 55 | 0 9059 (NS) |
| 9 | Others | 0 08 | 0.9934 (NS) |

The chi-square value is not significant at 5% level of significance and so it indicates that all occupational groups i.e. service (transferable), service (non-transferable), business man and professional are independent with each other in giving rank preferences to 'price', 'durability', 'discount' offered, 'brand name', 'guarantee/warranty', 'quality', and other considerations like opinion from other customers, utility, stability and constituency of initial quality.

While the chi-square value is significant at 5% level of significance so it indicates that all occupational groups i.e. service (transferable), service (non-transferable) business and professional are not independent with each other is giving rank preferences to 'after sales service', 'appeal and looks'.

**Educational Qualification Wise**

| Sr.No. | Consideration | Chi Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Price | 1 26 | 0 5309 (NS) |
| 2 | Durability | 2 06 | 0 3564 (NS) |
| 3 | After Sales Service | 3 51 | 0 1724 (NS) |
| 4 | Discount | 0 54 | 0.7614 (NS) |
| 5 | Brand Name | 1 16 | 0 5582 (NS) |
| 6 | Guarantee/Warranty | 0 71 | 0 7001 (NS) |
| 7. | Appeal & Looks | 9 92 | 0 0070 (S) |
| 8 | Quality | 3 52 | 0 1717 (NS) |
| 9 | Others | 0 24 | 0 8863 (NS) |

The chi-square value is not significant at 5% level of significance and so it indicates that all educational qualification groups i.e. undergraduates, graduate and postgraduate and above are independent with each other in giving rank preferences to 'price', 'durability', 'after sales service', 'discount' offered, 'brand name', 'guarantee/warranty', Quality and other considerations like opinion from other customers utility, stability and consistency of initial quality.

The chi-square value is significant at 5% level of significance and so it indicates that all educational qualification groups i.e. undergraduates, graduate and postgraduate and above are not independent with each other in giving rank preferences to 'appeal and looks'.

**Family Size Wise**

| Sr.No. | Consideration | Chi Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Price | 1 85 | 0 1726 (NS) |
| 2 | Durability | 3 58 | 0 0582 (NS) |
| 3. | After Sales Service | 0 86 | 0 3513 (NS) |
| 4 | Discount | 0 14 | 0 7060 (NS) |
| 5 | Brand Name | 2 11 | 0 1458 (NS) |
| 6 | Guarantee/Warranty | 2 36 | 0 1237 (NS) |
| 7 | Appeal & Looks | 0 09 | 0 7544 (NS) |
| 8. | Quality | 4 54 | 0 0330 (S) |
| 9 | Others | 0 0001 | 0 9944 (NS) |

The chi-square value is not significant at 5% level of significance and so it indicates that both families in terms of size i.e. up to four members and five and more members are independent with each other in giving rank preferences to 'price', 'durability', 'after sales service', 'discount', offered, 'brand name'. 'guarantee /warranty', 'appeal and looks' and other considerations like opinion from other customers, utility, stability and consistency of initial quality.

While the chi-square value is significant at 5% level of significance and so it indicates that both families i.e. up to four members and five and more members are not independent with each other in giving rank preferences to quality.

**Earning Member Wise**

| Sr.No. | Consideration | Chi Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Price | 0 58 | 0 4455 (NS) |
| 2 | Durability | 0.55 | 0 4580 (NS) |
| 3 | After Sales Service | 0 06 | 0 8034 (NS) |
| 4 | Discount | 6 19 | 0 0128 (S) |
| 5 | Brand Name | 0 45 | 0 5015 (NS) |
| 6 | Guarantee/Warranty | 0 60 | 0 4375 (NS) |
| 7 | Appeal & Looks | 0 08 | 0 7750 (NS) |
| 8 | Quality | 0 63 | 0 4246 (NS) |
| 9 | Others | 0 03 | 0 8598 (NS) |

The chi-square value is not significant at 5% level of significance and so it indicates that both households i.e. households having earning members up to two and households having earning members three or more are independent with each other is giving rank preferences to 'price', 'durability', 'after sales service', 'brand name', 'guarantee/warranty'. 'appeal and looks', 'quality' and other considerations like opinion from other customers, utility stability and consistency of initial quality.

The chi-square value is significant at 5% level of significance and so it indicates that both households i.e. households having earning members up to two and three or more earning members are not independent with each other in giving rank preference to 'discount' offered.

**Family Type Wise**

| Sr.No. | Consideration | Chi-Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Price | 2 21 | 0.1371 (NS) |
| 2 | Durability | 4 56 | 0.0326 (S) |
| 3 | After Sales Service | 6 09 | 0.0135 (NS) |
| 4 | Discount | 0 43 | 0.5097 (NS) |
| 5 | Brand Name | 0 51 | 0 4716 (NS) |
| 6 | Guarantee/Warranty | 0 70 | 0.4002 (NS) |
| 7 | Appeal & Looks | 7.19 | 0.0073 (S) |
| 8 | Quality | 3 15 | 0 0757 (NS) |
| 9 | Others | 0 0031 | 0.9557 (NS) |

The chi-square value is not significant at 5% level of significance and so it indicates that both family types i.e. joint and nuclear are independent with each other in giving rank preferences to 'price', 'discount' offered, 'brand name'. 'guarantee

/warranty', 'quality' and other considerations like opinion from other customers, utility stability and consistency of initial quality.

The chi-square value is significant at 5% level of significance and so it indicates that both family types i.e. joint and nuclear are not independent with each other in giving rank preferences to 'durability', 'after sales service' and 'appeal and looks'.

**Monthly Income Wise**

| Sr.No. | Consideration | Chi-Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Price | 2 56 | 0 2767 (NS) |
| 2 | Durability | 0 61 | 0 7343 (NS) |
| 3 | After Sales Service | 0 08 | 0 9601 (NS) |
| 4 | Discount | 7 54 | 0 0230 (S) |
| 5 | Brand Name | 9 47 | 0.0088 (S) |
| 6 | Guarantee/Warranty | 0 11 | 0 9427 (NS) |
| 7 | Appeal & Looks | 0 80 | 0 6681 (NS) |
| 8 | Quality | 0 10 | 0 9474 (NS) |
| 9 | Others | 0 08 | 0 9592 (NS) |

The chi-square value is not significant at 5% level of significance and so it indicates that income groups i.e. less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m. and Rs. 30,000 p.m. and above are independent with each other is giving rank preferences to 'price', 'durability', 'after sales service', 'guarantee/warranty', 'appeal and looks', 'quality' and other considerations like opinion from other customers utility, stability and consistency of initial quality.

While the chi-square value is significant at 5% level of significance and so it indicates that income groups i.e. less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m., and Rs. 30,000 p.m. and above are not independent with each other is giving rank preferences to 'discount' offered and 'brand name'.

**Type of House Wise**

| Sr.No. | Consideration | Chi-Square Value | Significance (5% Level) |
|---|---|---|---|
| 1 | Price | 0 13 | 0.7130 (NS) |
| 2 | Durability | 0 74 | 0 3872 (NS) |
| 3 | After Sales Service | 0.008 | 0 9256 (NS) |
| 4 | Discount | 0 48 | 0 4853 (NS) |
| 5 | Brand Name | 0 34 | 0 5598 (NS) |
| 6 | Guarantee/Warranty | 0 11 | 0 7307 (NS) |
| 7. | Appeal & Looks | 0 17 | 0 6763 (NS) |
| 8. | Quality | 0 08 | 0 7684 (NS) |
| 9 | Others | 0.02 | 0 8694 (NS) |

The chi-square value is not significant at 5% level of significance and so it indicates that both house types i.e. own and rental are independent with each other in giving rank preferences to 'price', 'durability', 'after sales service', 'discount' offered, 'brand name', 'guarantee/warranty', 'appeal and looks', 'quality' and other considerations like opinion from other customers, utility stability and consistency of initial quality.

The table mentioned below shows occasions on which respondents prefer to buy products irrespective of demographic/socio-economic factors.

**Table 4.8.1**

Percentage of When to Buy Consumer Durables According to Respondents' Preference

| Sr.No. | Occasions | No. | % |
|---|---|---|---|
| 1 | Festival | 23 | 7 7 |
| 2 | Bonus | 16 | 5 3 |
| 3 | Off Season | 39 | 13 0 |
| 4 | Any Time | 139 | 46 3 |
| 5 | As And When Need Arises | 156 | 52 0 |

Out of 300 respondents 23 prefer to buy consumer durables at the time of festival, 16 i.e. 5.3% prefer to buy at bonus time, 39 i.e. 13% buy during off seasons, 139 i.e. 46.3% prefer to buy any time and 156 i.e. 52% prefer to buy consumer durables as and when need arises.

Thus it becomes very evident that vast majority of respondents prefer to buy consumer durables on 'as and need arises' and 'any time' basis. This may be because of easy availability of credit facility. Few consumers prefer to buy products during 'off season', where they have an attraction of 'off season' discounts. It is also seen from the table that very few respondents i.e. 5.3% prefer to buy consumer durables at the time of 'bonus'.

## GRAPH 4.8.1

## PERCENTAGE OF WHEN TO BUY CONSUMER DURABLES ACCORDING TO RESPONDENS' PREFERENCE

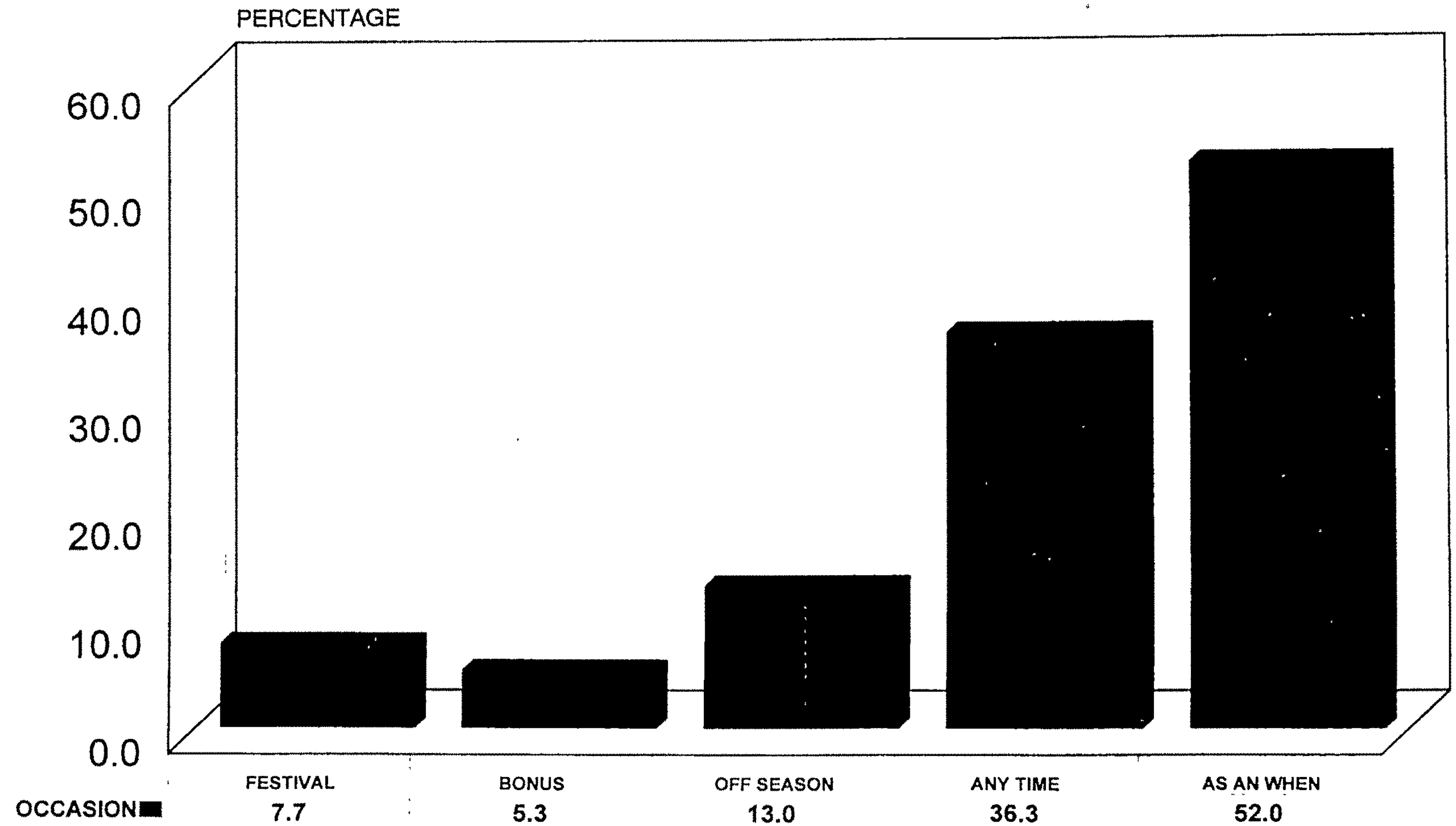


**Table 4.8.2**

Percentage of When to Buy Consumer Durables According to Respondents' Preference, Demographic/Socio-Economic Factor Wise

| Factors | Occasions | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Festival | | Bonus | | Off season | | Any time | | As and when need arises | |
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | |
| a Male | 20 | 7.3 | 15 | 5 5 | 33 | 12 0 | 131 | 47 6 | 144 | 52 4 |
| b Female | 3 | 12 0 | 1 | 4.0 | 6 | 24.0 | 8 | 32 0 | 12 | 48 0 |
| 2 Age | | | | | | | | | | |
| a < 34 years | 5 | 7.2 | 5 | 7.2 | 8 | 11 6 | 33 | 47 8 | 38 | 55 1 |
| b 35-45 years | 8 | 7.8 | 4 | 3 9 | 12 | 11.8 | 54 | 52 9 | 49 | 48 0 |
| c 46 years & above | 10 | 7 8 | 7 | 5 4 | 19 | 14 7 | 52 | 40 3 | 69 | 53 5 |
| 3 Occupation | | | | | | | | | | |
| a Service (Trans) | 1 | 3.4 | 6 | 20.7 | 1 | 3.4 | 11 | 37 9 | 18 | 62 1 |
| b. Service (Non-Trans) | 5 | 6 9 | 7 | 9 7 | 17 | 23 6 | 20 | 27 8 | 45 | 62 5 |
| c Business | 9 | 9.1 | 1 | 1 0 | 8 | 8 1 | 56 | 56 6 | 50 | 50 5 |
| d Profession | 8 | 8 0 | 2 | 2 0 | 13 | 13.0 | 52 | 52 0 | 43 | 43 0 |
| 4 Edu Qualification | | | | | | | | | | |
| a Undergraduate | 1 | 2 9 | 5 | 14.3 | 6 | 17.1 | 14 | 40 0 | 19 | 54 3 |
| b Graduate | 13 | 8 5 | 7 | 4.6 | 14 | 9.2 | 73 | 47 7 | 89 | 58 2 |
| c Postgraduate & above | 9 | 8 0 | 4 | 3 6 | 19 | 17.0 | 52 | 46 4 | 48 | 42 9 |
| 5. Family Size | | | | | | | | | | |
| a Up to 4 members | 17 | 8 5 | 8 | 4.0 | 29 | 14.4 | 83 | 41 3 | 117 | 58 2 |
| b 5 or more members | 6 | 6.1 | 8 | 8 1 | 10 | 10 1 | 56 | 56 6 | 39 | 39 4 |
| 6 Earning Members | | | | | | | | | | |
| a Up to 2 members | 21 | 7.6 | 16 | 5 8 | 36 | 13 0 | 122 | 44 2 | 145 | 52.5 |
| b 3 or more members | 2 | 8 3 | - | - | 3 | 12 5 | 17 | 70 8 | 11 | 45 8 |
| 7 Type of Family | | | | | | | | | | |
| a Joint | 9 | 10 2 | 9 | 10.2 | 15 | 17.0 | 43 | 48 9 | 36 | 40 9 |
| b Nuclear | 14 | 6 6 | 7 | 3.3 | 24 | 11.3 | 96 | 45 3 | 120 | 56 6 |
| 8 Monthly Income | | | | | | | | | | |
| a < 10000 | 5 | 10 9 | 6 | 13.0 | 9 | 19 6 | 21 | 45 7 | 21 | 45.7 |
| b 10000–19999 | 9 | 6 9 | 9 | 6.9 | 17 | 13.0 | 59 | 45.0 | 70 | 53 4 |
| c 20000–29999 | 6 | 5 9 | 1 | 1.0 | 10 | 9 8 | 49 | 48 0 | 51 | 50 0 |
| d 30000 & above | 3 | 14.3 | - | - | 3 | 14.3 | 10 | 47 6 | 14 | 66 7 |
| 9 Type of House | | | | | | | | | | |
| a Own | 20 | 7.3 | 13 | 4 7 | 37 | 13 5 | 125 | 45 6 | 143 | 52 2 |
| b Rental | 3 | 11.5 | 3 | 11.5 | 2 | 7 7 | 14 | 53 8 | 13 | 50 0 |

The above mentioned table shows the following.

**1. Sex**

Festival

More number of female i.e. 12% would like to buy consumer durables at the time of festival than male respondents.

