

A STUDY ON IMPACT OF WHITE GOODS TOWARDS CONSUMERS PREFERENCE

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ABSTRACT

The market's level of competition has risen as a result of the advent of the overseas white goods industry. With rising earnings, dual-income families, changing lifestyles, credit availability, greater consumer knowledge, and the introduction of new models by Indian and multinational companies, India's consumer durable sector is riding the crest of the country's economic boom. As the Durable market is growing rapidly, an understanding of the consumer behavior regarding the characteristic of consumers in influencing their buying behavior is crucial. Consumer requirements of Air-condition, Washing machine and Refrigerator are at present not limited to its basic function but also on other values like – efficiency, ease of use and comfort. The consumer durables industry is marked by the growth of multinational corporations (MNCs), exchange offers, discounts, and fierce competition. MNCs have a 65 percent market share in the consumer durables industry. The expanding Indian middle class is a major focus for multinational corporations. They compete on the basis of a firm grasp on the local market, well-known brands, and a large distribution network, whereas Indian companies compete on the basis of a firm grasp on the local market, well-known brands, and a large distribution network. Consumer durables penetration, on the other hand, is still low in India. At this juncture, this study has been undertaken for to find out the impact and reality of white goods market in India.

INTRODUCTION

Consumer durable goods comprise of household appliances used for cooking, baking, cleaning, cooling, food preservation, heating and laundry appliances. Consumer durable industry is emerging to a better place as the demand for the products is continuously on the rise. Consumer durable goods have become highly competitive and innovative in the modern days. Consumer durable goods have become highly competitive and innovative in the modern days. The consumer durable goods can be broadly classified into two segments namely, Consumer Electronics and Consumer Appliances. The Consumer Appliances includes White Goods and Brown Goods. The content of this study is related to the Consumer durable White Goods. White goods is a large appliances which consumes huge amount of electricity and used for housekeeping tasks such as Washing laundry, food preservation and cooking purposes. It is also known as consumer durable White goods. White goods have emerged as one of the fastest growing industries in India. Once perceived as a luxury items, today it has become as the necessary goods for the Indian middle class people and it used as an indispensable tools of day-to-day use by the common peoples.

Various energy-saving requirements have a significant impact on the consumer durable white goods business, affecting not only the appliances but also the manufacturing facilities. Consumer purchasing habits are fast shifting, with a shift toward high-end technology products. Because of changing lifestyles and rising economic levels, products that were once considered luxury things have become necessities. The demand for high-end

products such as televisions, washing machines, refrigerators, and air conditioners has expanded significantly as disposable incomes have climbed. It is also made easier by the readily available financing and credit facilities to purchase the desired item. Increased demand for consumer durables in the market, resulting in price reductions, as Indian consumers continue to place a premium on value for money. The rise in the middle class's income allows them to purchase and use high-end technology devices.

CLASSIFICATION OF CONSUMER DURABLES

Consumer Appliances		Consumer Electronics
White goods	Brown Goods	
Refrigerators	Mixers	Mobile phones
Washing machines	Grinders	Televisions
Air-conditioners	Microwave ovens	MP3 players
Speakers	Iron Box	DVD players
Dish Washer	Electric fans	VCD players
Vacuum cleaner	Cooking range Chimneys	

Source: Cygnus Quarterly Report, Aug 2007, Edelweiss Report on Industrial Production

India has a White goods market that is rapidly expanding and has a bright future. Increased demand for consumer durables in the market, resulting in price reductions, as Indian consumers continue to place a premium on value for money. The consumer is brand-conscious but not necessarily brand-loyal, and if a trusted private label delivers good price and quality values, he or she may choose it. In this scenario, brands are the new business warriors. Brands are the twenty-first century's wealth producers. In factories, products are not differentiated, but brands are differentiated in the minds of customers. Brands have the ability to turn uninteresting products into desirable items. As a result, a company's market worth is defined by the quantity and types of brands it owns. All big MNCs in the world have operations in India. India is now considered to be a strategically important market. Historically, the main reason for the entry of MNCs into India was to jump the tariff wall. High import duties made it difficult if not impossible to export finished goods from the home country to India. On the other hand, once they entered the country and set up operations, the country's high tariffs guaranteed adequate protection. In recent times, other reasons have made India an attractive destination for MNCs. India has emerged as a low cost back office, manufacturing and research base, thanks to its skilled but relatively cheap manpower. White Goods also frequently referred to as major appliances, area category of durable goods composed mostly of ferrous metals. In addition to ferrous metals, White Goods can also contain varying amounts of other metals, glass, plastic, and an assortment of other materials.

