



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

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ANALYSING SOCIO DEMOGRAPHIC EFFECT ON CONSUMER'S POST PURCHASE BEHAVIOUR: A STUDY ABOUT HOME APPALIANCES

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ABSTRACT

Present study describes the concept of 'consumer' and consumers' post purchase behaviour regarding home appliances namely Fridge and Washing Machine. These two durables have been selected for the study because, nowadays, with the rise of per capita income which shift consumer's purchasing power at its high, these durables are being used as a necessity. Primary data from 423 consumers of Fridge and 262 consumers of Washing Machine from different district of Uttarakhand state has been collected through pre-tested questionnaire. Proper consideration has been given to "Quota Sampling" to divide the sample in to independent variables. Statistical technique like percentage method and chi square (χ^2) method used to analyse the data. The study provides information about different brands of above mentioned home appliances purchased by sample consumers, main user of the purchased durable and post purchase reaction of the consumer in terms of satisfaction level. The study has given specific emphasis to socio-demographic effect on consumers' behaviour regarding above mentioned variables. Study reveals that high majority of the sample have purchased Fridge produced by Videocon followed by Godrej and only few respondents have purchased the produce of Electrolux. Regarding Washing Machine, majority have purchased the production of Philips followed by Godrej. Study also explains that Combined Family is the main user of both the appliances but Children as main user stands at second for Fridge, whereas, Wife stands second for Washing Machine. Elders were not the main user in both the cases. Regarding post purchase reaction in terms of satisfaction, high majority of consumers are fully satisfied followed by satisfied with purchased Fridge but majority have normal post purchase reaction followed by satisfied in case of Washing Machine. Only few are not satisfied in both the cases. Study reveals that consumer's Residential status has significant effect on the use of Fridge, Education significantly affect the use of Washing machine, Income significantly affect the use of both the durables, whereas, Occupation of the consumers does not have any effect on the use of both the appliances. Regarding post purchase reaction Residential status, Occupation and Income of consumers has significant effect on both durables, whereas, Education significantly affect the post purchase reaction of consumers only in case of Fridge.

KEYWORDS

Consumer, Marketing, Purchase Behaviour, Home appliances.

INTRODUCTION

The consumer wave rides high in the country today. Fast developing technology and newer innovations coupled with heightened competition, rising income levels and rapidly increasing consumer awareness has led high expectations on the part of consumer. In marketing terms "consumer" is thought of 'Who is the person to buy', 'what product to buy', 'object behind purchase', 'at What price' and 'at Which place'. This kind of information can only be derived by observation of consumer and it is very important in locating a product or brand in the total market picture. Marketers can not stop their efforts here because it is worth meaningful for them to convert the concept of 'consumer' into 'customer'. Current scenario of marketing is of cut throat competition in terms of technology, innovation, corporate social responsibility, price and green marketing norms. So to stay in the market/ competition and keep succeeding is not easy but it can be done by observing the post purchase behaviour of consumer and incorporate the changes needed by consumer in the product and practices adopted by the firms.

Post purchase behaviour of the consumer is exhibited after purchase decision and then consumer compares his expectations with the performance of the product. This evaluation results in following manner;

Expectations < Performance = Full Satisfaction.

Expectations = Performance = Satisfaction.

Expectations > Performance = Dissatisfaction.

In case of last two situations consumer can switch over to another brand if some kind of motivation will not be given to him.

Simultaneously, there are so many other factors which can also influence post purchase behaviour such as socio demographic variables, personality variables, different kind of motivations and state of mind. So consumers post purchase evaluation always serves to future related decisions which will be beneficial for both consumers and marketers.

OBJECTIVES

1. To know about the brand of home appliances purchased and the main user of the purchased durable.
2. To examine the satisfaction level of the consumer.
3. To analyse socio demographic effect on use of durables and level of satisfaction.