Bonus

More number of male i.e. 5.5% would prefer to purchase consumer durables at the time of bonus than female respondents.

#### Off Season

More number of female i.e. 24% would prefer to purchase consumer durables during off season than male respondents.

#### Any Time

More number of males i.e. 47.6% would like to buy consumer durables any time than female respondents.

#### As And When Need Arises

More number of male i.e. 52.4% would prefer to buy consumer durables as and when need arises than female respondents.

From the above, we can say that majority of both i.e. male and female respondents would prefer to purchase consumer durables 'as and when need arises', 'any time' and during 'off season' rather than 'festival' and 'bonus' time.

**2. Age**

#### Festival

More number of respondents of age groups i.e. 35-45 years and 46 years and above i.e. 7.8% each would like to buy consumer durables at the time of festival than respondents of age group below 34 years.

#### Bonus

More number respondents of age groups below 34 years i.e. 7.2% like to purchase consumer durables at bonus time than other age group respondents.

#### Off Season

More number of respondents in age group 46 years and above i.e. 14.7% would prefer to buy consumer durables during off season than respondents of other age groups.

#### Any Time

More number respondents in age group 35-45 years i.e. 52.9% would like to buy consumer durables any time than other age group respondents.

#### As And When Need Arises

More number respondents from age group below 34 years i.e. 55% would prefer to buy consumer durables as and when need arises than respondents in other age groups.

From the above, we can say that majority of all age group i.e. below 34 years, 35-45 years and 46 and above years would prefer to purchase consumer durables 'as and when need arises', 'any time' and during 'off season' rather than 'festival' and 'bonus time'.

**3. Occupation**

Festival

More number respondents who are professional i.e. 8% would like to buy consumer durables at the time of festival than respondents of other occupational groups.

Bonus

More number respondents i.e. 20.7% in service (transferable) would prefer to purchase consumer durables at the time of bonus than respondents in other occupational groups.

Off Season

More number respondents i.e. 23.6% in service (non-transferable) would prefer to buy consumer durables during off season than other occupational group respondents.

Any Time

More number of business persons i.e. 56.6% would like to buy consumer durables any time than other respondents.

As And When Need Arises

More number respondents in service (non-transferable) i.e.62.5% would prefer to buy consumer durables as and when need arises than respondents in other occupational groups.

From the above, we can say that all occupational groups i.e. service (transferable), service (non-transferable), business and profession would prefer to purchase consumer durables 'as and when need arises', 'any time', and during 'off season' rather than 'festival' and 'bonus' time.

**4. Educational Qualification**

Festival

Number of graduates i.e. 8.5% like to buy consumer durables at the time of festival than undergraduates and postgraduate and above qualified respondents.

Bonus

More number of undergraduates i.e. 14.3% would prefer to purchase consumer durables at the time of bonus than respondents with other educational qualification.

Off Season

More number of undergraduates i.e. 17.1% prefer to purchase consumer durables during off season than graduates and postgraduate and above qualified respondents.

Any Time

More number of graduates i.e. 47.7% would like to buy consumer durables any time than other respondents.

As And When Need Arises

More number of graduates i.e. 58.2% would prefer to buy consumer durables as and when need arises than undergraduates and postgraduates and above qualified respondents.

From the above we can say that majority of all i.e. undergraduates, graduates and postgraduate and above qualified would prefer to purchase consumer durables 'as and when need arises', 'any time' and during 'off season' rather than 'festival' and 'bonus' time.

**5. Family Size**

Festival

More number of households with up to four members i.e. 8.5% would like to buy consumer durables at the time of festival than households with more than five members.

Bonus

More number of households with more than five members i.e. 8.1% would prefer to purchase consumer durables at the time of bonus than other respondents.

Off Season

More number of households having up to four members i.e. 14.4% prefer to purchase consumer durables during off season than other respondents.

Any Time

More number of households having more than five members i.e. 56.6% would like to buy consumer durables any time than households with up to four members.

As And When Need Arises

More number of households with up to four members i.e. 58.2% prefer to buy consumer durables as and when need arises than other respondents.

From the above we can say that majority of both i.e. households having up to four members and households having five and more members would like to purchase consumer durables 'as and when need arises', 'any time' and during 'off season' than 'festival' and 'bonus' time.

**6. Earning Members**

Festival

More number of households having three or more earning members i.e. 8.3% would prefer to buy consumer durables at the time of Festival than households having up to two earning members.

Bonus

Households having up to two earning members would like to buy consumer durables at the time of bonus. It can be seen from the table that households having three or more earning members do not prefer to buy consumer durables at the time of bonus.

Off Season

More number of households having up to two earning members i.e.13% would prefer to purchase consumer durables during off season than households having three and more earning members.

Any Time

More number of households having three or more earning members i.e. 70.8% would like to buy consumer durables any time than households having up to two earning members.

As And When Need Arises

More number of households having up to two earning members 52.5% would prefer to buy consumer durables as and when need arises than households having three or more earning members.

Looking to above, we can say that majority of both households would prefer to purchase consumer durables 'as and when need arises', 'any time' and during 'off season' rather than 'festival' and 'bonus' time.

**7. Type of Family**

Festival

More number of households having joint family i.e. 10.2% would like to buy consumer durables at the time of festival than households having nuclear family.

Bonus

More number of households having joint family i.e. 10.2% would prefer to buy consumer durables at the time of bonus than household having nuclear family.

Off Season

More number of households having joint family i.e. 17% would like to purchase consumer durables during off season than households having nuclear family.

### Any Time

More number of households having joint family i.e. 48.9% would like to buy consumer durables at any time than households having nuclear family.

### As And When Need Arises

More number of households having nuclear family i.e. 56.6% would like to buy consumer durables as and when need arises than households having joint family.

Looking to above, we can say that majority of both i.e. households having joint family and house holds having nuclear family prefer to buy consumer durables 'as and when need arises' , 'any time' and during 'off season' rather than 'festival' and 'bonus' time.

**8. Monthly Income**

### Festival

More number of households having Rs. 30,000 p.m. and above income i.e. 14.3% would prefer to purchase consumer durables at the time of festival than households of other income groups.

### Bonus

More number of households having less than Rs. 10,000 p.m. income i. e. 13% would like to buy consumer durables at the time of bonus than households of other income groups.

It can be seen from the table that household having Rs. 30,000 p.m. and above income do not prefer to buy consumer durables at the time of bonus.

### Off Season

More number of households i.e. 19.6% having income less than Rs. 10,000 p.m. would like to buy consumer durables during off season than households of other income groups.

### Any Time

More number of households having Rs. 20,000-29,999 p.m. income i.e. 48% would prefer to buy consumer durables any time than households of other income groups.

### As And When Need Arises

More number of households having Rs. 30,000 p.m. and above income i.e. 66.7% would prefer to purchase consumer durables as and when need arises than households of other income groups.

From the above we can say that majority of households of all income groups would prefer to purchase consumer durables 'as and when need arises' , 'any time' and during 'off season' rather than 'festival' and 'bonus' time.

**9. Type of House**

Festival

More number of households having rental house i.e. 11.5% would like to buy consumer durables at the time of festival than households having own house.

Bonus

More number of households having rental house i.e. 11.5% would prefer to buy consumer durables at the time of bonus than households having own house.

Off Season

More number of households having own house i.e. 13.5% would like to purchase consumer durables during off season than house holds having rental house.

Any Time

More number of households having rental house i.e. 53.8% would like to buy consumer durables any time than households having own house.

As And When Need Arises

More number of households having own house i.e. 52.2% would like to purchase consumer durables as and when need arise than households having rental house.

From the above, we can say that majority of households having own house would prefer to purchase consumer durables 'as and when need arises', 'any time' and during 'off season', while majority of households having rental house would like to purchase consumer durables 'as and when need arises', 'any time' and 'festival' and 'bonus' time than during 'off season'.

In this study we tried to find out the persons who actually take final decision to buy consumer durables. "Decider" means the person who ultimately makes a buying decision or any part of it - whether to buy, what to buy, how to buy or where to buy. A Company needs to identify who play this role because they affect product design and advertising message decisions.

**Table 4.9.1**

Percentage of Who Decides to Buy Consumer Durables by Households

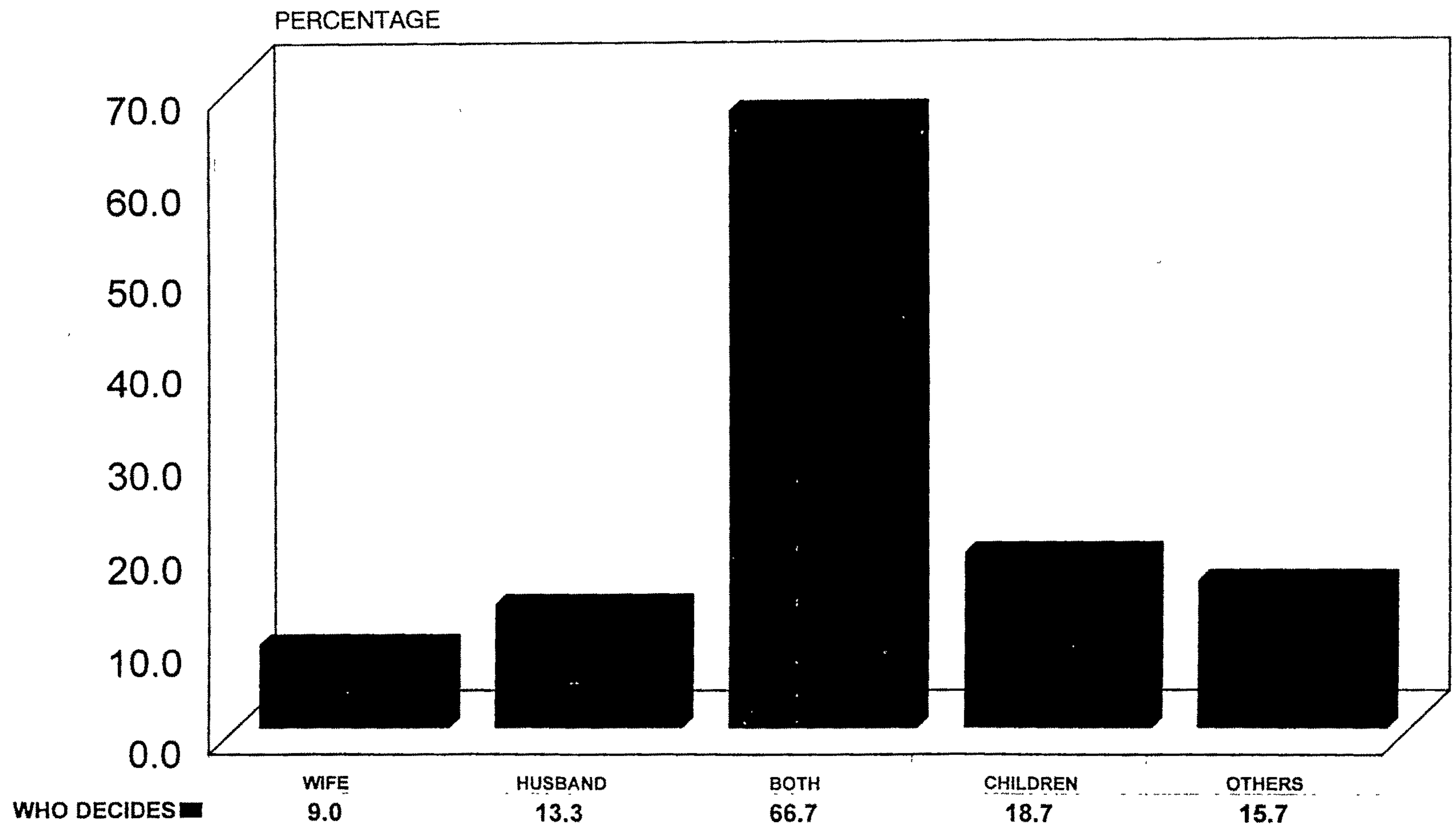
| Sr.No. | Who Decides | No. | % |
|---|---|---|---|
| 1 | Wife | 27 | 9 0 |
| 2. | Husband | 40 | 13 3 |
| 3 | Both | 200 | 66 7 |
| 4. | Children | 56 | 18 7 |
| 5. | Others | 47 | 15 7 |

The above mentioned table shows that irrespective of demographic/socio-economic factor, out of 300 respondents, 27 respondents consider that 'wife' decides to buy a consumer durables, 40 i.e. 13.3% respondents consider 'husband' decides to buy, 200 i.e. 66.7% respondents feel that 'both' (i.e. husband and wife) decides to buy consumer durables, 56 i.e. 18.7% feel that 'children' decide to buy consumer durables while 47 i.e. 15.7% respondents believe that 'others' like parents, whole family or every body in the joint family decide to purchase consumer durables.

One can say from the above that vast majority of households i.e. 66.7% believe that both 'husband' and 'wife' jointly take decision to buy consumer durables. Thus in sharp contrast to earlier years, 'husband' and 'wife' decisions are increasingly made jointly or syncratically. There may be many causes for the demise of gender differences in family buying decisions. Most have to do with the changing employment status and roles of women. The 'Resource Contribution Theory' suggests that the greater the relative contribution of and individual, the greater the influence in decision making. Whatever the reasons, marketing strategies must be built upon the new realities of role, structures and family buying decisions.

## GRAPH 4.9.1

## PERCENTAGE OF WHO DECIDES TO BUY CONSUMER DURABLES BY HOUSEHOLDS



## Table 4.9.2

Percentage of Who Decide to Buy Consumer Durables by Demographic/Socio-Economic Factor

| Factors | Who Decides | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Wife | | Husband | | Both | | Children | | Any other | |
| | No | % | No | % | No | % | No | % | No | % |
| 1 Sex | | | | | | | | | | |
| a Male | 25 | 9 1 | 39 | 14 2 | 185 | 67.3 | 55 | 20 0 | 40 | 14 5 |
| b Female | 2 | 8 0 | 1 | 4.0 | 15 | 60 0 | 1 | 4 0 | 7 | 28 0 |
| 2 Age | | | | | | | | | | |
| a < 34 years | 4 | 5 8 | 8 | 11.6 | 45 | 65 2 | 13 | 18 8 | 14 | 20 3 |
| b 35-45 years | 11 | 10 8 | 15 | 14 7 | 72 | 70 6 | 11 | 10 8 | 12 | 11 8 |
| c 46 years & above | 12 | 9.3 | 17 | 13 2 | 83 | 64.3 | 32 | 24 8 | 21 | 16.3 |
| 3. Occupation | | | | | | | | | | |
| a Service (Trans) | 1 | 3 4 | 5 | 17 2 | 20 | 69 0 | 5 | 17 2 | 6 | 20 7 |
| b Service (Non-Trans) | 6 | 8 3 | 8 | 11 1 | 46 | 63.9 | 10 | 13 9 | 15 | 20 8 |
| c. Business | 14 | 14 1 | 19 | 19.2 | 55 | 55 6 | 30 | 30 3 | 19 | 19 2 |
| d Profession | 6 | 6.0 | 8 | 8 0 | 79 | 79 0 | 11 | 11 0 | 7 | 7 0 |
| 4. Edu Qualification | | | | | | | | | | |
| a Undergraduate | 5 | 14.3 | 8 | 22 9 | 23 | 65 7 | 12 | 34 3 | 4 | 11 4 |
| b Graduate | 13 | 8 5 | 25 | 16.3 | 93 | 60.8 | 35 | 22 9 | 30 | 19 6 |
| c Postgraduate & above | 9 | 8 0 | 7 | 6 3 | 84 | 75 0 | 9 | 8 0 | 13 | 11 6 |
| 5 Family Size | | | | | | | | | | |
| a Up to 4 members | 18 | 9 0 | 24 | 11.9 | 138 | 68 7 | 38 | 18 9 | 28 | 13.9 |
| b 5 or more members | 9 | 9 1 | 16 | 16 2 | 62 | 62 6 | 18 | 18 2 | 19 | 19 2 |
| 6 Earning Members | | | | | | | | | | |
| a. Up to 2 members | 25 | 9 1 | 36 | 13 0 | 186 | 67 4 | 49 | 17 8 | 41 | 14 9 |
| b 3 or more members | 2 | 8 3 | 4 | 16 7 | 14 | 58 3 | 7 | 29 2 | 6 | 25 0 |
| 7. Type of Family | | | | | | | | | | |
| a Joint | 10 | 11 4 | 13 | 14 8 | 56 | 63 6 | 13 | 14 8 | 16 | 18 2 |
| b Nuclear | 17 | 8 0 | 27 | 12.7 | 144 | 67 9 | 43 | 20 3 | 31 | 14 6 |
| 8 Monthly Income | | | | | | | | | | |
| a < 10000 | 4 | 8 7 | 7 | 15.2 | 31 | 67 4 | 5 | 10 9 | 7 | 15 2 |
| b. 10000-19999 | 15 | 11 5 | 24 | 18 3 | 82 | 62.6 | 30 | 22 9 | 20 | 15.3 |
| c 20000-29999 | 3 | 2.9 | 7 | 6 9 | 74 | 72 5 | 19 | 18.6 | 18 | 17 6 |
| d 30000 & above | 5 | 23 8 | 2 | 9.5 | 13 | 61.9 | 2 | 9 5 | 2 | 9 5 |
| 9. Type of House | | | | | | | | | | |
| a Own | 27 | 9 9 | 39 | 14.2 | 181 | 66.1 | 49 | 17 9 | 42 | 15.3 |
| b Rental | - | - | 1 | 3 8 | 19 | 73 1 | 7 | 26 9 | 5 | 19.2 |

The above mentioned table indicates the following,

**1. Sex**

### Wife and Husband

It can be seen that more number of male respondents opine that husband decides to buy consumer durables in the family.