Networking of White Goods

There is a trend of networking White Goods together, and combining their controls and key functions. For instance, energy distribution could be managed more evenly so that when a washing machine is on, an oven can go into a delayed start mode, or vice versa. Or, a washing machine and clothes dryer could share information about load characteristics (gentle/normal, light/full), and synchronize their finish times so the wet laundry does not have to wait before being put in the dryer.

Additionally, some manufacturers of home appliances are quickly beginning to place hardware that enables Internet connectivity in home appliances to allow for remote

control, automation, communication with other home appliances, and more functionality enabling connected cooking. Internet-connected home appliances were especially prevalent during recent Consumer Electronic Show events.

BRANDS OF CONSUMER DURABLES

CONSUMER DURABLE COMPANIES	PRODUCT
IFB	Dish Washer, Refrigerator, Washing machine, Air conditioner, Microwave ovens, Vacuum cleaner.
Godrej	Refrigerator, Washing machine, Air conditioner, Microwave ovens.
Whirlpool India	Refrigerator, Washing machine, Air conditioner, Microwave ovens, Vacuum cleaner.
Panasonic	Panels, Refrigerator, Washing machine, Air conditioner.
Voltas	Air conditioners, Freezers and Water Dispensers.
Samsung	Refrigerator, Washing machine, Air conditioner, Microwave ovens, Vacuum cleaner, Panels.
LG	Refrigerator, Washing machine, Air conditioner, Microwave ovens, Vacuum cleaner, Panels.
Sony	Panels, DVD/VCD players, Sound Systems
Blue star	Air conditioner, Freezers, Water Dispensers.

Revolution of Taxation on White Goods

According to the complaints, some makers of refrigerators, televisions, washing machines and water heaters haven't reduced the prices of their products to reflect the cut in GST to 18% from 28%. However, white goods companies said the entire benefit has been passed on. The government has received many complaints towards the companies. The National Anti-Profiteering Authority has given assurance to the public that they will look after the price cut issues on the products. The government entity that ensures traders doesn't realize unfair gains by charging high prices from consumers in the name of GST.

The GST Council, which administers the tax, cut the rate for a host of white goods to 18% from 28% on July 21. Companies were directed to affix stickers with the new prices on old stock to ensure that the tax cuts are passed on to consumers. "The government took a hit in taxes to make products cheaper to the public... Companies cannot pocket it," the official said. The rate cut was estimated to cost the government exchequer almost Rs 7,000 crores.

The allegations are that companies are not passing on the full tax benefit or

limiting it to only some products. The National Anti-Profiteering Authority, in an order issued in the case of a Rajasthan-based distributor of Hindustan Lever, said earlier this month that the benefit of a tax cut needs to be passed on at the product level – every product must become cheaper.

However, white goods makers claimed they have passed on the entire reduction in GST on appliances and other products, ensuring that there has been no gain for either manufacturers or dealers.

Impact of White Goods

- The major impact of white goods reflects price benefits to consumers through the GST reduction on the Market from 28% to 18%. It leads to the decrease the prices of the goods to the public. It has affected the income of the white goods companies which declined up to 7000 cr.
- It enables the lower middle class people to enjoy the luxury item. It leads to the transformation of luxury items to necessity items.
- These goods have become the necessity for the basic standard of living of people. The low income people are willing to afford for these white goods.
- The white goods consumers are moving towards the high-end / latest upgraded technology products. It enables them to reach the economic equality between the Richs and Poor.

Effects of White Goods in Consumer Durable Market

- The entry of white goods leads to the heavy competition in the Consumer Durable Market. It has a unique variety of goods to attract the consumers.
- The consumers are driven into a force where the white goods have become a necessity to show their social status.
- The Market of the white goods has become very intensive with the modes of technology development.
- In India, the implementation of GST in White Goods has enabled the consumers to get the quality of products at a reasonable price.
- The middle class people of India have advantages of buying goods at an affordable price.

Scope of the study

1. The main scope of the study is to cover channels of distribution and buying decision of Consumer towards white goods – Television (Panels), Refrigerator, Washing machine, Air conditioner.

2. This study enables the readers to have knowledge about the Consumer durable goods and to make purchase decisions among the competitive brands in the field.