METHODOLOGY

Well structured pre tested questioner is used to collect the data from consumers of durable from different district of Uttarakhand state. Proper consideration has been given to quota sampling, while sample divided according to various independent variables such as Residential status, Education, Occupation and Family income. Collected data has been analysed with the help of percentage method and chi square (χ^2) method.

HYPOTHESIS

1. **H₀** = Consumers' socio-demographic variables are independent to of the use of purchased home appliances.
2. **H₀** = Post purchase reaction of the consumers are independent of their socio demographic variables.

ANALYSIS OF CONSUMER BEHAVIOUR

TABLE NO.1: BRAND OF DURABLES PURCHASED BY SAMPLE CONSUMERS

FRIDGE		WASHING MACHINE	
Brand / companies	Durables Purchased	Brand / companies	Durables Purchased
Videocon	139(32.9)	Videocon	24(9.2)
Godrej	88(20.8)	Godrej	62(23.7)
Voltas	60(14.2)	Voltas	24(9.1)
Whirlpool	61(14.4)	Philips	89(34.0)
Electrolux	25(5.9)	Panasonic	12(4.5)
LG	46(10.9)	Any other	51(19.5)
Any other	04(0.9)		
	423(100)		262(100)

*Source of data is primary.

Table No. 1 shows that regarding Fridge, 32.9 percent respondents have brought the product from Videocon followed by Godrej. Voltas and Whirlpool were equally popular among the sample. Electrolux has been purchased only 5.9 percent sample consumers.

Washing Machine from Philips purchased by the majority (34%) of the consumers followed by Godrej (23.7%). Panasonic was the least popular brand name. It is notable that 19.5 percent of the sample respondents have purchased other brand of Washing Machine then shown in the table

TABLE NO.2: RESIDENTIAL STATUS AND MAIN USER OF THE DURABLE

Main user	Fridge			Washing machine		
	Rural	Urban	Total	Rural	Urban	Total
Husband	-----	-----	-----	2 (2.1)	-----	2 (0.8)
Wife	3 (1.4)	7 (3.4)	10 (2.4)	9 (9.3)	22 (13.2)	31 (11.8)
Children	17 (7.8)	18 (8.8)	35 (8.3)	-----	-----	-----
Elders	2 (0.9)	-----	2 (0.5)	-----	-----	-----
Combined family	176 (80.7)	177 (86.3)	353 (83.4)	79 (81.4)	134 (81.2)	213 (81.3)
Yourself	20 (9.2)	3 (1.5)	23 (5.4)	7 (7.2)	9 (5.5)	16 (6.1)
Total	218 (100)	205 (100)	423 (100)	97 (100)	165 (100)	262 (100)

*Source of data is primary.

Table No. 2 depicts that no Husband is the main user of Fridge in the sample. In 83.4 percent cases combined family is the user, children in 8.3 percent and elders only in 0.5 percent cases are the users. In case of rural sample, combined family is the main user and elders are the least user of Fridge. In urban sample, no elder is the main user of Fridge. While, in majority of the cases it is used by combined family, respondent-itself is the least user.

No children and elders are the main user of Washing Machine. In 81.3 percent cases Washing machine is used by combined family followed by wife 11.8 percent and respondent-itself in 6.1 percent cases. Regarding urban sample, Husband is the user only in 0.8 percent cases. Husband is not the main user area and the rest of behaviour from rural and urban respondent is almost similar.

