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**A  
COMPREHENSIVE PROJECT REPORT  
ON**

**“A STUDY ON CONSUMER'S PERCEPTIONS AND BUYING BEHAVIOR  
TOWARDS QUALITY FEATURES IN HOME APPLIANCES”**

Submitted to  
Parul Institute of Engineering and Technology (PIET)  
IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF THE  
AWARD FOR THE DEGREE OF  
**MASTER OF BUSINESS ADMINISTRATION**  
In  
**Parul University**  
UNDER THE GUIDANCE OF

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MBA PROGRAMME

Parul University,  
Limda, Waghodia  
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## PREFACE

MBA is a curriculum designed in a way that students can grasp maximum knowledge and can get practical exposure to the management field, its managerial skills, and develop an analytical mindset, which helps us to become good managers in life. In the management field, one cannot create success stories if he is not a good learner. One needs to sharpen his knowledge in the field to achieve and attain desired goals and heights. The research report is necessary for the partial fulfilment the of MBA. Curriculum, and it provides an opportunity to the researcher in understanding the industry with special emphasis on the development of the skill in analyzing and interpreting through the application of management theories and techniques. It is a new platform of learning through practical experience, which incorporates survey and comparative analysis. It gives the learner an opportunity to relate the theory with the practice to test the validity and applicability of his classroom learning against real life business situations. This project is a summary of the information gathered during the study. We are confident that our sincere effort and special attention will justify the subjects in the report. Hence, practical study is of great importance to MBA student.

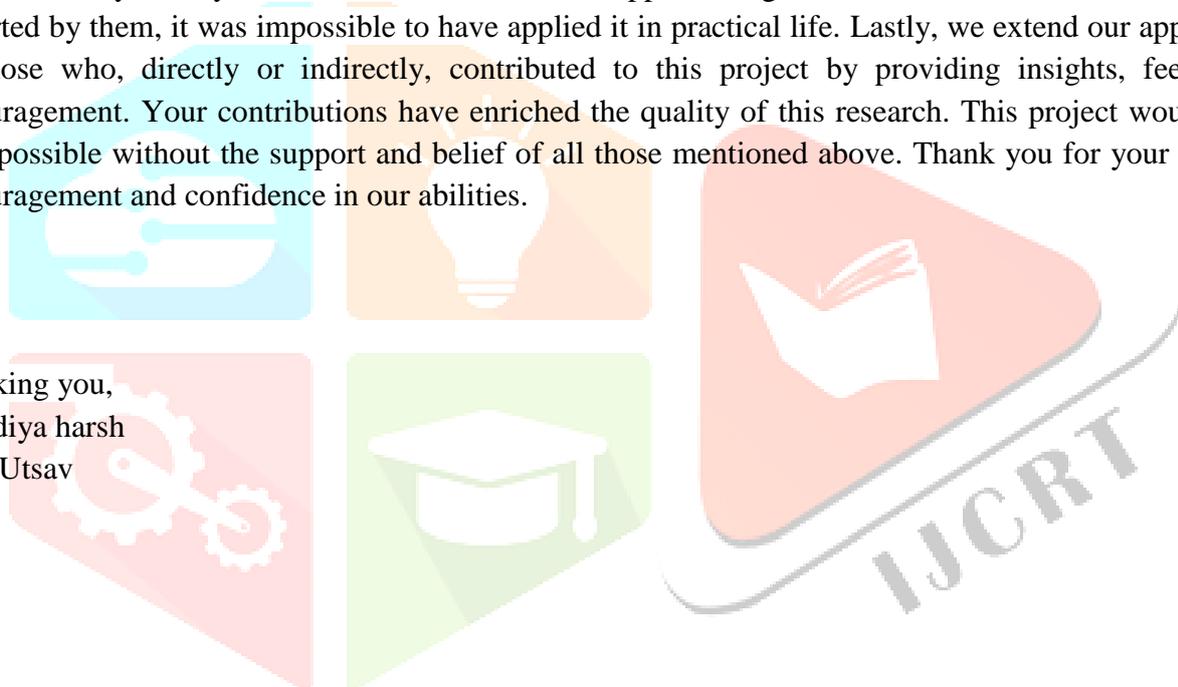
## ACKNOWLEDGEMENT

It is a great pleasure for me to acknowledge those who have contributed to this project directly or indirectly. I would like to show my profound gratitude to prof. Dr. Vaishali Shah whose guidance encouraged me to carry out the project systematically. His mentorship and expertise in the field of research have played a pivotal role in shaping this project and enhancing our research skills.

We also extend our thanks to the Dean of the Faculty of Management Studies, Dr. Bijal Zaveri, for her support and encouragement throughout the project. Her vision and commitment to academic excellence have been a constant source of inspiration.