3. The scope of this study is to provide knowledge about the white goods with its varieties and brands.

4. The scope of the study is to know about the consumer satisfaction on white goods among the other Consumer durable goods.

5. The scope of the study is to estimate the consumer preference over the comparative brands in the market

Objective of the Study

- To determine the impacts of white goods towards consumers preferences.

- To make a comparative study on consumers need transformation towards white goods.
- To determine the consumer satisfactions on consumer durable white goods.
- To identify the competition in the market for the white goods.

RESEARCH METHODOLOGY

Research Design

The methodology's objective is to plan the research technique. The general design, sampling procedure, data gathering method, and analytic procedure are all included. Marketing research is the systematic collection, classification, and analysis of data pertaining to problems in the marketing of goods and services. The essential purpose of marketing research is to provide information, which will facilitate the identification of an opportunity of problem situation and to assist manager in arriving at the best possible decisions when such situations are encountered. Basically there are two types of researches, which according to their applicability, strength, weaknesses, and requirements used before selecting proper type of research, their suitability must be seen with respect to a specific problem two general types of researches are exploratory and descriptive.

Data Source

In this study data was collected through both primary and secondary Data source.

Tools of Data Collection

In this survey technique, the questionnaire method is adopted for this study.

Sampling Size

Sampling method is a process that is adopted by a researcher while choosing sample from the population. For the present study the total 100 respondents were selected through accidental sampling technique. Sampling Technique. For this investigation, a convenient random selection technique was adopted.

Data Analysis

The data was analysed using the percentage analysis approach.

Limitation of the Study

1. The scope of the project study is restricted to the major cities.
2. Available time for study was restricted to make more detail study.
3. Respondent opinion may be bias.
4. Report is based on sample size of 100 respondents are considered as universe.
5. This study confined only selected brands.

REVIEW OF LITERATURE

According to **Karthika and Vijai Anand (2017)**, who examined in this research that the purchase behaviour and attitude of buyers towards selected white goods such as refrigerator, washing machine, mixer grinder, wet grinder and air conditioner. The study aimed to study the buying behaviour for selected white goods and to identify the factors that influenced the buyers during the purchase of white goods. The study was done in the Tiruchirappalli district of Tamil Nadu, India, with 500 participants. They concluded that satisfaction level of the consumers towards the durable products, their experience in the retail

outlet during the purchase and after sales service seems to be optimistic.

Veerakumar, (2017) aimed in his study that the factors influencing for purchase decision. The study conducted in Pollachi taluk with selection of 50 respondents by using convenience sampling technique. He discovered and concluded that a marketer who understands customer behaviour and tailors his methods to the target market's needs and ambitions will have a distinct advantage over his competition.

Rajarajan & Priyanka (2013) have studied the consumer behavior towards selected household appliances such as refrigerator, induction cooker, mixer grinder, wed grinder, kitchen stove and microwave oven. The relationship between consumer behaviour and home appliance items can thus be viewed as an individual's purchases and use of products and services, where these decisions are a reflection of the consumer's life style. Consumer buying behavior regarding home appliances was analyzed in a study **Sharm (2013)**. The main objectives of the study were to know the factors influencing the purchase decision making and the buyers' decision in the case of non-availability of their favorite brand in purchase consideration.

Amutha and Nasrin Sultana (2011) have said that the attitude of people in Chennai city has become changed due to various reasons such as updated technology, improved status and influence of reference group. Advertisement is nothing but an important sales promotion strategy. From the findings of the study among lower income groups: Price was a major consideration and in middle income group, brand reputation was one of the most important influencing factors.

Wee (2003) conducted a study to identify the factors affecting adoption of new product innovations in the consumer electronic industry of Singapore using qualitative (focus group discussions) and quantitative research techniques (survey with 151 respondents in the 16 - 35 year age group). The researcher considered two brands, the Mini Disc and the MP3 Portable player. Using factor analysis, seven factors were identified as critical in effecting adoption of a player: relative advantage, perceived risk, complexity, compatibility, observability, image and trial ability. Of these factors, relative advantage conferred by the player was the most important factor that consumers valued in their adoption decisions.

An Evaluation of Consumer Awareness in Rural Markets was found by **Krishna Mohan Y. and Naidu, (2015)**. This report examines the level of awareness in India's rural markets. It shows the growth accessible in this continuously rising market, which has been growing at a breakneck pace since the 1980s and is now larger than the urban market for both FMCGs and durables, with the former accounting for 53% of the overall market and the latter for 59%.