TABLE NO. 3: RESPONDENTS' EDUCATION AND MAIN USER OF THE DURABLES

Main user	Fridge				Washing Machine			
	Matric & below	Graduate	Post Graduate	Illiterate	Matri& below	Graduate	Post Graduate	Illiterate
Husband	-----	----	---	---	1 (3.3)	---	---	1 (1.9)
Wife	2 (2.4)	5 (3.8)	1 (0.6)	2 (3.9)	8 (26.7)	11(16.7)	7 (6.1)	5 (9.6)
Children	11(12.9)	9 (6.8)	8 (5.2)	7(13.7)	-----	----	---	---
Elders	----	----	1 (0.6)	1 (1.9)	----	----	-----	-----
C.family	65(76.5)	113(85.6)	139(89.7)	36(89.7)	16(53.3)	51(77.3)	103(90.4)	43(82.7)
Yourself	7 (8.2)	5 (3.8)	6 (3.9)	5 (9.9)	5(16.7)	4 (6.0)	4 (3.5)	3 (5.8)
Total	85 (100)	132(100)	155(100)	51(100)	30(100)	66(100)	114(100)	52 (100)

*Source of data is primary.

It is observed from Table No. 3 that elders are not the main users of Fridge in case of the sample respondents belonging to the education level 'Metric & below' and 'Graduate', but in other two categories of education elders are the user only in few case, irrespective of the fact that respondents from different samples behave similarly. As in majority of cases combined family is the main user followed by children, respondent-itself and wife.

Husband is not main user of Washing Machine is case of 'Graduate' and 'Post Graduate' sample and in other cases he is the least user. It is confirmed from the table that majority of the respondents irrespective of their education level say that combined family is the main user of Washing machine followed by wife, and respondent-itself.

TABLE NO.4: RESPONDENTS' FAMILY INCOME AND MAIN USER OF THE DURABLES

Main user	Fridge				Washing Machine			
	Below Rs.5000	Rs.5000-10,000	Rs.10,000-15,000	Above R15,000	Below Rs.5000	Rs.5000-10,000	Rs.10,000-15,000	Above Rs 15000
Husband	-----	-----	-----	-----	1 (4.6)	1 (1.6)	-----	-----
Wife	2 (4.3)	3 (2.6)	3 (1.8)	2 (2.0)	5 (22.7)	5 (8.1)	11 (11.9)	10(11.6)
Children	5 (10.6)	5 (4.4)	5 (3.1)	20(20.2)	-----	-----	-----	-----
Elders	1 (2.1)	1 (0.9)	-----	-----	-----	-----	-----	-----
C.family	30(63.8)	100(87.7)	150(92.0)	73(73.7)	11(50.0)	52(83.9)	77(83.7)	73(84.9)
Yourself	9 (19.2)	5 (4.4)	5 (3.1)	4 (4.1)	5 (22.7)	4 (6.4)	4 (4.4)	3 (3.5)
Total	47 (100)	114(100)	163(100)	99 (100)	22 (100)	62 (100)	92 (100)	86 (100)

*Source of data is primary.

Table No. 4 reflects that elders are not the user of Fridge in both the upper income groups and are the least user in both the lower income groups. In majority of cases from the sample as a whole, combined family is the user of durable. Respondents itself as a user stands at second position in the first three income groups, whereas, children as user stands at second for upper income group. Wife is the least user in both the upper income groups. Husband is not the user of Washing machine in both upper income groups and least user in both lower income groups. Majority of the respondents from all income groups says that Washing machine is used by combined family followed by wife and respondent it self.

TABLE NO.5: RESPONDENTS' OCCUPATION AND MAIN USER OF THE DURABLES

	Fridge				Washing Machine			
	Business	Profession	Service	Any-other	Business	Profession	Service	Any- other
Husband	--	--	--	--	--	--	2(1.6)	--
Wife	1(1.0)	1(1.3)	5(3.2)	3(3.4)	5(16.7)	8(21.6)	12(9.6)	6(8.6)
Children	12(12.2)	8(10.1)	13(8.3)	2(2.2)	--	--	--	--
Elders	--	--	2(1.3)	--	--	--	--	--
C.family	81(82.6)	66(83.5)	128(81.5)	78(87.6)	23(76.7)	27(73.0)	103(82.4)	60(85.7)
Yourself	4(4.1)	4(5.1)	9(5.7)	6(6.7)	2(6.7)	2(5.4)	8(6.4)	4(5.7)
Total	98(100)	79(100)	157(100)	89(100)	30(100)	37(100)	125(100)	70(100)

*Source of data is primary.