While more number of female respondents say that wife decides to buy consumer durables is the family.

Both

More number of male respondents i.e. 67.3% say that both i.e. husband and wife take decision to buy consumer durables than female respondents.

Children

More number of male respondents i.e. 20% opine that children decide to purchase consumer durables than female respondents.

Others

More number of female respondents i.e. 28% say that other persons like parents, whole family or everybody in the joint family take decision to buy consumer durables in the family than male respondents.

It is very clear from the table that majority of both i.e. male and female respondents opine that both i.e. husband and wife decide to purchase consumer durables in the family.

**2. Age**

Wife

More number of respondents having 35-45 years of age i.e.10.8% believe that Wife decides to purchase consumer durables in the family than respondents of other age groups.

Husband

More number of respondents of 35-45 years of age group i.e. 14.7% opine that Husband decides to buy consumer durables in the family than respondents of other age groups.

Both

More number of respondents of 35-45 years age group i.e. 70.6% believe that Both i.e. husband and wife take decision to purchase consumer durables in the family than respondents of other age groups.

Children

More number of respondents having 46 years and above age i.e. 24.8% believe that children decide to buy consumer durables is the family than respondents of other age groups.

Others

More number of respondents having below 34 years of age i.e. 20.3% believe that other persons as mentioned above decide to buy consumer durables in the family than respondents of other age group.

We can say from the table that majority of respondents of all age groups i.e. below 34 years, 35-45 years and 46 years and above opine that 'both' i.e. husband and wife take decision to buy consumer durables in the family.

### 3. Occupation

Wife

More number of businessmen i.e. 14.1% opine that wife decides to buy consumer durables in the family than respondents having other occupations.

Husband

More number of businessmen i.e. 19.2% believe that husband decides to purchase consumer durables in the family than respondents having other occupations.

Both

More number of professionals i.e. 79% believe that both i.e. husband and wife decide to purchase consumer durables in the family than respondents having other occupation.

Children

More number of businessmen i.e. 30.3% opine that children decide to buy consumer durables in the family than respondents having other occupations.

Others

More number of respondents having service (non-transferable) i.e. 20.8% believe that other persons as mentioned above decide to purchase consumer durables in the family than respondents of other occupations.

From the table we can say that majority respondents of all occupations i.e. service (transferable), service (non-transferable) business and profession believe that 'both' i.e. husband and wife jointly take decision to purchase consumer durables in the family.

### 4. Educational Qualification

Wife

More number of undergraduates i.e. 14.3% believe that wife decides to buy consumer durables in the family than respondents who are graduates and postgraduates and above qualified.

Husband

More number of undergraduates i.e. 22.9% believe that husband decides to purchase consumer durables in the family than respondents having other educational qualification.

Both

More number of postgraduates and above qualified respondents i.e. 75% believe that both i.e. husband and wife decide together to buy consumer durables in the family than respondents who are undergraduates and graduates.

Children

More number of undergraduates believe that children decide to buy consumer durables in the family than respondents having other educational qualification.

Others

More number of graduates i.e. 19.6% believe that other persons as mentioned above decide to buy consumer durables in the family than respondents having other educational qualification.

From the table, we can say that majority of respondents who are undergraduates, graduates and postgraduates and above qualified believe that 'both' i.e. husband and wife together take decision to buy consumer durables in the family.

**5. Family Size**

Wife

Both households i.e. households having up to four members and five and more members believe that wife decides to buy consumer durables in the family.

Husband

More number of households having five or more members i.e. 16.2% believe that husband decides to buy consumer durables in the family than households having up to four members.

Both

More number of households having up to four members i.e.68.7% believe that both i.e. husband and wife decide to buy consumer durables in the family than households having five or more members.

Children

More number of households having up to four members believe that children decide to purchase consumer durables in the family than households having five or more members.

Others

More members of households having five or more members i.e. 19.2% believe that other persons as mentioned above decide to buy consumer durables in the family than households having up to four members.

It is clear from the table that majority households having small family size and big family size believe that both i.e. husband and wife jointly decide to purchase consumer durables in the family.

**6. Earning Members**

Wife

More number of households having up to two earning members i.e. 9.1% believe that wife decides to buy consumer durables in the family than households having three more earning members.

Husband

More number of households having three or more earning members i.e. 16.7% opine that husband decides to purchase consumer durables in the family than households having up to two earning members.

Both

More number of households having up to two earning members i.e. 67.4% believe that both i.e. husband and wife decide to purchase consumer durables in the family than households having three or more earning members.

Children

More number of households having three or more earning members i.e. 29.2% believe that children decide to buy consumer durables in the family than households having up to two earning members.

Others

More number of households having three or more earning members i.e. 25% believe that other persons as mentioned above take decision to purchase consumer durables in the family than households having up to two earning members.

It can be seen that majority of both households having up to two earning members and three or more earning members believe that 'both' i.e. husband and wife jointly decide to purchase consumer durables in the family.

**7. Type of Family**

Wife

More number of households having joint family i.e. 11.4% believe that wife takes decisions to buy consumer durables in the family than households having Nuclear family.

Husband

More number of households having joint family i.e. 14.8% believe that husband decides to purchase consumer durables in the family than households having nuclear family.

Both

More number of households having nuclear family i.e. 67.9% believe that both i.e. husband and wife decide to buy consumer durables in the family than households having joint family.

Children

More number of households having nuclear family i.e. 20.3% agree that children decide to purchase consumer durables in the family than households having joint family.

Others

More number of households having joint family believe that other persons as mentioned above decide to buy consumer durables in the family than households having nuclear family.

From the table it becomes very clear that majority of households believe that 'both' i.e. husband and wife together take decision to buy consumer durables in the family.

**8. Monthly Income**

Wife

More number of households having income Rs. 30,000 p.m. and above i.e. 23.8% believe that wife decides to buy consumer durables in the family than households having income less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m. and Rs. 20,000-29,999 p.m..

Husband

More number of households having income between Rs. 10,000 p.m. and Rs. 19,999 p.m. i.e. 18.3% believe that husband decides to purchase consumer durables in the family than households in other income groups.

Both

More number of households having income between Rs. 20,000 and Rs. 29,999 p.m. i.e. 72.5% believe that both that is husband and wife decide to purchase consumer durables in the family than other monthly income households.

### Children

More number of households having income between Rs. 10,000 p.m. and Rs. 19,999 p.m. i.e. 22.9% believe that children decide to buy consumer durables in the family than households having income less than Rs. 10,000 p.m., Rs. 20,000-29,999 p.m. and Rs. 30,000 p.m. and above.

### Others

More number of households having income Rs. 20,000-29,999 p.m. i.e.17.6% believe that other persons as mentioned above take decisions to purchase consumer durables in the family than households in other income groups.

It can be seen from the table that majority of households in all income groups believe that 'both' i.e. husband and wife jointly decide to purchase consumer durables in the family.

**9. Type of House**

### Wife

More number of households having own house i.e. 9.9% believe that wife decides to buy consumer durables in the family than households having rental house.

### Husband

More number of households having own house i.e. 14.2% believe that husband decides to purchase consumer durables in the family than households having rental house.

### Both

More number of households having rental house i.e. 73.1% believe that both i.e. husband and wife decide together to buy consumer durables to the family than households having own house.

### Children

More number of households having rental house i.e.26.9% believe that children decide to buy consumer durables in the family than households having own house.

### Others

More number of households having rental house i.e. 19.2% believe that other persons as mentioned above decide to buy consumer durables in the family than households having own house.

From the table we can say that majority of respondents having own house and rental house believe that 'both' i.e. husband and wife together take decision to buy consumer durables in the family.

This study tried to reveal who are influencers to the final selection of a particular brand of consumer durables. Influencers are the people who effect the buying decision. Their views or advice influence the buying decision.

**Table 4.10.1**

Percentage of Who Influences Final Selection of Brand of Consumer Durables by Households

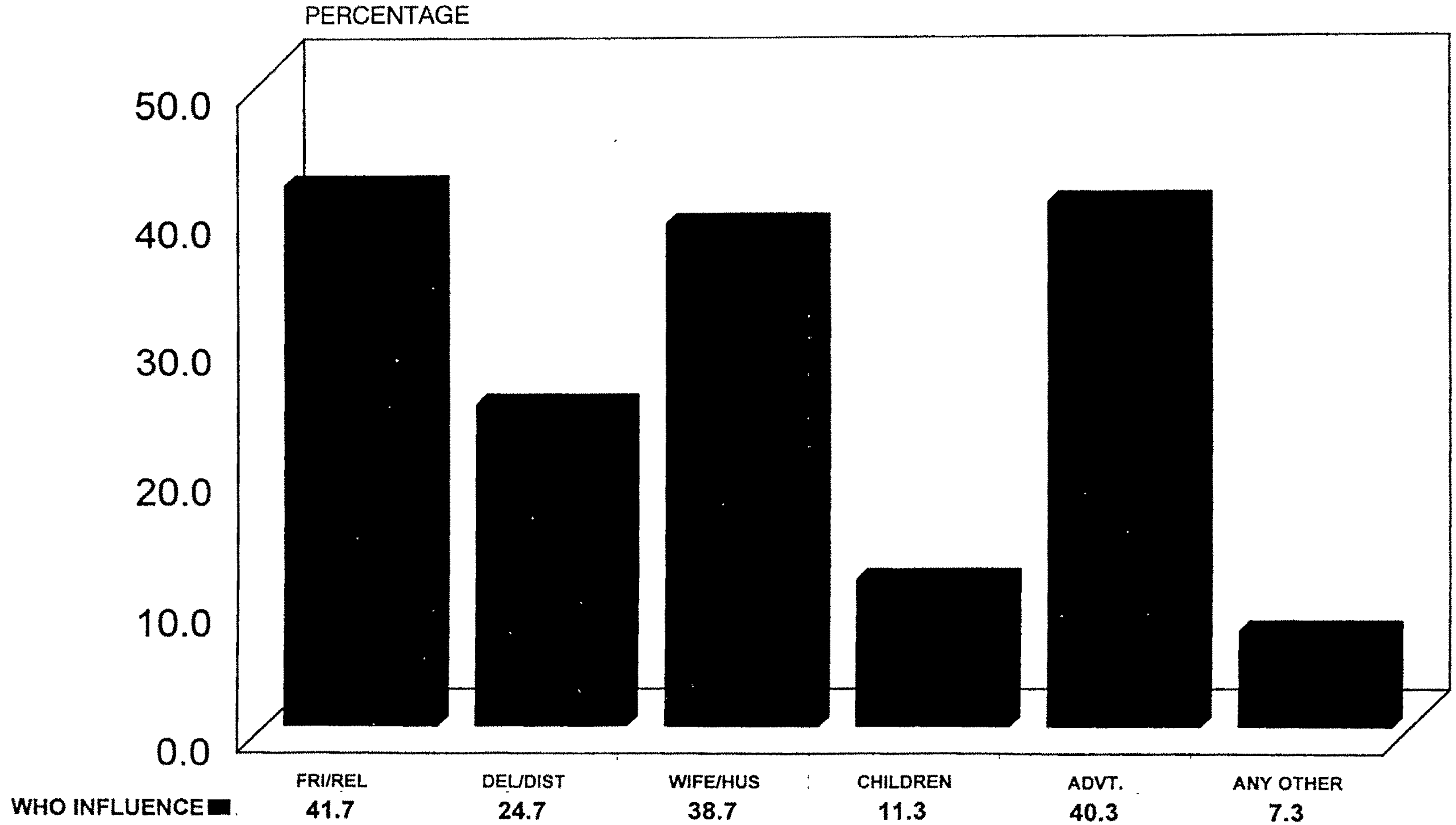
| Sr.No. | Influenced By | No. | % |
|---|---|---|---|
| 1 | Friends/Relatives | 125 | 41.7 |
| 2 | Dealers/Distributors | 74 | 24.7 |
| 3 | Wife/Husband | 116 | 38.7 |
| 4 | Children | 34 | 11.3 |
| 5 | Advertisement | 121 | 40.3 |
| 6. | Any Other | 22 | 7.3 |

The above mentioned table shows that out of 300 respondents, irrespective of demographic/socio-economic factors, 125 i.e. 41.7%, 74 i.e. 24.7%, 116 i.e. 38.7%, 34 i.e. 11.3%, 121 i.e. 40.3% and 22 i.e. 7.3% believe that 'friends/relatives', 'dealers/distributors', 'wife/husband', 'children', 'advertisement' and 'any other' like 'past customers and his feed back', 'whole family' and 'users' respectively influence the final selection of a brand of the product.

From the above table one can say that the most powerful influencer is 'friends/relative' with 41.7% followed by 'advertisement' at 40.3%.

## GRAPH 4.10.1

## PERCENTAGE OF WHO INFLUENCES FINAL SELECTION OF BRAND OF CONSUMER DURABLES BY HOUSEHOLDS



## Table 4.10.2

Percentage of Who Influences Final Selection of Brand of Consumer Durables, Demographic/Socio-Economic Factor

| Factors | Influenced By | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Friends/ Relatives | | Dealer/ Distributor | | Wife/ Husband | | Children | | Advertisement | | Any other | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | |
| a Male | 118 | 42.9 | 70 | 25.5 | 108 | 39.3 | 31 | 11.3 | 116 | 42.2 | 16 | 5.8 |
| b Female | 7 | 28.0 | 4 | 16.0 | 8 | 32.0 | 3 | 12.0 | 5 | 20.0 | 6 | 24.0 |
| 2 Age | | | | | | | | | | | | |
| a < 34 years | 34 | 49.3 | 19 | 27.5 | 23 | 33.3 | 5 | 7.2 | 29 | 42.0 | 8 | 11.6 |
| b 35–45 years | 46 | 45.1 | 24 | 23.5 | 38 | 37.5 | 8 | 7.8 | 45 | 44.1 | 3 | 2.9 |
| c 46 years & above | 45 | 34.9 | 31 | 24.0 | 55 | 42.6 | 21 | 16.3 | 47 | 36.4 | 11 | 8.5 |
| 3 Occupation | | | | | | | | | | | | |
| a Service (Trans) | 10 | 34.5 | 4 | 13.8 | 13 | 44.8 | 3 | 10.3 | 14 | 48.3 | 2 | 6.9 |
| b Service (Non-Trans) | 32 | 44.4 | 14 | 19.4 | 18 | 25.0 | 8 | 11.1 | 37 | 51.4 | 7 | 9.7 |
| c Business | 36 | 36.4 | 24 | 24.2 | 47 | 47.5 | 16 | 16.2 | 33 | 33.3 | 7 | 7.1 |
| d Profession | 47 | 47.0 | 32 | 32.0 | 38 | 38.0 | 7 | 7.0 | 37 | 37.0 | 6 | 6.0 |
| 4 Edu Qualification | | | | | | | | | | | | |
| a Undergraduate | 19 | 54.3 | 9 | 25.7 | 14 | 40.0 | 7 | 20.0 | 16 | 45.7 | 2 | 5.7 |
| b Graduate | 60 | 39.2 | 31 | 20.3 | 55 | 35.9 | 18 | 11.8 | 72 | 47.1 | 13 | 8.5 |
| c Postgraduate & above | 46 | 41.1 | 34 | 30.4 | 47 | 42.0 | 9 | 8.0 | 33 | 29.5 | 7 | 6.3 |
| 5 Family Size | | | | | | | | | | | | |
| a Up to 4 members | 77 | 38.3 | 57 | 28.4 | 79 | 39.3 | 23 | 11.4 | 79 | 39.3 | 12 | 6.0 |
| b 5 or more members | 48 | 48.5 | 17 | 17.2 | 37 | 37.4 | 11 | 11.1 | 42 | 42.4 | 10 | 10.1 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 115 | 41.7 | 70 | 25.4 | 106 | 38.4 | 30 | 10.9 | 109 | 39.5 | 17 | 6.2 |
| b 3 or more members | 10 | 41.7 | 4 | 16.7 | 10 | 41.7 | 4 | 16.7 | 12 | 50.6 | 5 | 20.8 |
| 7 Type of Family | | | | | | | | | | | | |
| a Joint | 39 | 44.3 | 27 | 30.7 | 29 | 33.0 | 8 | 9.1 | 32 | 36.4 | 10 | 11.4 |
| b Nuclear | 86 | 40.6 | 47 | 22.2 | 87 | 41.0 | 26 | 12.3 | 89 | 42.0 | 12 | 5.7 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 17 | 37.0 | 9 | 19.6 | 22 | 47.8 | 5 | 10.9 | 13 | 28.3 | 3 | 6.5 |
| b 10000–19999 | 51 | 38.9 | 30 | 22.9 | 55 | 42.0 | 17 | 13.0 | 55 | 42.0 | 7 | 5.3 |
| c 20000–29999 | 48 | 47.1 | 25 | 24.5 | 33 | 32.4 | 10 | 9.8 | 45 | 44.1 | 12 | 11.8 |
| d 30000 & above | 9 | 42.9 | 10 | 47.6 | 6 | 28.6 | 2 | 9.5 | 8 | 38.1 | - | - |
| 9 Type of House | | | | | | | | | | | | |
| a Own | 115 | 42.0 | 69 | 25.2 | 104 | 38.0 | 33 | 12.0 | 109 | 39.8 | 19 | 6.9 |
| b Rental | 10 | 38.5 | 5 | 19.2 | 12 | 46.2 | 1 | 3.8 | 12 | 46.2 | 3 | 11.5 |

The above mentioned Table shows the following

### 1. Sex

#### Friends/Relatives

More number of male i.e. 42.9% believe that friends/relatives influence the final selection of brand of products than female respondents.