Andreea, Cătălin (2014) Customers are more likely to choose a brand that is consistent with their self-image. In this approach, each consumer will aim to portray his or her own identity through choice on an individual basis. Consumer decisions tend to converge to a given pattern when part of a larger social group, providing the foundations of an individual social identity.

Consumer Satisfaction and Post-Purchase Intentions was contributed by **Paul Harrison and Robin Shaw (2014)**. An Investigation of Museum Visitors. This research investigates the relationship between customer satisfaction and subsequent intentions in the museum setting, as well as the moderating impact of demographic factors such as gender, age, and education. The researchers looked into the relationship between satisfaction and a variety of service characteristics, overall pleasure with the encounter, and intentions. Examining the "Value chain" of museum experience stated in the model presented, particularly the higher possibility of customers referring the experience to others than returning themselves, as well as segment variations beyond those reported here, can benefit museum marketers.

In their work "Marketing Stimuli in Purchase of Home Appliances from Customer Perspectives," **Janaki, P, and Shanthi, P (2013)** describe that marketing strategy is the game plan that businesses must follow in order to outperform their competitors or to reach the desired goal. People consume everyday items and purchase them based on their wants, preferences, and purchasing power. The study's goals are to investigate customer response to home appliance marketing stimuli and to examine purchase decision behaviour related to home appliances. The study was conducted with a sample size of 200 respondents in Coimbatore, who were chosen via proportionate random selection. The information was gathered using an interview schedule, and the results were analysed using a percentage weighted average score analysis of variations. The survey discovered that respondents' education and money are the most important factors.

ANALYSIS & INTREPRETATIONS

CLASSIFICAION OF KNOWLEDGE OF CONSUMER DURABLE

S.No.	Particulars	Respondents	Percentage
1	Unknowledgeable	19	19
2	Somewhat Knowledgeable	44	44
3	Knowledgeable	24	24
4	Very Knowledgeable	13	13
	Total	100	100

SOURCE: Primary data

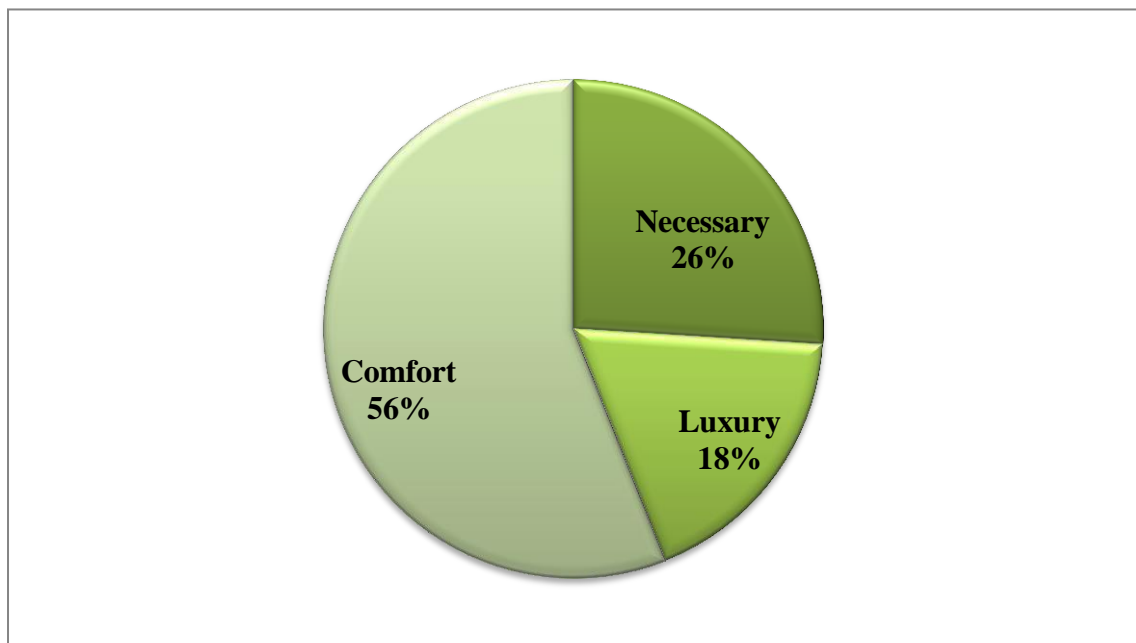
INTERPRETATION: 19% of respondents are Unknowledgeable of Consumer durable Goods, 44% are Somewhat Knowledgeable, 24% of them are Knowledgeable and remaining 13% of respondents are Very Knowledgeable, so totally 100 respondents.