Table No. 5 shows that in case of Fridge, respondents from every sample have shown similar kind of behaviour as combined family is the main user in high majority of the cases followed by children, yourself and wife. It was notable that husband and elders are not the main user of the durable. Regarding Washing Machine, respondents irrespective of their occupation shown similar behaviour as combined family is the main user in high majority of the cases followed by wife and yourself. Children, elders and husband is not the user of the durable.

TABLE NO.6: RESIDENTIAL STATUS AND CONSUMER'S POST PURCHASE REACTION

P.P.Re-action	Fridge			Washing Machine		
	Rural	Urban	Total	Rural	Urban	Total
Fully satisfied	99 (45.4)	101 (49.3)	200 (47.3)	20 (20.6)	42 (25.5)	62 (23.7)
Satisfied	79 (36.2)	56 (27.3)	135 (31.9)	40 (41.2)	30 (18.2)	70 (26.7)
Normal	25 (11.5)	45 (21.9)	70 (16.5)	29 (29.9)	80 (48.5)	109 (41.6)
Not Satisfied	15 (6.9)	3 (1.5)	18 (4.3)	8 (8.3)	13 (7.8)	21 (8.0)
Total	218 (100)	205 (100)	423 (100)	97 (100)	165 (100)	262 (100)

*Source of data is primary.

Table No. 6 exposes that in case of Fridge, majority of the sample consumers were fully satisfied followed by satisfied (31.9%), normal (16.5%) and not satisfied (4.3%). Rural and urban consumers expressed similar kind of behaviour. Regarding Washing Machine, 41.6 percent of the sample consumers have shown normal post purchase reaction followed in descending order i.e. satisfied consumers 26.7 percent, fully satisfied consumers 23.7 percent and not satisfied consumers 8 percent. Regarding rural sample, majority was satisfied, whereas, normal reaction was shown by majority of the urban consumers. 8.3% rural consumers were not satisfied but this percentage was 7.8 in urban areas.

TABLE NO.7: EDUCATION LEVEL AND CONSUMERS POST PURCHASE REACTION

P.P.Reaction	Fridge				Washing Machine			
	Matric & below	Graduate	Post Graduate	Illiterate	Matric & below	Graduate	Post Graduate	Illiterate
Fullysatisfied	45(52.9)	62(47.0)	73(47.1)	20(39.2)	12(40.0)	13(19.7)	25(21.9)	12(23.1)
Satisfied	28(32.9)	47(35.6)	53(34.2)	7 (13.7)	11(36.7)	19(28.8)	30(26.3)	10(19.2)
Normal	10(11.8)	19(14.4)	21(13.5)	20(39.2)	4 (13.3)	26(39.4)	52(45.6)	27(51.9)
Not Satisfied	2 (2.4)	4 (3.0)	8 (5.2)	4 (7.9)	3 (10.0)	8 (12.1)	7 (6.2)	3 (5.8)
Total	85	132	155	51	30	66	114	52

*Source of data is primary.

It is observed from Table No.7 that in case of Fridge, consumers from literate sample expressed almost same kind of post-purchase reaction as majority of each sample was fully satisfied followed by satisfied, normal and lowest percentage was of those who responded as not satisfied. In case of 'Illiterate' sample, the percentage of fully satisfied consumers and those who had shown normal reaction, were equal (39.2%); only 7.9 percent were not satisfied with the purchased durable.

Regarding Washing Machine, level of education significantly affects the post-purchase behaviour of the consumers. Table shows that majority of the consumers having education 'Metric and Below' were fully satisfied followed by satisfied, normal and not-satisfied. Consumers having education 'Graduate' and 'Post-Graduate' have shown almost same kind of behaviour but in case of 'Illiterate' sample, majority (51.9%) of the consumers has shown normal reaction followed by fully satisfied (23.1%), satisfied (19.2%) and not satisfied (5.8%).