#### Dealers/Distributors

More number of male i.e. 25.5% opine that dealers/distributors influence the final seiection of brand of products than female respondents.

Wife/Husband

More number of male i.e. 39.3% believe that wife/husband influence the final selection of brand of products than female respondents.

Children

More number of female i.e. 12% believe that children influence the final selection of brand of products than male respondents.

Advertisement

More number of male i.e. 42.2% believe that advertisement influence the final selection of brand of products than female respondents.

Any Other

More number of female i.e. 24% believe that any other like 'users', 'past customers and his feedback' and 'whole family' influence the final selection of product than male counterparts.

**2. Age**

Friends/Relatives

More number of respondents having below 34 years of age i.e. 49.3% believe that friends/relatives influence the final selection of brand of product than respondents of other age groups.

Dealers/Distributors

More number of respondents of below 34 years of age believe that dealers/distributors influence the final selection of brand of product than respondents of other age groups.

Wife/Husband

More number of respondents of 46 years and above age group i.e. 42.6% believe that wife/husband influence the final selection of brand of product than other respondents.

Children

More number of respondents of 46 years and above age group i.e. 16.3% opine that children influence the final selection of brand of product than others respondents.

Advertisement

More number of respondents of 35-45 years of age group i.e. 44.1% believe that advertisement influence the final selection of brand of products than other age group respondents.

### Any Other

More number of respondents of below 34 years of age group i.e. 11.6% believe the any other as mentioned above influence the final selection of brand of products than respondents of other age groups.

**3. Occupation**

### Friends/Relatives

More number of professionals i.e. 47% believe that friends/relatives influence the final selection of brand of product than respondents of other occupation.

### Dealers/Distributors

More number of professionals i.e.32% believe that dealers/distributors influence the final selection of brand of product than respondents having other occupation.

### Wife/Husband

More number of businessmen i.e. 47.5% believe that wife/husband influence the final selection of brand of product than respondents having other occupations.

### Children

More number of businessmen i.e. 16.2% believe that children influence the final selection of brand of product than respondents having other occupation.

### Advertisement

More number of respondents having service (non-transferable) i.e. 51.4% believe that advertisement influence the final selection of brand of products than respondents having other occupation.

### Any Other

More number of respondents having service (non-transferable) i.e. 9.7% believe that others as mentioned above influence the final selection of brand of product than respondents of other occupation.

**4. Educational Qualification**

### Friends/Relatives

More number of respondents who are undergraduate i.e. 54.3% believe that friends/relatives influence the final selection of brand of product than other respondents.

### Dealers/Distributors

More number of respondents who are postgraduate and above qualified i.e. 42% believe that dealers/distributors influence the final selection of brand of products than respondents having other educational qualification.

Wife/Husband

More number of postgraduate and above qualified respondents i.e. 42% believe that wife/husband influence the final selection of brand of products than graduates and under graduates.

Children

More number of undergraduates i.e. 20% believe that children influence the final selection of brand of products than graduates and post graduate and above qualified respondents.

Advertisement

More number of graduates i.e. 47.1% believe that advertisement influence the final selection of brand of products than respondents having other educational qualification.

Any Other

More number of graduates i.e. 8.5% believe that others as mentioned above influence the final selection of brand of products than respondents having other educational qualification.

**5. Family Size**

Friends/Relatives

More number of households having five or more members i.e. 48.5% believe that friends/relatives influence final selection of brand of products than households having up to four members.

Dealers/Distributors

More number of households having up to four members i.e. 28.4% believe that dealers/distributors influence the final selection of brand of products than house holds having five or more members.

Wife/Husband

More number of households having up to four members i.e. 39.3% believe that wife/husband influence the final selection of brand of products than households having five or more members.

Children

More members of households having up to four members i.e. 11.4% believe that children influence the final selection of brand of products than households having five or more members.

Advertisement

More members of households having five or more members i.e. 42.4% believe that advertisement influence the fina! selection of brand of products than households having up to four members.

Any Other

More members of households having five or more members i.e. 10.1% believe that any other as mentioned above influence the final selection of brand of products than households having up to four members.

**6. Earning Members**

Friends/Relatives

Both households equally believe that friends/relatives influence the final selection of brand of product.

Dealers/Distributors

More number of households having up to two earning members i.e. 25.4% believe that dealers/distributors influence the final selection of brand of product than households having three or more earning members.

Wife/Husband

More number of households having three or more earning members i.e. 41.7% opine that wife/husband influence the final selection of brand of product than households having up to two earning members.

Children

More number of households having three or more earning members i.e. 16.7% opine that children influence the final selection of brand of products than households having up to two earning members.

Advertisement

More number of households having three or more earning members i.e. 50% believe that advertisement influence the final selection of brand of product than households having up to two earning members.

Any Other

More member of households having three or more earning member i.e. 20.8% believe that any other as mentioned above influence the final selection brand of products than households having up to two earning members.

**7. Type of Family**

Friends/Relatives

More member of household having joint family i.e. 44.3% believe that friends/relatives influence the final selection of brand of products than households having nuclear family.

Dealers/Distributors

More member of households having joint family i.e. 30.7% believe that dealers/distributors influence the final selection of brand of products than households having nuclear family.

Wife/Husband

More number of households having nuclear family i.e. 41% believe that wife/husband influence the final selection of brand of product than households having joint family.

Children

More number of households having nuclear family i.e. 12.3% believe that children influence the final selection of brand of products than households having joint family.

Advertisement

More number of households having nuclear family i.e. 42% believe that advertisement influence the final selection of brand of products than households having joint family.

Any Other

More number of households having joint family i.e. 11.4% believe that any other as mentioned above influence the final selection of brand of products than households having nuclear family.

**8. Monthly Income**

Friends/Relatives

More number of households having Rs. 20,000-29,999 p.m. income i.e. 47.1% believe that friends/relatives influence the final selection of brand of product than households having other income groups.

Dealers/Distributors

More number of households having Rs. 30,000 p.m. and above income i.e. 47.6% believe that dealers/distributors influence the final selection of brand of product than households having other income groups.

### Wife/Husband

More number of households having less than Rs. 10,000 p.m. income i.e. 47.8% believe that wife/husband influence the final selection of brand of product than households having other income groups.

### Children

More number of households having Rs. 10,000-19,999 p.m. income i.e. 13% believe that children influence the final selection of brand of product than households having other income groups.

### Advertisement

More number of households having Rs. 20,000-29,999 p.m. income i.e. 44.1% believe that advertisement influence the final selection of brand of product than households having others income groups.

### Any Other

More number of households having Rs. 20,000-29,999 p.m. income i.e. 11.8% believe that any other as mentioned above influence the final selection of brand of product than households having other income groups.

It is to be noted that households having Rs. 30,000 p.m. and above do not believe that 'any other' as mentioned above influence the final selection of brand of products.

## 9. Type of House

### Friends/Relatives

More number of households having own house i.e. 42% believe that friends/relatives influence the final selection of brand of product than households having rental house.

### Dealers/Distributors

More number of households having own house i.e. 25.2% believe that dealers/distributors influence the final selection of brand of product than households having rental house.

### Wife/Husband

More number of house holds having rental house i.e. 46.2% believe that wife/husband influence the final selection of brand of product than households having own house.

### Children

More number of households having own house i.e. 12% believe that children influence the final selection of brand of product, than house holds having rental house.

### Advertisement

More number of households having rental house i.e. 46.2% believe that advertisement influence the final selection of brand of product than households having 'own house'.

### Any Other

More member of households having rental house i.e. 11.5% opine that any other as mentioned above influence the final selection of brand of product than households having own house.

The table mentioned below shows time devoted to prepurchase activities by 300 respondents irrespective of demographic/socio-economic factors.

**Table 4.11.1**

Percentage of Time Devoted in Prepurchase Activities by Households

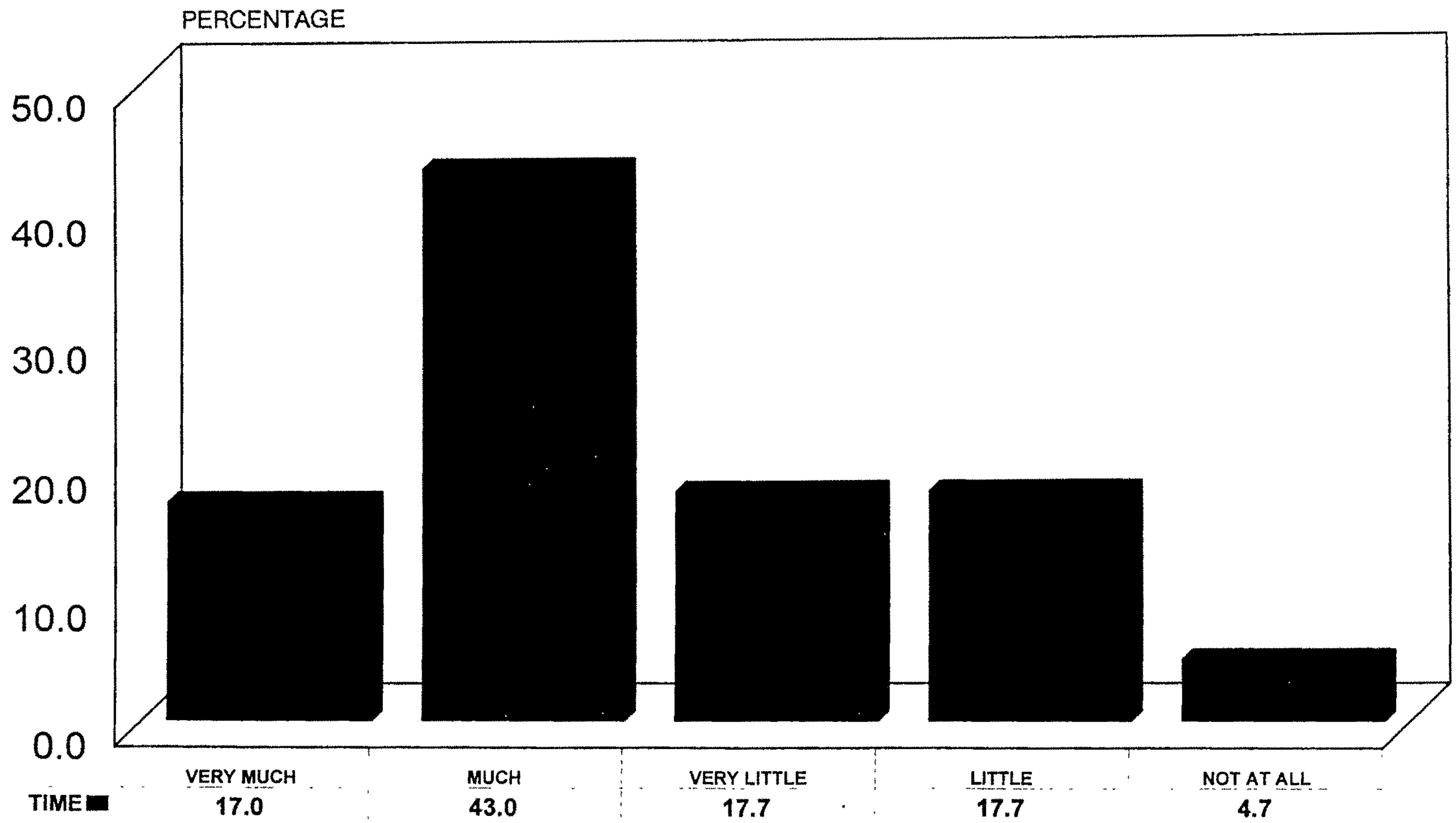
| Sr.No. | Time Devoted | No. | % |
|---|---|---|---|
| 1 | Very Much | 51 | 17 0 |
| 2 | Much | 129 | 43 0 |
| 3 | Very Little | 53 | 17 7 |
| 4 | Little | 53 | 17 7 |
| 5 | Not At All | 14 | 4 7 |

Out of 300 respondents 51 i.e. 17% devote 'very much' time after prepurchase activities for consumer durables, 129 i.e. 43% devote 'much' time, 53 i.e. 17.7% devote 'very little' time, 53 i.e. 17.7% devote 'little' time and 14 i.e. 4.7% devote 'no time at all' to prepurchase activities.

It is very evident from the table that majority households i.e. 43% spend 'much time' before they purchase consumer durables. This may be because majority of our consumer durables is having high price and complex features. Customers might have perceived high risk in using this products and so they would like to spend considerable times in (i) evaluating what constitutes risk (ii) how to minimise it and (iii) how to avoid it. Besides respondents would also like to evaluate whether the risk is worth taking. Often customers spend considerable time in selecting a brand in these products groups.

## GRAPH 4.11.1

## PERCENTAGE OF TIME DEVOTED IN PURCHASE ACTIVITIES BY HOUSEHOLDS



## Table 4.11.2

Percentage of Time Devoted in Prepurchase Activities, Demographic/Socio-Economic Factor

| Factors | Time Devoted | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Very Much | | Much | | Very Little | | Little | | Not At All | | Total | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | |
| a Male | 44 | 16.3 | 121 | 44.8 | 47 | 17.4 | 50 | 18.5 | 8 | 3.0 | 270 | 91.5 |
| b Female | 7 | 28.0 | 8 | 32.0 | 6 | 24.0 | 3 | 12.0 | 1 | 11.1 | 25 | 8.8 |
| 2 Age | | | | | | | | | | | | |
| a < 34 years | 13 | 18.8 | 33 | 47.8 | 12 | 17.4 | 9 | 13.0 | 2 | 2.9 | 69 | 23.4 |
| b 35-45 years | 18 | 18.0 | 39 | 39.0 | 23 | 23.0 | 19 | 19.0 | 1 | 1.0 | 100 | 33.9 |
| c. 46 years & above | 20 | 15.9 | 57 | 45.2 | 18 | 14.3 | 25 | 19.8 | 6 | 4.8 | 126 | 42.7 |
| 3 Occupation | | | | | | | | | | | | |
| a Service (Trans) | 6 | 21.4 | 9 | 32.1 | 2 | 7.1 | 10 | 35.7 | 1 | 3.6 | 28 | 9.5 |
| b Service (Non-Trans) | 12 | 17.1 | 32 | 45.7 | 8 | 11.4 | 15 | 21.4 | 3 | 4.3 | 70 | 23.7 |
| c Business | 16 | 16.5 | 41 | 42.3 | 21 | 21.6 | 15 | 15.5 | 4 | 4.1 | 97 | 32.9 |
| d Profession | 17 | 17.0 | 47 | 47.0 | 22 | 22.0 | 13 | 13.0 | 1 | 1.0 | 100 | 33.9 |
| 4 Edu Qualification | | | | | | | | | | | | |
| a Undergraduate | 8 | 22.9 | 15 | 42.9 | 5 | 14.3 | 6 | 17.1 | 1 | 2.9 | 35 | 11.9 |
| b Graduate | 26 | 17.6 | 62 | 41.9 | 21 | 14.2 | 32 | 21.6 | 7 | 4.7 | 148 | 50.2 |
| c Postgraduate & above | 17 | 15.2 | 52 | 46.4 | 27 | 24.1 | 15 | 13.4 | 1 | 0.9 | 112 | 38.0 |
| 5 Family Size | | | | | | | | | | | | |
| a Up to 4 members | 25 | 12.8 | 91 | 46.4 | 36 | 18.4 | 40 | 20.4 | 4 | 2.0 | 196 | 66.4 |
| b 5 or more members | 26 | 26.3 | 38 | 38.4 | 17 | 17.2 | 13 | 13.1 | 5 | 5.1 | 99 | 33.6 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 46 | 17.0 | 122 | 45.0 | 48 | 17.7 | 48 | 17.7 | 7 | 2.6 | 271 | 91.9 |
| b 3 or more members | 5 | 20.8 | 7 | 29.2 | 5 | 20.8 | 5 | 20.8 | 2 | 8.3 | 24 | 8.1 |
| 7 Type of Family | | | | | | | | | | | | |
| a Joint | 24 | 27.6 | 43 | 49.4 | 10 | 11.5 | 7 | 8.0 | 3 | 3.4 | 87 | 29.5 |
| b. Nuclear | 27 | 13.0 | 86 | 41.3 | 43 | 20.7 | 46 | 22.1 | 6 | 2.9 | 208 | 70.5 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 8 | 17.4 | 15 | 32.6 | 18 | 39.1 | 4 | 8.7 | 1 | 2.2 | 46 | 15.6 |
| b 10000–19999 | 19 | 15.0 | 61 | 48.0 | 17 | 13.4 | 25 | 19.7 | 5 | 3.9 | 127 | 43.1 |
| c 20000–29999 | 23 | 22.8 | 41 | 40.6 | 16 | 15.8 | 18 | 17.8 | 3 | 3.0 | 101 | 34.2 |
| d 30000 & above | 1 | 4.8 | 12 | 57.1 | 2 | 9.5 | 6 | 28.6 | - | - | 21 | 7.1 |
| 9 Type of House | | | | | | | | | | | | |
| a Own | 47 | 17.4 | 120 | 44.4 | 46 | 17.0 | 49 | 18.1 | 8 | 3.0 | 27.0 | 91.5 |
| b Rental | 4 | 16.0 | 9 | 36.0 | 7 | 28.0 | 4 | 16.0 | 1 | 4.0 | 25 | 8.5 |

The above mentioned table shows the following,

**1. Sex**

### Very Much

More number of female respondents i.e. 28% spend very much time in prepurchase activities for consumer durables than male respondents.