CLASSIFICAION OF CONSUMERS VIEW ON WHITE GOODS

S.No.	Particulars	Respondents	Percentage
1	Necessary	26	26
2	Comfort	56	56
3	Luxury	18	18
	Total	100	100

SOURCE: Primary data

CLASSIFICATION OF CONSUMERS VIEW ON WHITE GOODS



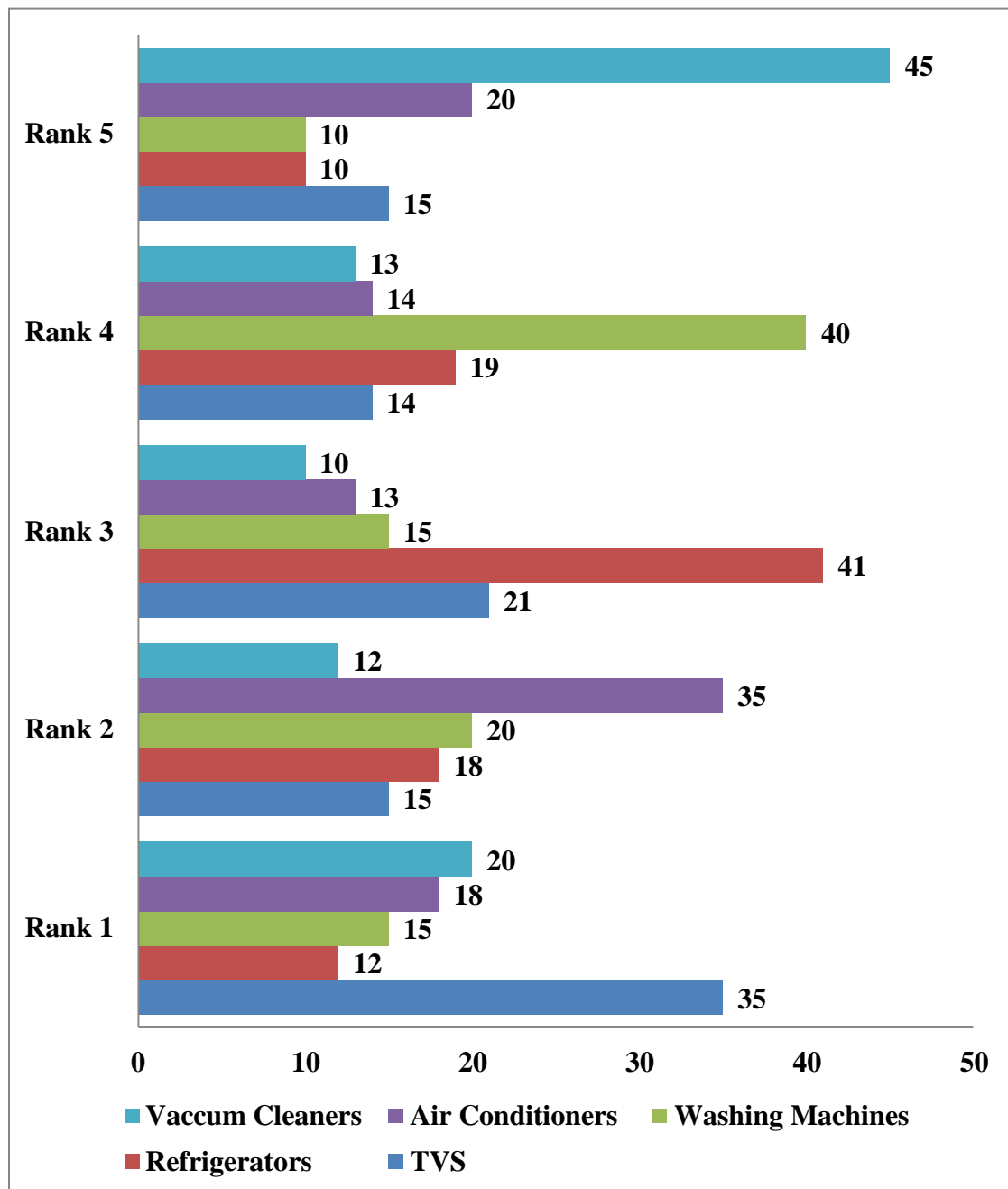
INTERPRETATION: 26% of respondents said White goods are necessary, 56% are said Comfort, 18% of them said Luxury, so totally 100 respondents.