TABLE NO. 8: OCCUPATION AND CONSUMER'S POST PURCHASE REACTION

P.P.Reaction	Fridge				Washing Machine			
	Business	Profession	Service	Anyother	Business	Profession	Service	Anyther
Fullysatisfied	30(30.6)	12(15.2)	100(63.7)	58(65.2)	9 (30.0)	13(35.1)	25(20.0)	15(21.4)
Satisfied	42(42.9)	31(39.2)	40(25.5)	22(24.7)	13(43.3)	10(27.0)	39(31.2)	8 (11.4)
Normal	21(21.4)	27(34.2)	15 (9.6)	7 (7.9)	1 (3.1)	11(29.7)	52(41.6)	45(64.3)
Not Satisfied	5 (5.1)	9 (11.4)	2 (1.2)	2 (2.2)	7 (23.4)	3 (8.2)	9 (7.2)	2 (2.9)
Total	98(100)	79 (100)	157(100)	89 (100)	30 (100)	37 (100)	125(100)	70 (100)

*Source of data is primary.

Table No. 8 explicit that in case of Fridge, majority of the consumer from 'Business' and 'Profession' categories was satisfied with the performance of Fridge and number of not satisfied was lowest. The percentage of fully satisfied consumers was higher in 'Business' category than 'Profession'. However, high majority of the consumers from 'Service' and 'Any other' category were fully satisfied with the purchased product, followed by satisfied, normal and not satisfied. Regarding Washing Machine, 43.3 percent consumers from 'Business' category were satisfied, followed by fully satisfied (30%), and not satisfied (23.4%). For 'Profession' 35.1 percent consumers were fully satisfied and the least (8.2%) were not satisfied. 41.6 percent of 'Service' class consumers expressed normal behaviour, while, 31.2 percent were satisfied, 20 percent were fully satisfied, and 7.2 percent were not satisfied. Sizeable majority (64.3%) of the consumers from 'Any other' category showed normal reaction followed by fully satisfied (21.4%), satisfied (11.4%) and lowest number (2.9%) were not satisfied.

TABLE NO.9: FAMILY INCOME AND CONSUMERS' POST PURCHASE REACTION

P.P. Reaction	Fridge				Washing Machine			
	Below Rs.5000	Rs.5000-10,000	Rs10,000-15,000	Above Rs15,000	Below Rs.5000	Rs.5000-10,000	Rs10,000-15,000	Above Rs15,000
Fullysatisfied	10(921.3)	30(26.3)	84(51.5)	76(76.8)	7 (31.8)	7 (11.3)	27(29.4)	21(24.4)
Satisfied	13(27.7)	48(942.1)	63(38.6)	11 (11.1)	5 922.7)	27(43.5)	20(21.7)	18(20.9)
Normal	21(44.7)	29(25.4)	13 (8.0)	7 (7.1)	7 (31.8)	21(33.9)	36(39.1)	45(52.3)
Not Satisfied	3 (6.3)	7 (6.2)	3 (1.9)	5 (5.0)	3 913.7)	7 (11.3)	9 (9.8)	2 (2.4)
Total	47 (100)	114(100)	163(100)	99 (100)	22 (100)	62 (100)	92 (100)	86 (100)

*Source of data is primary.

It is confirmed from Table No.9 that in case of Fridge, 44.7 percent of the consumers from lower income group have shown normal reaction, whereas, only 6.3 percent were not satisfied. In case of income group 'Rs.5000-Rs.10,000,' 42.1 percent consumers were satisfied, followed by fully satisfied, normal and not satisfied. Consumers from both the upper income groups have shown similar behaviour as majority of these was fully satisfied followed by satisfied, normal and not satisfied.