### Much

More number of male respondents i.e. 44.8% devote much time in prepurchase activities for consumer durables than female respondents.

Very Little

More number of female respondents i.e.24% spend very little time in prepurchase activities for consumer durables than male respondents.

Little

More number of male respondents i.e.18.5% devote little time in prepurchase activities for consumer durables than female respondents.

Not At All

More number of female respondents i.e. 11.1% spend no time at all in prepurchase activities for consumer durables than male respondents.

It can be seen that more number of male and female respondents i.e. 44.8% and 32% respectively devote 'much' time in prepurchase activities while very few respondents from both the groups i.e. 3% and 11.1% respectively spend 'no time at all'.

**2. Age**

Very Much

More number of respondents of below 34 years of age i.e. 18.8% spend very much time in prepurchase activities for consumer durables than respondents of other age groups.

Much

More number of respondents of below 34 years of age i.e. 47.8% spend much time in prepurchase activities for consumer durables than respondents of other age groups.

Very Little

More number of respondents of 35-45 years age group i.e.23% devote very little time in prepurchase activities for consumer durables than respondents of other age groups.

Little

More number of respondents of 46 years and above age group i.e. 19.8% devote little time in prepurchase activities for consumer durables than respondents of other age groups.

Not At All

More number of respondents of 46 years and above age group i.e.4.8% spend no time at all in prepurchase activities for consumer durables than other age group respondents.

It becomes very clear from the above that more number of respondents from all the three age groups i.e. below 34 years, 35-45 years and 46 years and above i.e.

47.8%, 39% and 45.2% respectively spend 'much' time while very few respondents from all these age groups devote 'no time at all' in prepurchase activities for consumer durables.

### 3. Occupation

#### Very Much

More number of respondents having service (transferable) i.e. 21.4% spend very much time in prepurchase activities for consumer durables than respondents having other occupation.

#### Much

More number of respondents from profession group i.e. 47% devote much time in prepurchase activities for consumer durables than respondents of other occupational groups.

#### Very Little

More number of professional i.e. 22% devote very little time in prepurchase activities for consumer durables than respondents of other occupational groups.

#### Little

More number of respondents having service (transferable) i.e.35.7% spend little time in prepurchase activities for consumer durables than respondents of other occupational groups.

#### Not At All

More number of respondents having service (non-transferable) i.e. 4.3% spend no time at all in prepurchase activities for consumer durables than respondents of other age groups.

From the above it can be understood that more number of respondents from all occupational groups, service (transferable), service (non-transferable), business and profession i.e. 32.1%, 45.7%, 42.3% and 47% respectively devote 'much' time after prepurchase activities for consumer durables. Few respondents from all these occupational groups i.e. 3.6%, 4.3% , 4.1% and 1% respectively spend 'no time at all'.

### 4. Educational Qualification

#### Very Much

More number of undergraduate respondents i.e. 22.9% spend very much time in prepurchase activities for consumer durables than graduates and postgraduate and above qualified respondents.

### Much

More number of respondents who are postgraduate and above qualified i.e. 46.4% devote much time after prepurchase activities for consumer durables than respondents who are undergraduates and graduates.

### Very Little

More number of respondents who are postgraduate and above qualified i.e. 24.1% devote very little time in prepurchase activities for consumer durables than undergraduate and graduate respondents.

### Little

More number of graduates i.e. 21.6% spend little time after prepurchase activities for consumer durables than undergraduates and postgraduate and above qualified respondents.

### Not At All

More number of graduates i.e. 4.7% spend no time at all after prepurchase activities for consumer durables than under graduates and postgraduate and above qualified respondents.

It can be seen from the above that more number of respondents from all educational qualification groups like undergraduate, graduate and postgraduate and above i.e. 42.9%, 41.9% and 46.4% respectively spend 'much' time while very few respondents from all these educational qualification groups i.e. 2.9% , 4.7% and 0.9% respectively devote 'no time at all' in prepurchase activities for consumer durables.

## 5. Family Size

### Very Much

More number of households having five or more members i.e. 26.3% devote very much time after prepurchase activities for consumer durables than households having up to four members.

### Much

More number of households having up to four members i.e. 46.4% devote much time after prepurchase activities for consumer durables than households having five or more members.

### Very Little

More number of households having up to four members i.e. 18.4% spend very little time in prepurchase activities for consumer durables than households having five or more members.

Little

More number of households having up to four members i.e. 20.4% spend little time after prepurchase activities for consumer durables than households having five or more members.

Not At All

More number of households having five or more members i.e. 5.1% devote no time at all after prepurchase activities for consumer durables than households having up to four members.

More number of households having up to four members and five or more members i.e. 46.4% and 38 4% respectively spend 'much' time while both the households having small family and big family i.e. 2% and 5.1% respectively devote 'no time at all' after prepurchase activities for consumer durables.

**6. Earning Members**

Very Much

More number of households having three or more earning members i.e. 20.8% spend very much time after prepurchase activities for consumer durables than households having up to two earning members.

Much

More number of households having up to two earning members i.e. 45% devote much time after prepurchase activities for consumer durables than households having three or more earning members.

Very Little

More number of households having three or more earning members i.e. 20.8% devote very little time in prepurchase activities for consumer durables than households having up to two earning members.

Little

More number of households having three or more earning members i.e. 20.8% devote little time in prepurchase activities for consumer durables than households having up to two earning members.

Not At All

More number of household having three or more earning members i.e. 8.3% spend no time at all in prepurchase activities for consumer durables than households having up to two earning members.

From the above we can say that more number of households having up to two earning members and three or more earning members i.e. 45% and 29.2% respectively devote 'much' time while very few households of both groups i.e. 2.6% and 8.3% respectively spend 'no time at all' in prepurchase activities for consumer durables.

**7. Family Type**

Very Much

More number of households having joint family i.e. 27.6% devote very much time after prepurchase activities for consumer durables than households having nuclear family.

Much

More number of households having joint family i.e. 49.4% devote much time in prepurchase activities for consumer durables than households having nuclear family.

Very Little

More number of households having nuclear family i.e. 20.7% spend very little time after prepurchase activities for consumer durables than households having joint family.

Little

More number of households having nuclear family i.e. 22.1% spend little time after prepurchase activities for consumer durables than households having joint family.

Not At All

More number of households having joint family i.e. 3.4% devote no time at all after prepurchase activities for consumer durables than households having nuclear family.

It can be seen from the above that more number of both households having joint family and nuclear family i.e. 49.4% and 41.3% respectively devote 'much' time while very few of both the households i.e. 3.4% and 2.9% respectively spend 'no time at all' in prepurchase activities for consumer durables.

**8. Monthly Income**

Very Much

More number of households having income Rs. 20,000-29,999 p.m. spend very much time after prepurchase activities for consumer durables than households from other income groups.

Much

More number of households having income Rs. 30,000 p.m. and above i.e. 57.1% devote much time in prepurchase activities for consumer durables than households from other income groups.

### Very Little

More number of households having income less than Rs. 10,000 p.m. i.e. 39.1% devote very little time in prepurchase activities for consumer durables than households from other income groups.

### Little

More number of households having income Rs. 30,000 p.m. and above i.e. 28.6% spend little time after prepurchase activities for consumer durables than households from other income groups.

### Not At All

More number of households having income Rs. 10,000-19,999 p.m. i.e. 3.9% devote no time at all in prepurchase activities for consumer durables than households from other income groups.

It is to be noted that not a single household having income Rs. 30,000 p.m. and above devote 'no time at all' in prepurchase activities for consumer durables.

More number of households from all income groups i.e. less than Rs. 10,000, Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m. and Rs 30,000 p.m. and above.m. i.e. 32.6%, 48%, 40.6% and 57.1% respectively spend 'much' time while very few from all these income groups i.e. 2.2%, 3.9%, 3% respectively devote 'no time at all' in prepurchase activities for consumer durables.

**9. Type of House**

### Very Much

More number of households having own house i.e. 17.4% spend very much time in prepurchase activities for consumer durables than households having rental house.

### Much

More number of households having own house i.e. 44.4% spend much time in prepurchase activities for consumer durables than households having rental house.

### Very Little

More number of households having rental house i.e. 28% spend very little time after prepurchase activity for consumer durables than household having own house.

### Little

More number of households having own house i.e. 18.1% spend little time after prepurchase activities for consumer durables than households having rental house.

Not At All

More number  of households having rental house i.e. 4% spend no time at all after prepurchase activities for consumer durables than households having own house.

From the above we can say that more number of households having own house and rental house i.e. 44.4% and 36% respectively spend 'much' time while very few households having own house and rental house i.e. 3% and 4% respectively devote 'no time at all' after prepurchase activities for consumer durables.

This study brings out the various sources of information from where respondents obtained information pertaining to consumer durables. It also reveals the most important source of information. The companies should carefully identify a consumer's source of information and the importance of each source. This information is critical in preparing effective communication to target markets.

**Table 4.12.1**

Percentage of Sources for Product Information Collected by Households

| Sr. No. | Sources of Collecting Information | No. | % |
|---|---|---|---|
| 1 | TV | 205 | 68 3% |
| 2. | Radio | 5 | 1 7% |
| 3 | Magazine/Newspaper | 140 | 46 7% |
| 4 | Friends/Relatives | 152 | 50 7% |
| 5. | Dealer/Distributor | 145 | 48 3% |
| 6 | Any Other | 6 | 2 0% |

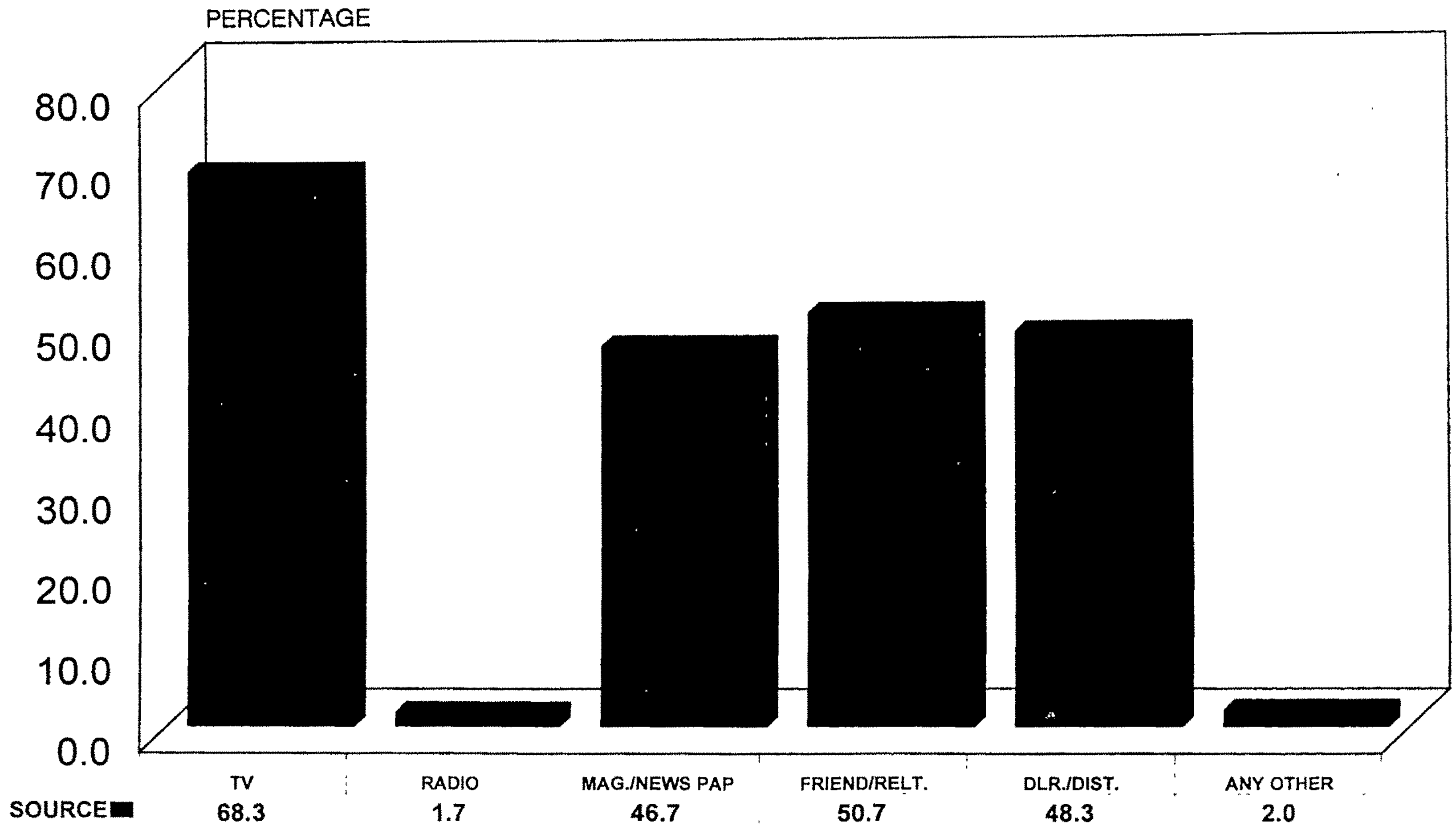
The above mentioned table shows that out of total 300 respondents, 205 i.e. 68.3% collect product information from 'TV', 5 respondents i.e. 1.7% respondents collect product information from 'radio', 140 respondents i.e. 46.7% gather product information from 'magazines and newspaper', 145 respondents i.e. 48.3% collect information regarding products from 'dealers and distributors', 6 respondents i.e. 2.0% collect product information from other sources like 'hoarding', 'present customer who use the product', 'brochures and sales report' and 'children'.

Thus 'TV' becomes the first important source for product information with 68.3%. followed by 'friends/relatives' at 50.7%, 'dealers/distributors' at 48.3% and 'magazine/newspaper' with 46.7%.

'Radio' in today's time has become the least important source of information.