CLASSIFICATION OF CONSUMERS PREFERENCE OVER WHITE GOODS

S.No.	Particulars	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
1.	Televisions	35	15	21	14	15
2.	Refrigerators	12	18	41	19	10
3.	Washing Machines	15	20	15	40	10
4.	Air Conditioners	18	35	13	14	20
5.	Vacuum Cleaner	20	12	10	13	45
	Total Respondents	100	100	100	100	100
	Percentage	100%	100%	100%	100%	100%

SOURCE: Primary data

CLASSIFICATION OF CONSUMERS PREFERENCE OVER WHITE GOODS



INTERPRETATION: Majority 35% of respondents has given Ranked 1st for televisions, Majority of 35% are Ranked 2nd for Air Conditioners, Majority of 41% of them are Ranked 3rd for Refrigerators, Majority of 40% of respondents are Ranked 4th for Washing Machines, Majority of 45% are Ranked 5th for Vacuum Cleaner, so totally 100 respondents.

CLASSIFICATION OF MEANS OF RELIABLE INFORMATION

S.No.	Sources	Respondents	Percentage
1.	TV Advertisements	33	33
2.	Social Media Promotion	11	11
3.	Newspaper	21	21
4.	Friends and colleagues	18	18
5.	Showrooms and Shops	17	17
	Total	100	100

SOURCE: Primary data

INTERPRETATION: Majority 33% of Respondents have chosen TV Advertisement as their Mediums, 21% of Respondents have chosen Newspaper, 18% of Respondents have chosen Friends and colleagues, 17% of Respondents have chosen Showrooms or Shops, 11% of Respondents have chosen Social Media Promotion, so finally 100 Respondents.

CLASSIFICATION OF REASONS FOR PREFERENCE OF WHITE

GOODS

S.No.	Reasons for preference of White Goods	Respondents	Percentage
1.	Valuable for Money Paid	31	31
2.	Low Price or Affordable	18	18
3.	Gives Social Status	20	20
4.	Possessed by Others	15	15
5.	High Quality	16	16
	Total	100	100

SOURCE: Primary data

INTERPRETATION: Majority of 31% said White Goods are preferred for Value for Money Paid, 20% said White Goods gives Social Status, 18% said White Goods are Low price or Affordable, 16% said White Goods are preferred for High Quality, 15% said preferred for Possessed by others, so finally 100 respondents

CLASSIFICATION OF PRICE OF WHITE GOODS

S.No.	Price of White Goods	Respondents	Percentage
1.	Very Low	8	8
2.	Low	12	12
3.	High	65	65
4.	Very High	15	15
	Total	100	100

SOURCE: Primary data

INTERPRETATION: Majority 65% of Respondents said price of White Goods is High, 15% of Respondents said price is Very High, 12% have said Low, 8% of them have said price of White Goods is Very Low, so totally 100 Respondents.

CLASSIFICATION OF QUALITY OF WHITE GOODS

S.No.	Quality of White Goods	Respondents	Percentage
1.	With High Quality	60	60%
2.	With Responsible Quality	38	38%
3.	With Low Quality	2	2%
	Total	100	100%

SOURCE: Primary data

INTERPRETATION: Majority 60% are preferring White Goods with High Quality, 38% are preferring White Goods with Responsible Quality and remaining 2% are preferring White Goods with Low Quality, so totally 100 Respondents.

CLASSIFICATION OF INFLUENCE OF PURCHASING WHITE GOODS

S.No.	Influence of Purchase Decision	Respondents	Percentage
1.	Self	46	46
2.	Wife / Husband	10	10
3.	Parents	33	33
4.	Children	2	2
5.	Friends or Colleagues	9	9
	Total	100	100

SOURCE: Primary data

INTERPRETATION: Majority 46% of Respondents have said Purchase decision are self-influenced, Majority 33% of Respondents have said Purchase decisions are influenced by Parents, 10% influenced by Wife/Husband, 9% influenced by Friends or Colleagues and remaining 2% have been influenced by Children, so totally 100 Respondents.