For Washing Machine, equal percentage (31.8) of the consumers from lower income group said that they were fully satisfied as well as expressed normal post-purchase reaction. But 13.7 percent consumers from same sample were not satisfied. In income group 'Rs. 5000-Rs.10,000' majority of the consumers was satisfied followed by normal (33.9%), whereas, 11.3% were not satisfied. It was notable that consumers from both the upper income group expressed same kind of behaviour as majority of these said that they have normal attitude towards the product followed by fully satisfied, satisfied, and not satisfied.

SOCIO DEMOGRAPHIC EFFECT EFFECT ON THE USE OF DURABLES

TABLE NO.10: EFFECT OF RESIDENTIAL STATUS ON MAIN USER OF DURABLES

Particulars	Valueof χ^2	d.f.
Residential Status and Main user of Fridge	15.80	4
Residential Status and Main user of Washing Machine	4.56	3

Table No.10 shows that the calculated value of χ^2 for Fridge is much higher than the table value. The hypothesis is rejected. But in case of Washing Machine, the table value of χ^2 is higher than the calculated value for three degree of freedom and 5% level of significance. Hence, the hypothesis is accepted. We, therefore, conclude that residential status of consumer is independent from the main user of Washing Machine but it significantly affects the use of Fridge.

TABLE NO.11: EFFECT OF CONSUMER'S EDUCATION ON MAIN USER OF DURABLES

Particular	Valueof χ^2	d.f.
Level of Education and Main user of Fridge	19.97	12
Level of Education and Main user of Washing machine	26.00	9

Table No.11 provides information that the calculated value of χ^2 for twelve degree of freedom and 5% level of significance is less than the table value of Fridge only. The hypothesis is accepted. But in case of Washing Machine, the calculated value of χ^2 is much higher than the table value. Hence, hypothesis is rejected. Therefore, it is concluded that level of education is independent from the main user of Fridge but it is significantly associated with the use of other durables.

TABLE NO.12: EFFECT OF CONSUMER'S FAMILY INCOME ON MAIN USER OF DURABLES

Particulars	Valueof χ^2	d.f.
Family Income and Main user of Fridge	54.33	12
Family Income and Main user of Washing Machine	23.29	9

Table No.12 shows that the calculated value of χ^2 in respect of both the durables is higher than the table value. The hypothesis is rejected. Thus, it can be concluded that family income significantly affects the main user of the durables.

TABLE NO.13: EFFECT OF CONSUMER'S OCCUPATION ON MAIN USER OF DURABLES

Particulars	Valueof χ^2	d.f.
Occupation and Main user of Fridge	12.38	12
Occupation and Main user of Washing machine	7.61	9

Table No.13 discloses the information that regarding both the durables the calculated value of χ^2 at nine and twelve degree of freedom and 5% level of significance is less than the table value. Hence the hypotheses hold true and it can be concluded that in case of both the durables occupation of the consumer does not affect the main user.

EFFECT ON POST PURCHASE REACTION

TABLE NO.14: RESIDENTIAL EFFECT ON CONSUMER'S POST PURCHASE REACTION

Particulars	Valueof χ^2	d.f.
Residential Status and Post Purchase Re-action about Fridge	17.27	3
Residential Status and Post Purchase Re-action about Washing Machine	17.82	3

Table No. 14 depicts that, in case of Fridge and Washing machine, the calculated value of χ^2 is much higher than the table value and the hypothesis is rejected. Hence, it can be concluded that Residential status of the consumer has significant effect on their post purchase reaction.

TABLE NO.15: EFFECT OF EDUCATION ON CONSUMER'S POST PURCHASE REACTION

Particulars	Valueof χ^2	d.f.
Level of Education and Post Purchase Re-action about Fridge	28.66	9
Level of Education and Post Purchase Re-action about Washing Machine	16.27	9

Table No.15 reveals that null hypothesis is accepted in case of Washing machine as level of education has no effect on post purchase reaction of the consumers. But in case of Fridge, the calculated value of χ^2 for nine degree of freedom and 5% level of significance is much higher than the table value. The hypothesis is rejected. Thus, it is concluded that level of education significantly effects the post-purchase reaction of the consumers of Fridge.