## GRAPH 4.12.1

## PERCENTAGE OF SOURCE OF PRODUCT INFORMATION COLLECTED BY HOUSEHOLDS



## Table 4.12.2

Percentage of Sources for Product Information Collected, Demographic/Socio-Economic Factor

| Factors | Information Media | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TV | | Radio | | Magazine News | | Friends Relatives | | Dealers Distributors | | Any Other | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 Sex | | | | | | | | | | | | |
| a Male | 189 | 68.7 | 5 | 1.8 | 126 | 45.8 | 144 | 52.4 | 133 | 48.4 | 5 | 1.8 |
| b Female | 16 | 64.0 | - | - | 14 | 56.0 | 8 | 32.0 | 12 | 48.0 | 1 | 4.0 |
| 2. Age | | | | | | | | | | | | |
| a < 34 years | 54 | 78.3 | 2 | 2.9 | 45 | 65.2 | 38 | 55.1 | 37 | 53.6 | 3 | 4.3 |
| b 35-45 years | 68 | 66.7 | 1 | 1.0 | 44 | 43.1 | 56 | 54.9 | 44 | 43.1 | 1 | 1.0 |
| c. 46 years & above | 83 | 64.3 | 2 | 1.6 | 51 | 39.5 | 58 | 45.0 | 64 | 49.6 | 2 | 1.6 |
| 3 Occupation | | | | | | | | | | | | |
| a Service (Trans) | 21 | 72.4 | - | - | 14 | 48.3 | 17 | 58.6 | 12 | 41.4 | - | - |
| b Service (Non-Trans) | 52 | 72.2 | 2 | 2.8 | 34 | 47.2 | 26 | 36.1 | 38 | 52.8 | 1 | 1.4 |
| c Business | 68 | 68.7 | 2 | 2.0 | 48 | 48.5 | 51 | 51.5 | 45 | 45.5 | 3 | 3.0 |
| d. Profession | 64 | 64.0 | 1 | 1.0 | 44 | 44.0 | 58 | 58.0 | 50 | 50.0 | 2 | 2.0 |
| 4 Edu Qualification. | | | | | | | | | | | | |
| a Undergraduate | 26 | 74.3 | - | - | 16 | 45.7 | 21 | 60.0 | 14 | 40.0 | - | - |
| b Graduate | 109 | 71.2 | 3 | 2.0 | 74 | 48.4 | 69 | 45.1 | 77 | 50.3 | 4 | 2.6 |
| c Postgraduate & above | 70 | 62.5 | 2 | 1.8 | 50 | 44.6 | 62 | 55.4 | 54 | 48.2 | 2 | 1.8 |
| 5. Family Size | | | | | | | | | | | | |
| a Up to 4 members | 140 | 69.7 | 3 | 1.5 | 95 | 47.3 | 104 | 51.7 | 102 | 50.7 | 4 | 2.0 |
| b 5 or more members | 65 | 65.7 | 2 | 2.0 | 45 | 45.5 | 48 | 48.5 | 43 | 43.4 | 2 | 2.0 |
| 6 Earning Members | | | | | | | | | | | | |
| a Up to 2 members | 187 | 67.8 | 4 | 1.4 | 129 | 46.7 | 140 | 50.7 | 134 | 48.6 | 6 | 2.2 |
| b 3 or more members | 18 | 75.0 | 1 | 4.2 | 11 | 45.8 | 12 | 50.0 | 11 | 45.8 | - | - |
| 7. Type of Family | | | | | | | | | | | | |
| a. Joint | 62 | 70.5 | 3 | 3.4 | 49 | 55.7 | 48 | 54.5 | 36 | 40.9 | 2 | 2.3 |
| b Nuclear | 143 | 67.5 | 2 | 0.9 | 91 | 42.9 | 104 | 49.1 | 109 | 51.4 | 4 | 1.9 |
| 8 Monthly Income | | | | | | | | | | | | |
| a < 10000 | 37 | 80.4 | - | - | 20 | 43.5 | 18 | 39.1 | 19 | 41.3 | - | - |
| b 10000-19999 | 93 | 71.0 | 2 | 1.5 | 54 | 41.2 | 66 | 50.4 | 67 | 51.1 | 2 | 1.5 |
| c 20000-29999 | 59 | 57.8 | 1 | 1.0 | 60 | 58.8 | 54 | 52.9 | 47 | 46.1 | 2 | 2.0 |
| d 30000 & above | 16 | 76.2 | 2 | 9.5 | 6 | 28.6 | 14 | 66.7 | 12 | 57.1 | 2 | 9.5 |
| 9 Type of House | | | | | | | | | | | | |
| a Own | 188 | 68.6 | 4 | 1.5 | 129 | 47.1 | 137 | 50.0 | 134 | 48.9 | 4 | 1.5 |
| b. Rental | 17 | 65.4 | 1 | 3.8 | 11 | 42.3 | 15 | 57.7 | 11 | 42.3 | 2 | 7.7 |

The above mentioned table indicates the various sources from where respondents collect information pertaining to products by demographic/socio-economic factor as per below.

**1. Sex**

TV

More number of males i.e. 68.7% gather information from TV than female respondents.

Radio

Only 1.8% male respondents collect information from radio while not a single female respondent gathers information from radio.

Magazine/Newspaper

More number of female respondents i.e. 56% collect information from magazine/newspaper than male respondents.

Friends/Relatives

More number of male respondents 52.4% gather information from friends and relatives than female respondents.

Dealer/Distributor

More number of male respondents i.e. 48.4% collect information from dealer/distributor than females.

Any Other

More number of female respondents i.e. 4% gather information from other sources like 'hoarding', 'present customer who use the product', 'brochures and sales report' and 'children' than male respondents.

**2. Age**

TV

More number of respondents of below 34 years of age i.e. 78.3% gather information from TV than respondents of other age groups.

Radio

More number of respondents of below 34 years of age i.e. 2.9% collect information from radio than respondents of other age groups.

Magazine/Newspaper

More number of respondents of below 34 years of age i.e. 65.2% collect information from magazine and newspaper than respondents from other age groups.

Friends/Relatives

More number of respondents having below 34 years of age collect information though friends and relatives than respondents of other age groups.

Dealer/Distributor

More number of respondents having below 34 years of age i.e. 53.6% collect information through dealer/distributor than respondents of other age groups.

Any Other

More number of respondents having below 34 years of age i.e. 4.3% gather information from other sources as mentioned above than respondents from other age groups.

**3. Occupation**

TV

More number of respondents having service (transferable) i.e. 72.4% collect information from TV than other occupational group respondents.

Radio

More number of respondents having service (non-transferable) i.e. .2.8% gather information from radio than respondents of other occupations.

It is to be noted that not a single respondents having service (transferable) gathers information from radio.

Magazine/Newspaper

More number of respondents having business i.e. 48.5% collect information through magazine/newspaper than other occupational group respondents.

Friends/Relatives

More number of respondents having service (transferable) i.e. 58.6% gather information through friends and relatives than respondents from other occupational groups.

Dealers/Distributor

More number of respondents having service (non-transferable) i.e. 52.8% collect information through dealer/distributor than respondents of other occupational groups.

Any Other

More number of businessmen i.e. 3% gather information from other sources mentioned above than respondents from other occupations.

It is to be noted that not a single respondents having service (transferable) collects information through other sources as mentioned above.

**4. Educational Qualification**

TV

More number of respondents who are undergraduates i.e. 74.3% collect information through TV than respondents of who are graduates and postgraduate and above qualified.

Radio

It can be seen that not a single undergraduate gathers information from radio.

More number of graduates i.e. 2% gather information from radio than postgraduate and above qualified respondents.

Magazine/Newspaper

More number of graduates collect information i.e. 48.4% from magazine/newspaper than undergraduates and postgraduate and above qualified respondents.

Friends/Relatives

More number of undergraduates i.e. 60% collect information through friends/relatives than graduates and postgraduate and above qualified respondents.

Dealer/Distributor

More number of graduates i.e. 50.3% collect information through dealer/distributor than undergraduates and postgraduate and above qualified respondents.

Any Other

More number of graduates i.e. 2.6% collect information from other sources than postgraduate and above qualified respondents.

It is to be noted that not a single respondent who is undergraduate collects information from other sources.

**5. Family Size**

TV

More number of households having up to four members i.e. 69.7% collect information from TV than households having five or more members.

Radio

More number of households having five or more members i.e. 2% collect information from radio than households having up to four members.

Magazine/Newspaper

More number of household having up to four members i.e. 47.3% collect information from magazine/newspaper than households having five or more members.

Friends/Relatives

More number of households having up to four members i.e. 51.7% collect product information from friend/relatives than households having five or more members.

Dealer/Distributor

More number of household having up to four members i.e. 50.7% collect information through dealer/distributor than households having five or more members.

Any Other

Both type of households having up to four members and five or more members i.e. 2% each collect information from other sources.

**6. Earning Members**

TV

More member of households having three or more earning members i.e. 75% collect information from TV than households having up to two earning members.

Radio

More number of households having three or more earning members i.e. 4.2% collect information from radio than households having up to two earning members.

Magazine/Newspaper

More number of households having up to two earning members i.e. 46.7% gather information from magazine/newspaper than households having three or more earning members.

Friends/Relatives

More number of households having up to two earning members i.e. 50.7% collect information from friends/relatives than households having three or more earning members.

Dealer/Distributor

More number of households having up to two earning members i.e. 48.6% collect information through dealer/distributor than households having three or more earning members.

Any Other

Households having up to two earning members i.e. 2.2% collect information from other sources. Not a single household having three or more earning members collects information from other sources.

**7. Type of Family**

TV

More number of households having joint family i.e. 70.5% collect information from TV than households having nuclear family.

Radio

More number of households having joint family i.e. 3.4% collect information from radio than households having nuclear family.

Magazine/Newspaper

More number of households having joint family i.e. 55.7% collect information through magazine/newspaper than households having nuclear family.

Friends/Relatives

More number of households having joint family i.e. 54.5% gather information from friends/relatives than households having nuclear family.

Dealer/Distributor

More number of households having nuclear family i.e. 51.4% collect information from dealer/distributor than households having joint family.

Any Other

More number of households having joint family i.e. 2.3% collect information from other sources as mentioned above than households having nuclear family.

**8. Monthly Income**

TV

More number of households having income less than Rs. 10,000 p.m. i.e. 80.4% collect information from TV than households having income Rs. 10,000-19,999 p.m., Rs. 20,000 - 29,999 p.m. and Rs. 30,000 p.m. and above.

Radio

More number of households having income Rs. 30,000 p.m. and above i.e. 9.5% collect information from radio than households in other income groups.

No respondent in income group less than Rs. 10,000 p.m. collects information from radio.

Magazine/Newspaper

More number of households having monthly income between Rs. 20,000-29,999 p.m. i.e. 58.8% collect information from magazine/newspaper than other income groups.

Friends/Relatives

More number of households having income Rs. 30,000 p.m. and above i.e. 66.7% collect information from friends/relatives than other income groups.

Dealer/Distributor

More number of households having income Rs. 30,000 p.m. and above i.e. 57.1% collect information from dealer/distributor than households in other income groups.

Any Other

More number of households having income Rs. 30,000 p.m. and above i.e. 9.5% collect information from other sources as mentioned above than households in other income groups.

It is to be noted that not a single household having income less than Rs. 10,000 p.m. collects information from other sources.

**9. Type of House**

TV

More number of households having own house i.e. 68.6% collect information from TV than households having rental house.

Radio

More number of households having rental house i.e. 3.8% collect information from radio than households having own house.

Magazine/Newspaper

More number of households having own house i.e. 47.1% collect information from magazine/newspaper than households having rental house.

Friends/Relatives

More number of households having rental house i.e. 57.7% collect information from friends/relatives than households having own house.

Dealer/Distributor

More number of households having own house i.e. 48.9% gather information through dealer/distributor than households having rental house.

Any Other

More number of households having rental house i.e. 7.9% collect information from other sources as mentioned above than households having own house.

In this study, we tried to find out percentage of consumer shopping and buying activity taking place in house and at the retail level i.e. Non store purchases (Direct Marketing) and Store purchasing. According to Direct Mail Marketing Association (DMMA), 'Direct Marketing is the total of activities by which products and services are offered to markets segments in one or more media for information purposes, or to solicit a direct response from a present or prospective consumer or contributor by mail, telephone or other access.'

**Table 4.13.1**

Percentage of Methods of Consumer Shopping along with Reasons to Buy Consumer Durables by Households

| Sr.No. | Methods of Consumer Shopping | Total | Percentage |
|---|---|---|---|
| 1. | **Salesman Visiting** | | |
| (i) | Time saving | 10 | 76 92% |
| (ii) | Convenient | 3 | 23 07% |
| | Total | 13/300 | 4 3% |
| 2. | **Teleshopping** | | |
| (i) | Saves time | 2 | 40% |
| (ii) | Special items or innovative products | 3 | 60% |
| | Total | 5/300 | 1 6% |
| 3. | **Dealer Showroom** | | |
| (i) | Live demonstration | 64 | 21.47% |
| (ii) | Genuine/Authorised | 47 | 15.77% |
| (iii) | Guarantee/Warranty/Replacement | 44 | 14 76% |
| (iv) | Wide range of products | 73 | 24 49% |
| (v) | Quality | 32 | 10.73% |
| (vi) | Products attributes/Information regarding product | 24 | 8 05% |
| (vii) | After sales service | 14 | 4.69% |
| | Total | 298/300 | 99 33% |
| 4. | **Catalogue Shopping** | | |
| (i) | Time saving, home delivery | 8 | 57 14% |
| (ii) | Detailed information about product | 6 | 42.85% |
| | Total | 14/300 | 4 6% |

The above mentioned table shows the following,

**1. Salesman Visiting**

Out of total 300 respondents, 13 i.e. 4.3% would prefer to buy consumer durables through salesman visiting house.

Out of total 13, 10 i.e. 76.92% respondents would prefer to purchase consumer durables through salesman visiting house because 'it saves time'.

3 respondents i.e. 23.07% would prefer to buy consumer durables through salesman visiting house because 'it is convenient to them'.

**2. Teleshopping**

Out of total 300 respondents, 5 i.e. 1.6% prefer to purchase consumer durables through teleshopping.

Out of total 5 respondents, 2 i.e. 40% and 3 i.e 60% would prefer to buy consumer durables through teleshopping because 'it saves time' and they get 'special products or innovative products' respectively.

**3. Dealer Showroom**

Out of total 300 respondents, 298 i.e. 99.33% prefer to purchase consumer durables through dealer showroom.

64 i.e. 21.47% prefer to purchase products through dealer showroom because they get 'live demonstration' of the products.

47 i.e. 15.77% prefer to buy products by dealer showroom because they believe that 'dealers are genuine' and authorised by the company.

44 i.e. 14.76% respondents prefer dealer showroom because they believe that dealers give 'guarantee/warranty' for products and proper 'replacement facilities'.

73 i.e. 24.49% respondents prefer dealer showroom because they get 'wide range of products' and therefore can have better choice of the product.

32 i.e. 10.73% respondents prefer to buy products from dealer showroom because they believe that they get 'genuine quality of the products'.

24 i.e. 8.05% respondents prefer dealer showroom because they believe that they get 'product with better attributes and more information about the products'.

14 i.e. 4.69% respondents prefer to purchase consumer durables through dealer showroom because they get 'better after sales services'.

**4. Catalogue Shopping**

Out of total 300 respondents, 14 i.e. 4.6% prefer to buy consumer durables through catalogue shopping.

8 i.e. 57.14% prefer catalogue shopping because they 'save time' and get 'home delivery facility'.

While 6 i.e. 42.85% prefer this because they get 'detailed information about the product'.

It is very clear from the table that vast majority of respondents i.e. 99.33% prefer to buy consumer durables from "dealer's showroom". This shows that Direct Marketing has very little scope in Baroda.

The availability or absence of credit to the consumer also influences consumer-buying behaviour. Consumer credit is a facility offered by the marketer to postpone payment of products purchased to some future date. Consumer credit may be extended under a variety of arrangements such as deferred payment, installment payment, hire purchase etc. In India, now many consumer durables are sold on credit plans. This study tries to findout that whether respondents prefer to buy consumer durables on cash, credit or both. The below mentioned table shows the same.

**Table 4.14.1**

Percentage of Preference and Reasons to Buy Consumer Durables on Cash, Credit or Both by Households

| Sr.No. | Preference And Reasons | Total | Percentage |
|---|---|---|---|
| 1. | **Cash** | | |
| (i) | No interest to be paid | 106 | 54 63% |
| (ii) | Cash available/suitable/preferable | 73 | 37 62% |
| (iii) | Discounts/bargain | 13 | 6.70% |
| (iv) | Always on cash very rarely on credit | 2 | 1.03% |
| | Total | 194/300 | 64.66% |
| 2. | **Credit** | | |
| (i) | When enough cash not available | 10 | 28 57% |
| (ii) | Gives credit period for some days (credit/financial co's) | 7 | 20% |
| (iii) | Banks/co-op banks easy installments | 16 | 45 71% |
| (iv) | Cuts from salary | 2 | 5.71% |
| | Total | 35/300 | 11.66% |
| 3. | **Both (Cash & Credit)** | | |
| (i) | Whichever suitable at that time, when cash not available go for credit | 49 | 69 01% |
| (ii) | Small things cash/car etc on credit | 18 | 25 35% |
| (iii) | Flexibility/Bargain/Easy schemes | 4 | 5.63% |
| | Total | 71/300 | 23 66% |

The above mentioned table shows the following,

**1. Cash**

194 respondents out of total 300 i.e. 64.66% prefer to purchase consumer durables on cash for the following reasons.

106 i.e. 54.63% respondents prefer to buy on cash because they believe that they do not have to pay interest on it.

73 i.e. 37.62% respondents prefer to purchase on cash because they have cash available on hand and it is more suitable and preferable.

13 i.e. 6.7% respondents prefer to buy on cash because they get discount and they can bargain the price of the product.

2 i.e. 1.03% prefer to buy on cash always but very rarely would like to buy on credit when cash falls short.

**2. Credit**

35 out of total 300 respondents i.e. 11.66% prefer to buy consumer durables on credit for the following reasons.

10 i.e. 28.57% respondents prefer to buy on credit because they do not have enough cash on hand.

7 i.e. 20% respondents prefer to purchase consumer durables on credit because they want to avail credit period facility.

16 i.e. 45.7% respondents prefer to buy on credit because they want to enjoy installment facility given by bank/co-operative banks/financial companies.

2 i.e. 5.71% respondents prefer to buy on credit because installments are deducted directly from salary and so it is very convenient.

**3. Both (Cash & Credit)**

71 out of total 300 respondents prefer to buy consumer durables on both i.e. cash as well as credit for the following reasons.

49 i.e. 69.01% respondents prefer to buy on both because they feel that at the time of purchase when cash is not available, can avail credit facility. And on cash when cash is available, whichever is suitable at the time of purchase.

18 i.e. 25.35% respondents prefer both. For not very costly products they would like to go for cash purchase and for very costly product like 'Car' would like to go for credit purchase.

4 i.e. 5.63% respondents would prefer to go for both i.e. cash and credit because they believe (a). it is very flexible (b). they can bargain the price of the product and (c). can avail the facility of easy installment scheme for costly product.

From the above, it becomes very clear that vast majority of respondents i.e. 64.66% prefer to buy consumer durables on 'cash'.