CLASSIFICATION OF BRAND COMPETITION OF WHITEGOODS IS

HIGH

S.No.	Particulars	Respondents	Percentage
1.	Strongly Disagree	15	15
2.	Disagree	9	9
3.	Neutral	22	22
4.	Agree	20	20
5.	Strongly Agree	34	34

	Total	100	100
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SOURCE: Primary data

INTERPRETATION: Majority 34% of Respondents have strongly agreed to Brand Competition of White Goods is High, Majority 22% have Neutral to Brand Competition is High, 20% have Agreed to the Brand Competition is High, 15% have Strongly Disagreed and remaining 9% have Disagreed to Brand Competition, so totally 100 Respondents

WHITE GOODS BOUGHT ONLY TO SHOW THEIR SOCIAL STATUS

S.No.	Particulars	Respondents	Percentage
1.	Strongly Disagree	14	14
2.	Disagree	24	24
3.	Neutral	26	26
4.	Agree	18	18
5.	Strongly Agree	18	18
	Total	100	100

SOURCE: Primary data

INTERPRETATION: Majority of 26% respondents have neutral to White Goods are bought only to show their Social Status, 24% have responded Disagreed, 18% have Agreed, 18% have Strongly agreed and remaining 14% have responded Strongly Disagreed, so finally 100 Respondents.

THE HIGH TECH GOODS ARE ONLY USED BY THE RICH PEOPLE

S.No.	Particulars	Respondents	Percentage
1.	Strongly Disagree	20	20
2.	Disagree	15	15
3.	Neutral	25	25
4.	Agree	17	17
5.	Strongly Agree	23	23
	Total	100	100

SOURCE: Primary data

INTERPRETATION: Majority 25% have responded Neutral for the High Tech Goods are only used by the People, 23% have responded Strongly Agree, 20% have responded Strongly Disagreed, 17% have responded Agree and remaining 15% have responded Disagree, so finally 100 respondents.

**THE ECONOMY DEVELOPMENT IS ACHIEVED BY
PURCHASE POWER OF PEOPLE**

S.No.	Particulars	Respondents	Percentage
1.	Strongly Disagree	19	19
2.	Disagree	7	7
3.	Neutral	26	26
4.	Agree	30	30
5.	Strongly Agree	18	18
	Total	100	100

SOURCE: Primary data

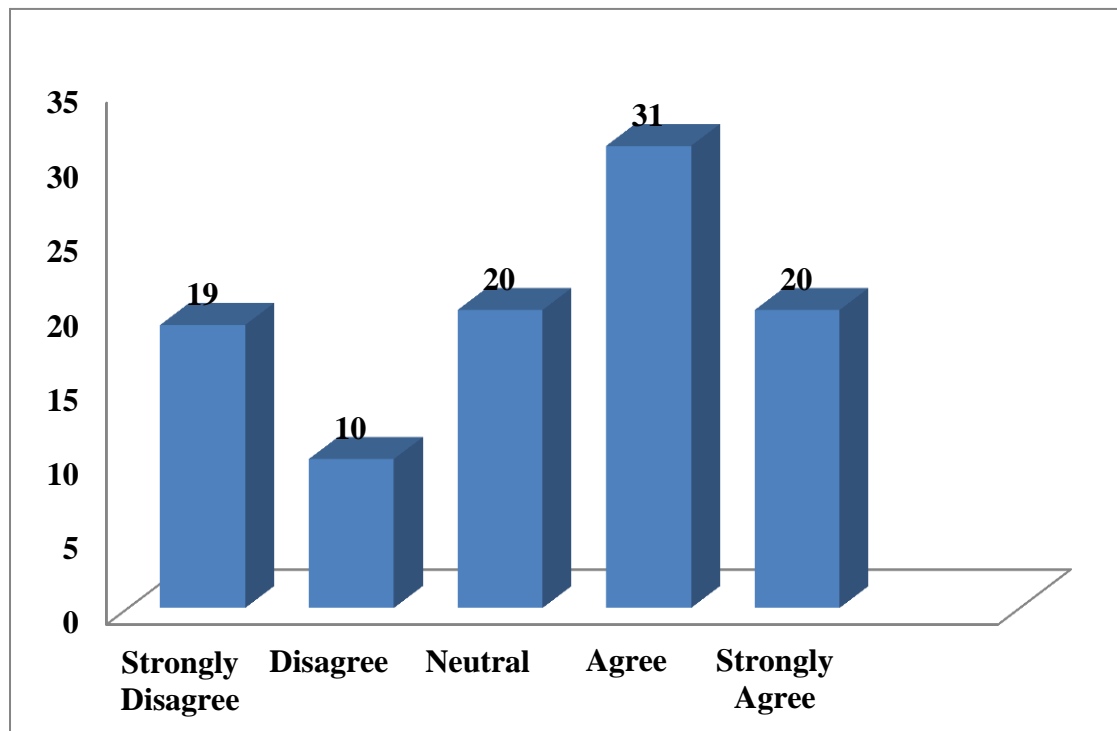
INTERPRETATION: Majority of 30% respondents have Agreed to the Economy development is achieved by Purchase Power of People, 26% have responded Neutral, 19% have Strongly Disagreed, 18% have Strongly Agreed and remaining 7% have responded Disagree, so finally 100 Respondents.