TABLE NO.16: EFFECT OF OCCUPATION ON CONSUMER'S POST PURCHASE REACTION

Particulars	Value of χ^2	d.f.
Occupation and Post Purchase Re-action about Fridge	85.08	9
Occupation and Post Purchase Re-action about Washing Machine	45.21	9

Table No. 16 reveals that null hypothesis is rejected as calculated value of χ^2 at nine degree of freedom and 5% level of significance is greater than the table value for both the durables. Thus it can be concluded that occupation of the consumers significantly effects the post-purchase reaction about durables.

TABLE NO17: EFFECT OF FAMILY INCOME ON CONSUMER'S POST PURCHASE REACTION

Particulars	Value of χ^2	d.f.
Family Income and Post Purchase Re-action about Fridge	100.21	9
Family Income and Post Purchase Re-action about Washing Machine	33.03	9

Table No.17 reveals that the calculated value of χ^2 for nine degree of freedom and 5% level of significance is higher than the table value for both the durables. The null hypothesis that 'income is indifferent from post purchase reaction of the consumers' is rejected. Therefore, it is concluded that income significantly effects the consumer's post-purchase reactions.

FINDINGS

1. Videocon is popular brand name of Fridge and Philips for Washing Machine among sample respondents. Simultaneously, good majority of the respondents also purchased the Fridge produced by Godrej, Voltas, Whirlpool and Washing Machine produced by Philips and Godrej.
2. Regarding main user of the different durables, combined family is the main user of Fridge and Washing machine but children, elders, and the husband are the user in least cases respectively for above mentioned home appliances.
3. It is also concluded that residential status of the consumers is not associated with the use of Washing machine, whereas, it significantly affects the use of Fridge.
4. Level of education also has no effect on the use of Fridge but for Washing Machine it significantly affects the use of the products.
5. It is also found that level of income of the consumers significantly affects the main user of the durables purchased.
6. Occupation of the consumers did not affect the use of both the home appliances.
7. Majority of the consumers of Fridge were fully satisfied followed by satisfied and the number of not satisfied was the least. While in case of Washing machine, normal reaction were shown by majority of the consumers, least percentage of consumers found not satisfied.
8. It is also concluded that residential status of the consumers has significant effect on their post purchase reaction about both the durables.
9. Consumer's education significantly affect post purchase reaction about Fridge but it is indifferent towards Washing Machine.
10. It is also found that occupation and level of income of consumers significantly affects their post purchase reaction about both the home appliances.

SUGGESTIONS

- Perceptions about the qualities of a product by the consumer plays a crucial role in the marketing milieu. It is on the basis of perceived quality that the consumer takes initial and important steps regarding the ultimate purchase, by making further inquiries. It is true specially in case of consumer durables because of certain reasons such as high price, long-term use, symbol of status, precautions regarding use of durables. So the manufacturer should concentrate on the quality of the durables and consumer should be informed properly about it. The procedure, if followed provides long term profit earning to the manufacturer and satisfaction to the consumer.
- High price and long-term use of durable compel the consumers to seek complete information about the product before final purchase. So advertisements should provide factual information to the masses instead of misleading information. Otherwise it will lead to a great loss to the organization in long run. Proper feed-back should be received to make the advertisement meaningful, purposive, and effective. Class of the consumer must be considered before finalizing an advertisement message. In case of durable market, dealer plays an important role so reputation of the dealer and his behaviour must be sound.
- Every consumer must be aware of the terms and conditions of after-sale service agreement. This facilitates the consumers to avoid any dispute with the seller in future. In case of consumer durables, usefulness of after-sale service should be given consideration by all consumers to gain greater satisfaction from the purchased durables.

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