23.66% respondents prefer to buy consumer durables on both i.e. 'cash' as well as 'credit'. Very few respondents i.e. 11.66% prefer to buy consumer durables on 'credit'. Thus it is said that if credit facility is available to a consumer, there is a tendency to buy more. But from this table one can say that Indian consumer has not over come his inertia to buy on 'credit' because it does not fit well with the social value system.

**Table 4.14.2**

Percentage of Preference to buy Consumer Durables on Cash, Credit or Both, Demographic/Socio-Economic Factor

| Factors | Cash | | Credit | | Both | | Total |
|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | |
| 1 Sex | | | | | | | |
| a Male | 178 | 64 72 | 29 | 10 54 | 68 | 24 72 | 275 |
| b Female | 16 | 64 | 6 | 24 | 3 | 12 | 25 |
| 2 Age | | | | | | | |
| a < 34 years | 45 | 65 21 | 8 | 11 59 | 16 | 23 18 | 69 |
| b 35-45 years | 68 | 66 66 | 6 | 5 88 | 28 | 27 45 | 102 |
| c 46 years & above | 81 | 62.79 | 21 | 16 27 | 27 | 20 93 | 129 |
| 3 Occupation | | | | | | | |
| a Service (Trans) | 16 | 55 17 | 5 | 17 24 | 8 | 27 58 | 29 |
| b Service (Non-Trans) | 41 | 56 94 | 13 | 18 05 | 18 | 25 | 72 |
| c Business | 59 | 59 59 | 9 | 9 09 | 31 | 31 31 | 99 |
| d. Profession | 78 | 78 | 8 | 8 | 14 | 14 | 100 |
| 4 Edu Qualification | | | | | | | |
| a Undergraduate | 22 | 62 85 | 7 | 20 | 6 | 17.14 | 35 |
| b Graduate | 84 | 54.90 | 20 | 13 07 | 49 | 32 02 | 153 |
| c. Postgraduate & above | 88 | 78 57 | 8 | 7 14 | 16 | 14 28 | 112 |
| 5 Family Size | | | | | | | |
| a Up to 4 members | 130 | 64 67 | 21 | 10 44 | 50 | 24 87 | 201 |
| b 5 or more members | 64 | 64.64 | 14 | 14 14 | 21 | 21 21 | 99 |
| 6 Earning Members | | | | | | | |
| a Up to 2 members | 177 | 64.13 | 33 | 11.95 | 66 | 23 91 | 276 |
| b 3 or more members | 17 | 70 83 | 2 | 8 33 | 5 | 20 83 | 24 |
| 7. Type of Family | | | | | | | |
| a Joint | 63 | 71.59 | 14 | 15 9 | 11 | 12.5 | 88 |
| b Nuclear | 131 | 61.79 | 21 | 9 9 | 60 | 28 30 | 212 |
| 8 Monthly Income | | | | | | | |
| a < 10000 | 31 | 67.39 | 9 | 19.56 | 6 | 13 04 | 46 |
| b 10000-19999 | 79 | 60 30 | 17 | 12 97 | 35 | 26 71 | 131 |
| c 20000-29999 | 67 | 65.68 | 9 | 8 82 | 26 | 25 49 | 102 |
| d 30000 & above | 17 | 80.95 | - | - | 4 | 19 04 | 21 |
| 9 Type of House | | | | | | | |
| a Own | 178 | 64 23 | 31 | 11 31 | 65 | 23 72 | 274 |
| b Rental | 16 | 61 53 | 4 | 15 38 | 6 | 23 07 | 26 |

The above mentioned table indicates the following,

**1. Sex**

**Cash**

More number of male i.e. 64.72% prefer to buy consumer durables on cash than female.

**Credit**

More number of female i.e. 24% prefer to buy consumer durables on credit than male.

Both

More number of male i.e. 24.72% prefer to buy consumer durables on both i.e. cash as well as credit than female.

**2. Age**

Cash

More number of respondents of 35-45 years of age i.e. 66.66% prefer to buy consumer durables on cash than respondents of other age groups.

Credit

More number of respondents of 46 years and above age i.e. 16.27% prefer to purchase consumer durables on credit than respondents of other age groups.

Both

More number of respondents of 35-45 years prefer to purchase consumer durables on both i.e. cash as well as credit than respondents of other age groups.

**3. Occupation**

Cash

More number of professionals i.e. 78% prefer to buy consumer durables on cash than respondents having other occupation.

Credit

More number of respondents having service (non-transferable) i.e. 18.05% prefer to buy consumer durables on credit than respondents having other occupation.

Both

More number of businessmen i.e.31.31% prefer to buy consumer durables on both i.e. cash as well as credit than respondents of other occupation.

**4. Educational Qualification**

Cash

More number of respondents having postgraduation and above qualification i.e. 78.57% prefer to purchase consumer durables on cash than respondents who are undergraduates and graduates.

Credit

More number of undergraduates i.e. 20% prefer to buy consumer durables on credit than graduates, postgraduate and above qualified respondents.

Both

More number of graduates i.e. 32.02% prefer to buy consumer durables on both i.e. cash as well as credit than undergraduates and postgraduate and above qualified respondents.

**5. Family Size**

*Cash*

More number of households having up to four members i.e. 64.67% prefer to purchase consumer durables on cash than households having five or more members.

*Credit*

More number of households having five or more members i.e. 14.14% prefer to buy consumer durables on credit than households having up to four members.

*Both*

More number of households having up to four members i.e. 24.87% prefer to buy consumer durables on both i.e. cash as well as credit than households having five or more members.

**6. Earning Members**

*Cash*

More number of households having three or more earning members i.e. 70.83% prefer to purchase consumer durables on cash than households having up to two earning members.

*Credit*

More number of households having up to two earning members i.e. 11.95% prefer to buy consumer durables on credit than households having three or more earning members.

*Both*

More number of households having up to two earning members i.e. 23.91% prefer to buy consumer durables on both i.e. cash as well as credit than households having three or more earning members.

**7. Family Type**

*Cash*

More number of households having joint family i.e. 71.59% prefer to buy on cash than households having nuclear family.

*Credit*

More number of households having joint family i.e. 15.9% prefer to purchase consumer durables on credit than households having nuclear family.

*Both*

More number of households having nuclear family i.e. 28.3% prefer to purchase consumer durables on both i.e. cash as well as credit than households having joint family.

**8. Monthly Income**

*Cash*

More number of households having Rs. 30,000 p.m. and above income, i.e. 80.95% prefer to buy consumer durables on cash than households having other income groups.

*Credit*

More number of households having less than Rs. 10,000 p.m. income i.e. 19.56% prefer to buy consumer durables on credit than households having other income groups.

It is to be noted that not a single household having Rs. 30,000 p.m. and above income prefer to buy consumer durables on credit.

*Both*

More number of households having Rs. 10,000-19,999 p.m. income 26.71% prefer to buy consumer durables on both i.e. cash as well as credit than households having other income groups.

**9. Type of House**

*Cash*

More number of households having own house i.e. 64.23% prefer to purchase consumer durables on cash than households having rental house.

*Credit*

More number of households having rental house i.e. 15.38% prefer to buy consumer durables on credit than households having own house.

*Both*

More number of households having own house prefer to buy consumer durables on both i.e. cash as well as credit than households having rental house.

From the above, we can say that 64.66% respondents prefer to buy consumer durables on cash. 23.66% respondents prefer to purchase consumer durables on both i.e. cash as well as credit. While very few i.e. 11.66% respondents prefer to buy consumer durables on credit.

In this study an attempt has been made to find out the various sources of credit, respondents would like to use in order to purchase consumer durables.

**Table 4.15.1**

Percentage of Sources of Credit for the Purchase of Consumer Durables by Households

| Sr.No. | Source of Credit | No. | % |
|---|---|---|---|
| 1. | Borrowing From Friends/Relatives | 74 | 62 2 |
| 2. | Loan | 75 | 63.0 |
| 3 | Financial Companies | 84 | 70 6 |
| 4 | Banks/Co-Operative Banks | 103 | 86 6 |
| 5. | Provident Fund | 76 | 63.9 |
| 6 | Credit Card | 77 | 64 7 |
| 7. | Any Other | 8 | 6 7 |

Out of total 300 respondents, only 119 respondents have given response regarding the credit source.

Above mentioned table indicates that 74 i.e. 62.2%, 75 i.e. 63%, 84 i.e. 70.6%, 103 i.e. 86.6%, 76 i.e. 66.9% and 77 i.e. 64.7% respondents prefer 'borrowing from friends/relatives', 'loan' (from employer/company), 'financial companies', 'banks/co-operative banks', 'provident funds' and 'credit card' respectively as a source of credit for purchase of consumer durables. While 8 i.e. 6.7% respondents prefer other sources of credit like 'LIC loan' and 'loan on own savings' i.e. FDR's.

From the above it can be seen that 'banks/co-operative banks' lead with 86.6% followed by 'financial companies' at 70.6%, 'credit card' at 64.7%, 'provident fund' at 63.9%, 'loan' (from employer/company) at 63% and 'borrowings from friends/relatives' with 62.2%. Thus one can say that if 'banks/co-operative banks', make proper advertisements and put some efforts then they have still brighter future. If 'financial companies' want to increase their market share then they have to reconsider all their marketing strategies and will have to come out with better strategies. 'credit card' is the symbol of 'consumption communities' in India. Looking above, one can say that 'credit card' is fast catching up in Baroda market. It seems that consumers of Baroda appreciate the convenience associated with this new instrument i.e. buying without instant cash and even drawing instant cash without a bank balance.

Ir this study, an attempt is made to find out whether respondents receive consumer durables as gift.

**Table 4.16.1**

Percentage of Consumer Durables Received as Gifts by Households

| Sr.No. | Party | Frequency | Percentage |
|---|---|---|---|
| 1. | From Relatives | 77 | 25 7 |
| 2. | From Employers | 22 | 7 3 |
| 3 | From Friends | 27 | 9 0 |
| | Total | 126 | 42 0 |

From the above table, we can say that out of total 300 respondents 126 i.e. 42% receive different consumer durables as gift as per below.

77 i.e. 25.7% receive from 'relatives', 22 i.e. 7.3% from 'employers' and 27 i.e. 9% from 'friends'.

Respondents get consumer durables like Mixer/Grinder, Microwave Oven, Food Processor, Water Purifier, Two Wheeler, Vaccum Cleaner, VCR, Flour Mill, Iron, Walkman, Geyser, Dinnerset, Toaster and Hotplate as gift from 'relatives', 'employers' and 'friends'.

## Testing of Hypothesis

1) Ho : Higher the income of a household, lower will be the number of consumer durables possessed by the households.

As per our analysis, consumer durables already possessed by different income groups are as per below.

**Table 1**

Percentage of Consumer Durables already possessed, Monthly Income Wise

| Sr.No. | Products | < 10,000 | | 10,000 – 19,999 | | 20,000 – 29,999 | | 30,000 & above | |
|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % |
| 1 | Refrigerator | 44 | 95.7 | 131 | 100 | 102 | 100 | 21 | 100 |
| 2 | Washing Machine | 14 | 30.4 | 97 | 74.0 | 83 | 81.4 | 17 | 81.0 |
| 3 | Mixer/Grinder | 45 | 97.8 | 127 | 96.9 | 102 | 100 | 21 | 100 |
| 4. | Food Processor | 7 | 15.2 | 51 | 38.9 | 60 | 58.8 | 6 | 28.6 |
| 5 | Vaccum Cleaner | 8 | 17.4 | 50 | 38.2 | 63 | 61.8 | 15 | 71.4 |
| 6. | Floor Mill | 12 | 26.1 | 57 | 43.5 | 60 | 58.8 | 15 | 17.4 |
| 7 | Desert Cooler | 13 | 28.3 | 65 | 49.6 | 63 | 61.8 | 12 | 57.1 |
| 8 | Air Conditioner | 2 | 4.3 | 31 | 23.7 | 45 | 44.1 | 14 | 66.7 |
| 9 | Oven | 8 | 17.4 | 47 | 35.9 | 50 | 49.0 | 9 | 42.9 |
| 10 | Water Purifier | 10 | 21.7 | 55 | 42.0 | 63 | 61.8 | 15 | 71.4 |
| 11 | Color TV | 40 | 87.0 | 129 | 98.5 | 102 | 100 | 21 | 100 |
| 12 | Music System | 28 | 60.9 | 103 | 78.6 | 91 | 89.2 | 18 | 85.7 |
| 13 | Two Wheeler | 42 | 91.3 | 130 | 99.2 | 98 | 96.1 | 20 | 95.2 |
| 14 | Car | 6 | 13.0 | 80 | 61.1 | 81 | 79.4 | 20 | 95.2 |

**Table 2**

Possession of Consumer Durables by 50% or more than 50% households, Monthly Income Wise

| < 10,000 | 10,000 – 19,999 | 20,000 – 29,999 | 30,000 & above |
|---|---|---|---|
| Refrigerator | Refrigerator | Refrigerator | Refrigerator |
| Mixer/Grinder | Washing Machine | Washing Machine | Washing Machine |
| Color TV | Mixer/Grinder | Mixer/Grinder | Mixer/Grinder |
| Music System | Color TV | Food Processor | Vaccum Cleaner |
| Two Cleaner | Music System | Vaccum Cleaner | Desert Cooler |
| | Two Wheeler | Flour Mill | Air Conditioner |
| | Car | Desert Cooler | Water Purifier |
| | | Water Purifier | Color TV |
| | | Color TV | Music System |
| | | Music System | Two Wheeler |
| | | Two Wheeler | Car |
| | | Car | |

From the table 1 & 2, we can see that 50% or more than 50% households in all income groups already possessed above mentioned consumer durables. It becomes very clear that in all income groups. as income increases, possession of consumer durables also increases. Therefore, we reject Ho hypothesis and accept $H_1$ hypothesis that is, higher the income of a household, higher will be the number of consumer durables possessed by the households.

2) Ho : Smaller the size of the family, higher will be the number of consumer durables possessed by the households.

As per the findings, consumer durables already possessed by households having up to four members and households having five or more members, are as follow,

**Table 1**

Percentage of Consumer Durables already possessed, Family Size Wise

| Sr. No. | Products | Up to 4 members | | More than 5 members | |
|---|---|---|---|---|---|
| | | No. | % | No. | % |
| 1 | Refrigerator | 200 | 99.5 | 98 | 99.0 |
| 2. | Washing Machine | 145 | 72.1 | 66 | 66.7 |
| 3 | Mixer/Grinder | 199 | 99.0 | 96 | 97.0 |
| 4 | Food Processor | 78 | 38.8 | 46 | 46.5 |
| 5 | Vaccum Cleaner | 95 | 47.3 | 41 | 41.4 |
| 6 | Floor Mill | 89 | 44.3 | 55 | 55.6 |
| 7 | Desert Cooler | 102 | 50.7 | 51 | 51.5 |
| 8 | Air Conditioner | 61 | 30.3 | 31 | 31.3 |
| 9 | Oven | 81 | 40.3 | 33 | 33.3 |
| 10 | Water Purifier | 98 | 48.8 | 45 | 45.5 |
| 11. | Color TV | 198 | 98.5 | 94 | 94.9 |
| 12 | Music System | 161 | 80.1 | 79 | 79.8 |
| 13 | Two Wheeler | 193 | 96.0 | 97 | 98.0 |
| 14 | Car | 121 | 60.2 | 66 | 66.7 |

**Table 2**

Possession of Consumer Durables by 50% or more than 50% households, Family Size Wise

| Up to 4 members | 5 and more members |
|---|---|
| Refrigerator | Refrigerator |
| Washing Machine | Washing Machine |
| Mixer/Grinder | Mixer/Grinder |
| Desert Cooler | Flour Mill |
| Color TV | Desert Cooler |
| Music System | Color TV |
| Two Wheeler | Music System |
| | Two Wheeler |

It can be seen from table 1 & 2 that 50% or more than 50% households in both categories already possessed above mentioned consumer durables. From this, we can say that households having more members, already possessed more number of consumer durables and therefore, we reject Ho hypothesis and accept $H_1$ hypothesis that larger the size of the family, higher will be the number of consumer durables possessed by the households.

3) Ho : Respondents' possession of consumer durables differ significantly in terms of their educational qualification.