**THE NEED TRANSFORMATION OF CONSUMERS ARE INFLUENCED
BY THE ENTRY OF WHITE GOODS**

S.No.	Particulars	Respondents	Percentage
1.	Strongly Disagree	19	19
2.	Disagree	10	10
3.	Neutral	20	20
4.	Agree	31	31
5.	Strongly Agree	20	20
	Total	100	100

SOURCE: Primary data

THE NEED TRANSFORMATION OF CONSUMERS IS INFLUENCED BY THE ENTRY OF WHITE GOODS



INTERPRETATION: Majority of 31% respondents have Agreed to the need transformation of consumers are influenced by the entry of White Goods, 20% have responded Neutral, 20% have Strongly Agreed, 19% have Strongly Disagreed and remaining 10% have responded Disagreed, so finally 100 Respondents.

LAUNCH OF UPDATED WHITE GOODS INFLUENCE DECISION OF CONSUMER TO EXCHANGE THE EXISTING PRODUCTS

S.No.	Particulars	Respondents	Percentage
1.	Yes	33	33%
2.	No	24	24%
3.	May be	43	43%
	Total	100	100%

SOURCE: Primary data

INTERPRETATION: Majority 33% of respondents have said Yes for influence Decision of consumer to Exchange the existing Products, 24% have said No and remaining have said Maybe, so finally 100 Respondents.

CLASSIFICATION OF USAGE PERIOD OF WHITE GOODS

S.No.	Particulars	Not Used	1 – 4 Years	4 - 8 Years	Above 8 Year
1.	TVS	7	28	28	37
2.	Washing Machines	6	37	31	26
3.	Air Conditioners	4	41	35	20

4.	Refrigerators	4	22	39	35
5.	Vacuum Cleaners	54	24	15	7

SOURCE: Primary data

INTERPRETATION: Majority 37% of Respondents have used TVs for Above 8 years, Majority of 37% Respondents have used Washings for 1 to 4 Years, Majority of 41% have used Air-Conditioner for 1-4 Years, Majority of 39% have used Refrigerators for 4-8 Years, Majority of 54% have not used Vacuum Cleaners.

RECOMMENDATIONS

1. It is found from the study that the majority of the respondents has given preference to White Goods and uses the White Goods in their daily life. Hence it is clearly seen that the other Goods (Brown Goods, Consumer electronics) have been greatly affected by advent of White Goods in Consumer Durable Market.

2. White Goods Manufacturers should maintain this same stand in the market and give tough to its competitors.

3. The White Goods should concentrate on the Technology development to enable the consumer to use various kinds of Consumer Durable Goods.

4. It is found from the study that the majority of the respondents have given top preference to the High quality Goods. Hence it is suggested that the Manufacturers have to maintain High quality in the Manufacturing of products, fulfilling their expectations with service benefits for the maintenance of quality of goods.

5. The brand competition for the White Goods has increased due to entry of many New Brands, so the Consumers have wide opportunity to choose any products among the variety. Hence the consumers gets confused in the purchase decision making among the wide range of products with different prices, colors, configurations, services and quality.

CONCLUSION

The consumer durables goods have been used by all class of people in the economy. The research confirms that consumers' buying decision depends upon analyzing the market as well as the internal factors such as price, durability, quality, features, brand, needs, wants, search, motivation, and satisfaction. The consumers buying preference are rapidly changing into White goods. The White Goods have become the comfort product from luxury category due to easy availability and because of the low price or affordable price and value for money paid. The basic White Goods includes TVs, Washing Machine, Fridge and Air-conditioners. The most of the consumers prefers Television among the other White Goods; the basic White Goods have become the comfort zone for the middle class people. The consumer gains knowledge on the White Goods through the TV advertisements. They also possess knowledge on White Goods through promotion and references. The modern people use the White Goods with high-Technology systems. The improved technologies in the White goods influence the buyers to prefer the different kinds of products which consumes low time and which is easy to handle.

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