According to findings, consumer durables already possessed by 50% or more than 50% respondents in all groups of educational qualification, are as per below,

**Table 1**

Percentage of Consumer Durables already possessed, Educational Qualification Wise

| Sr.No. | Products | Undergraduate | | Graduate | | Postgraduate & above | |
|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % |
| 1 | Refrigerator | 35 | 100 | 153 | 100 | 110 | 98.2 |
| 2 | Washing Machine | 22 | 62.9 | 116 | 75.8 | 73 | 65.2 |
| 3 | Mixer/Grinder | 35 | 100 | 152 | 99.3 | 108 | 96.4 |
| 4 | Food Processor | 19 | 54.3 | 60 | 39.2 | 45 | 40.2 |
| 5 | Vaccum Cleaner | 15 | 42.9 | 72 | 47.1 | 49 | 43.8 |
| 6 | Floor Mill | 19 | 54.3 | 71 | 46.4 | 54 | 48.2 |
| 7 | Desert Cooler | 14 | 40.0 | 74 | 48.4 | 65 | 58.0 |
| 8 | Air Conditioner | 9 | 25.7 | 51 | 33.3 | 32 | 28.6 |
| 9 | Oven | 14 | 40.0 | 65 | 42.5 | 35 | 31.3 |
| 10 | Water Purifier | 15 | 42.9 | 74 | 48.4 | 54 | 48.2 |
| 11 | Color TV | 33 | 94.3 | 152 | 99.3 | 107 | 95.5 |
| 12 | Music System | 26 | 74.3 | 126 | 82.4 | 88 | 78.6 |
| 13 | Two Wheeler | 35 | 100 | 149 | 97.4 | 106 | 94.6 |
| 14 | Car | 19 | 54.3 | 98 | 64.1 | 70 | 62.5 |

**Table 2**

Possession of Consumer Durables by 50% or more than 50% households, Educational Qualification Wise

| Undergraduate | Graduate | Postgraduate & above |
|---|---|---|
| Refrigerator | Refrigerator | Refrigerator |
| Washing Machine | Washing Machine | Washing Machine |
| Mixer/Grinder | Mixer/Grinder | Mixer/Grinder |
| Food Processor | Color TV | Desert Cooler |
| Flour Mill | Music System | Color TV |
| Color TV | Two Wheeler | Music System |
| Music System | Car | Two Wheeler |
| Car | | Car |

It becomes very evident from table 1 & 2 that possession of consumer durables does not have any relationship with educational qualification of respondents. Thus, we reject Ho hypothesis and accept $H_1$ hypothesis that respondents' possession of consumer durables does not differ significantly in terms of their educational qualification.

4) Ho : Different occupation of respondents namely service, business and profession do not matter so long as their possession of consumer durables are concerned.

As per findings, consumer durables already possessed by 50% or more than 50% respondents in all occupational groups are as follow,

**Table 1**

Percentage of Consumer Durables already possessed, Occupation Wise

| Sr.No. | Products | Service (Trans) | | Service (Non-Trans) | | Business | | Profession | |
|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % |
| 1 | Refrigerator | 29 | 100 | 71 | 98.6 | 99 | 100 | 99 | 99 0 |
| 2 | Washing Machine | 18 | 62 1 | 45 | 62 5 | 76 | 76 8 | 72 | 72 0 |
| 3 | Mixer/Grinder | 28 | 96 6 | 72 | 100 | 99 | 100 | 96 | 96 0 |
| 4 | Food Processor | 7 | 24 1 | 26 | 36 1 | 49 | 49 5 | 42 | 42 0 |
| 5 | Vaccum Cleaner | 14 | 48 3 | 26 | 36.1 | 52 | 52 5 | 44 | 44 0 |
| 6 | Floor Mill | 11 | 37 9 | 26 | 36 1 | 56 | 56 6 | 51 | 51 0 |
| 7 | Desert Cooler | 14 | 48 3 | 35 | 48 6 | 44 | 44 4 | 60 | 60 0 |
| 8 | Air Conditioner | 6 | 20 7 | 10 | 13 9 | 45 | 45 5 | 31 | 31.0 |
| 9 | Oven | 9 | 31 0 | 27 | 37 5 | 47 | 47 5 | 31 | 31 0 |
| 10 | Water Purifier | 16 | 55 2 | 23 | 31.9 | 53 | 53 5 | 51 | 51 0 |
| 11. | Color TV | 28 | 96 6 | 68 | 94 4 | 99 | 100 | 97 | 97.0 |
| 12. | Music System | 24 | 82 8 | 55 | 76 4 | 81 | 81.8 | 80 | 80 0 |
| 13 | Two Wheeler | 29 | 100 | 71 | 98 6 | 97 | 98 0 | 93 | 93.0 |
| 14 | Car | 20 | 69 0 | 39 | 54 2 | 66 | 66 7 | 62 | 62 0 |

**Table 2**

Possession of Consumer Durables by 50% or more than 50% households, Occupation Wise

| Service (Trans) | Service (Non-Trans) | Business | Profession |
|---|---|---|---|
| Washing Machine | Refrigerator | Washing Machine | Washing Machine |
| Mixer/Grinder | Washing Machine | Mixer/Grinder | Mixer/Grinder |
| Water Purifier | Mixer/Grinder | Vaccum Cleaner | Flour Mill |
| Color TV | Color TV | Flour Mill | Desert Cooler |
| Music System | Music System | Water Purifier | Water Purifier |
| Two Wheeler | Two Wheeler | Color TV | Color TV |
| Car | Car | Music System | Music System |
| | | Two Wheeler | Two Wheeler |
| | | Car | Car |

From table 1 & 2, we can say that possession of consumer durables change in all categories of occupation. Businessmen and professionals have possessed more number of consumer durables than service people. Therefore, we reject Ho hypothesis and accept $H_1$ hypothesis that different occupations of respondents namely service, business and profession do matter so long as their possession of consumer durables are concerned.

5) Ho : Consumers have a specific time for the purchase of consumer durables.

The following findings show occasions on which respondents prefer to buy products irrespective of demographic/socio-economic factors.

**Table**

Percentage of When to Buy Consumer Durables According to Respondents' Preference

| Occasions | No. | % |
|---|---|---|
| Festivals | 23 | 7 7 |
| Bonus | 16 | 5 3 |
| Off season | 39 | 13 0 |
| Any time | 139 | 46 0 |
| As and when need arises | 156 | 52 0 |

From the above, we can say that 46% respondents prefer to buy consumer durable "any time" and 52% respondents prefer to buy consumer durables "as and when need arises". Therefore, we reject Ho hypothesis and accept $H_1$ hypothesis that consumers do not have a specific time for purchase of consumer durables.

6) Ho : Consumers always buy consumer durables through credit facilities.

The following finding shows preference of respondents to buy consumer durables on cash, credit or both.

**Table**

Percentage of Preference to buy Consumer Durables on Cash, Credit or Both by Households.

| Preference | No. | % |
|---|---|---|
| Cash | 194 | 64.66 |
| Credit | 35 | 11 66 |
| Both | 71 | 23 66 |

It becomes very clear that vast majority of respondents i.e. 64.66% would like to buy consumer durables on cash payment. Very few respondents i.e. 11.66% would like to buy consumer durables on credit. Thus, we reject Ho hypothesis and accept $H_1$ hypothesis that consumers always do not buy consumer durables through credit facilities.

7) Ho : Consumers do not get consumer durable in the form of a gift.

**Table**

Percentage of Consumer Durables Received as Gift by Households

| Sr.No. | Party | Frequency | % |
|---|---|---|---|
| 1 | From Relatives | 77 | 25 7 |
| 2 | From Employers | 22 | 7 3 |
| 3. | From Friends | 27 | 9.0 |
| | Total | 126 | 42 0 |

From the finding, it becomes evident that 126 respondents i.e. 42% receive consumer durables as gift from relatives, employer and friends. Therefore, we reject Ho hypothesis and accept $H_1$ hypothesis that consumers get consumer durable in the form of a gift.

8a) Ho : There is no underlying order of acquisition for large set of heterogeneous durables.

Few people in our society are able to acquire desired at the same time. Income is received over time, and income and credit are limited. Thus consumers need to prioritize or order, their acquisition of goods, particularly those that are high priced, such as consumer durables. The order in which durables are acquired is an indication of the utility i.e. importance to take up household work for a household. The following table shows rank orders given to consumer durables in terms of their importance to take up household work by households.

**Table**

Rank Orders According to Importance of Durables to take up Household Work

| | Ref. | WM | MG | FP | VC | FM | DC | AC | OV | WP | CTV | MS | TW | CR |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Stage I<br>Total Sample | 1 | 3 | 2 | 7 | 12 | 8 | 10 | 14 | 11 | 6 | 5 | 9 | 4 | 13 |
| Stage II<br>1 Sex | | | | | | | | | | | | | | |
| a Male | 1 | 3 | 2 | 7 | 12 | 8 | 10 | 14 | 11 | 6 | 5 | 9 | 4 | 13 |
| b Female | 1 | 3 | 2 | 6 | 12 | 5 | 11 | 14 | 10 | 8 | 7 | 9 | 4 | 13 |
| Stage III<br>2 Age | | | | | | | | | | | | | | |
| a < 34 years | 1 | 4 | 2 | 8 | 11 | 9 | 10 | 13 | 12 | 7 | 5 | 6 | 3 | 14 |
| b 35-45 years | 1 | 3 | 2 | 6 | 12 | 7 | 9 | 14 | 11 | 8 | 5 | 10 | 4 | 13 |
| c 46 years & above | 1 | 3 | 2 | 7 | 13 | 8 | 10 | 14 | 11 | 6 | 5 | 9 | 4 | 12 |
| Stage IV<br>3 Occupation | | | | | | | | | | | | | | |
| a Service (Trans) | 1 | 5 | 2 | 8 | 11 | 10 | 9 | 13 | 12 | 6 | 4 | 7 | 3 | 14 |
| b Service (Non-Trans) | 1 | 3 | 2 | 9 | 12 | 7 | 8 | 14 | 11 | 6 | 5 | 10 | 4 | 13 |
| c Business | 1 | 3 | 2 | 7 | 12 | 9 | 11 | 13 | 10 | 6 | 5 | 8 | 4 | 10 |
| d. Profession | 1 | 3 | 2 | 7 | 10 | 6 | 9 | 14 | 12 | 8 | 5 | 11 | 4 | 13 |
| Stage V<br>4. Edu Qualification | | | | | | | | | | | | | | |
| a Undergraduate | 1 | 3 | 2 | 5 | 11 | 7 | 9 | 13 | 10 | 8 | 6 | 10 | 4 | 12 |
| b Graduate | 1 | 3 | 2 | 6 | 12 | 9 | 10 | 14 | 11 | 7 | 5 | 8 | 4 | 13 |
| c Postgraduate & above | 1 | 3 | 2 | 8 | 11 | 7 | 9 | 14 | 12 | 6 | 5 | 10 | 4 | 13 |
| Stage VI<br>5 Family Size | | | | | | | | | | | | | | |
| a Up to 4 members | 1 | 3 | 2 | 7 | 10 | 8 | 9 | 13 | 11 | 6 | 5 | 8 | 4 | 12 |
| b 5 or more members | 1 | 3 | 2 | 6 | 12 | 7 | 9 | 14 | 10 | 8 | 5 | 11 | 4 | 13 |
| Stage VII<br>6 Earning Members | | | | | | | | | | | | | | |
| a Up to 2 members | 1 | 3 | 2 | 7 | 12 | 8 | 10 | 14 | 11 | 6 | 5 | 9 | 4 | 13 |
| b 3 or more members | 1 | 5 | 2 | 9 | 11 | 8 | 10 | 14 | 12 | 7 | 4 | 6 | 3 | 13 |
| Stage VIII<br>7. Type of Family | | | | | | | | | | | | | | |
| a Joint | 1 | 3 | 2 | 6 | 12 | 8 | 9 | 14 | 10 | 7 | 5 | 11 | 4 | 13 |
| b Nuclear | 1 | 3 | 2 | 7 | 12 | 8 | 10 | 14 | 11 | 6 | 5 | 9 | 4 | 13 |
| Stage IX<br>8 Monthly Income | | | | | | | | | | | | | | |
| a < 10000 | 1 | 5 | 2 | 8 | 11 | 6 | 10 | 14 | 12 | 7 | 4 | 9 | 3 | 13 |
| b 10000–19999 | 1 | 3 | 2 | 8 | 12 | 9 | 10 | 14 | 11 | 6 | 5 | 7 | 4 | 13 |
| c. 20000–29999 | 1 | 3 | 2 | 5 | 12 | 6 | 9 | 14 | 10 | 8 | 7 | 11 | 4 | 13 |
| d 30000 & above | 1 | 5 | 2 | 9 | 14 | 10 | 11 | 12 | 13 | 6 | 4 | 8 | 3 | 7 |
| Stage X<br>9 Type of House | | | | | | | | | | | | | | |
| a Own | 1 | 3 | 2 | 7 | 12 | 8 | 10 | 14 | 11 | 6 | 5 | 9 | 4 | 13 |
| b Rental | 1 | 4 | 2 | 9 | 12 | 8 | 10 | 14 | 12 | 7 | 5 | 6 | 3 | 13 |

*Ref Refrigerator WM Washing Machine, MG Mixer/Grinder, FP Food Processor, VC Vaccum Cleaner, FM Flour Mill, DC Desert Cooler, AC Air Conditioner OV Oven, WP Water Purifier CTV Color TV, MS Music System TW Two Wheeler, CR Car*

One can see from the table that an examination is made of total sample i.e. irrespective of demographic/socio-economic factor. Second stage to stage ten analysis is to divide total sample in to segments like sex, age, occupation, educational qualification, family size, earning members, type of family, monthly income and type of house of households and their priority patterns may be different.

Stage – I Analysis

The above table shows the rank order given by 300 households irrespective of demographic/socio-economic factor, to all durables in terms of their importance to take up household work. Thus the table presents the underlying priority pattern for each of consumer durable. The durables are ranked from one to fourteen based on their importance to take up household work, with one indicating the first item to be acquired, a two the second, and so on. Therefore, we reject Ho hypothesis and accept $H_1$ hypothesis that there is underlying order of acquisition for large set of heterogeneous durables

8b) Ho : There is no difference in the order of acquisition for a large set of heterogeneous durables across sex groups.

State – II Analysis

The table shows that both male and female differ in giving ranks to durables according to their importance to take up household work. It reveals that order of acquisition for durables is different between male and female. Therefore we reject Ho hypothesis and accept $H_1$ hypothesis that there is difference in the order of acquisition for a large set of heterogeneous durables across sex groups.

8c) Ho : There is no difference in the order of acquisition for a large set of heterogeneous durables across age groups.

Stage – III Analysis

The table shows that respondents of all age groups differ in giving ranks to durables according to their importance to take up household work. Thus it reveals that the order of acquisition for durables is different between below 34 years, 35-45 years and 46 years and above age group respondents. Therefore we reject Ho hypothesis and accept $H_1$ hypothesis that there is difference in the order of acquisition for a large set of heterogeneous durables across age groups.

8d) Ho : There is no difference in the order of acquisition for a large set of heterogeneous durables across occupational groups.

Stage – IV Analysis

The table indicates that respondents of different occupation differ in giving ranks to durables according to there importance to take up household work. Thus it reveals that the order of acquisition for durables is different between respondents having service (transferable), service (non-transferable), business and profession. Therefore we reject Ho hypothesis and accept $H_1$ hypothesis that there is difference in the order of acquisition for a large set of heterogeneous durables across occupational groups.

8e) Ho : There is no difference in the order of acquisition for a large set of heterogeneous durables across educational groups.

Stage – V Analysis

The table shows that respondents having different education differ in giving ranks to durables according to their importance to take up their household work. Thus it reveals that the order of acquisition for durables is different between undergraduate, graduate and postgraduate and above qualified respondents. Therefore we reject Ho hypothesis and accept $H_1$ hypothesis that there is difference in the order of acquisition for a large set of heterogeneous durables across educational groups.

8f) Ho : There is no difference in the order of acquisition for a large set of heterogeneous durables across family size.

Stage – VI Analysis

The table indicates that households having different family size differ in giving ranks to durables according to their importance to take up household work. Thus it reveals that the order of acquisition for durables is different between households having family size up to four members and five and more members. Therefore we reject Ho hypothesis and accept $H_1$ hypothesis that there is difference in the order of acquisition for a large set of heterogeneous durables across family size.

8g) Ho : There is no difference in the order of acquisition for a large set of heterogeneous durables across earning members.

Stage – VII Analysis

The table indicates that households having earning members up to two and three or more differ in giving ranks to durables according to their importance to take up household work. Thus it reveals that the order of acquisition for durables is different between households having up to two earning members and 3 or more earning members. Therefore we reject Ho hypothesis and accept $H_1$ hypothesis that there is difference in the order of acquisition for a large set heterogeneous durables across earning members.

8h) Ho : There is no difference in the order of acquisition for a large set of heterogeneous durables across type of family.

Stage – VIII Analysis

The table shows the households having different type of family differ in giving ranks to durables according to their importance to take up household work. Thus it reveals that the order of acquisition for durables is different between households having joint family and nuclear family. Therefore we reject Ho hypothesis and accept $H_1$ hypothesis that there is difference in the order of acquisition for a large set of heterogeneous durables across type of family.

8i) Ho : There is no difference in the order of acquisition for a large set of heterogeneous durables across monthly income groups.

Stage – IX Analysis

The table indicates that households having different monthly income differ in giving ranks to durables according to their importance take up household work. Thus it reveals that the order of acquisition is different between households having less than Rs. 10,000 p.m., Rs. 10,000-19,999 p.m., Rs. 20,000-29,999 p.m. and Rs. 30,000 p.m. and above. Therefore we reject Ho hypothesis and accept $H_1$ hypothesis that there is difference in the order of acquisition for a large set of heterogeneous durables across monthly income groups.

8j) Ho : There is no difference in the order of acquisition for a large set of heterogeneous durables across types of house.

Stage – X Analysis

The table indicates that households having different house types differ in giving ranks to durables according to their importance take up household work. Thus it reveals that the order of acquisition is different between households having own house and rental house. Therefore we reject Ho hypothesis and accept $H_1$ hypothesis that there is difference in the order of acquisition for a large set of heterogeneous durables across types of house.