I also thank my faculty members for their constant support and guidance without the theoretical knowledge imparted by them, it was impossible to have applied it in practical life. Lastly, we extend our appreciation to all those who, directly or indirectly, contributed to this project by providing insights, feedback, and encouragement. Your contributions have enriched the quality of this research. This project would not have been possible without the support and belief of all those mentioned above. Thank you for your unwavering encouragement and confidence in our abilities.

Thanking you,  
Rabadiya harsh  
Patel Utsav



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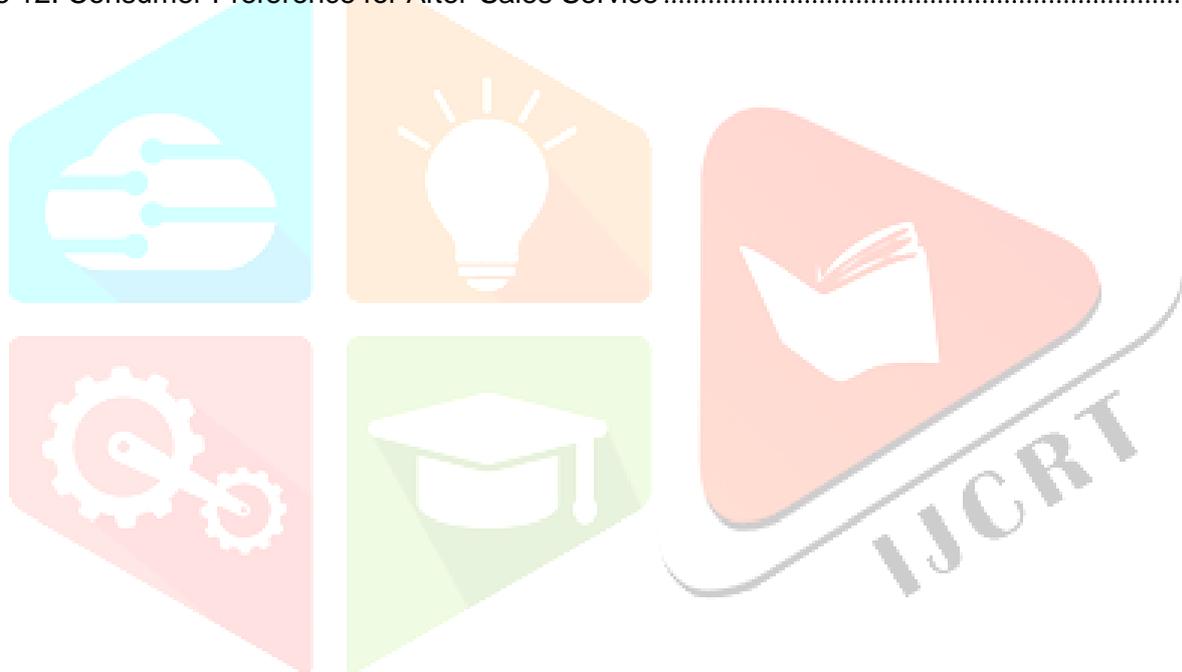
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## INSTITUTE CERTIFICATE

“It is certified that this Comprehensive Project Report Titled “A study on Consumer's Perceptions and Buying Behavior towards Quality features in Home Appliances” is the bonafide work of HARSH RABADIYA and UTSAV PATEL Enrollment No 2206142000475 & 2206142000589 respectively, who carried out the research under my Supervision. I also certify further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Dr. Vaishali Shah  
Assistant Professor

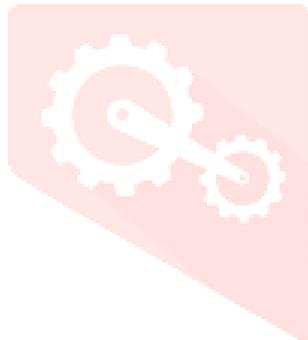
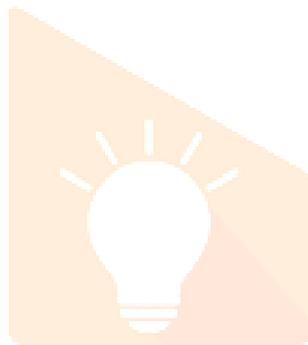
Dr. Bijal Zaveri  
Dean and Director

## STUDENT DECLARATION

We, HARSH RABADIYA and UTSAV PATEL, hereby declare that the report for Comprehensive Project entitled “**A study on Consumer's Perceptions and Buying Behavior Quality features in Home Appliances**” is a result of our own work and our indebtedness to other work publications, references, if any, have been duly acknowledged.

Place: Vadodara

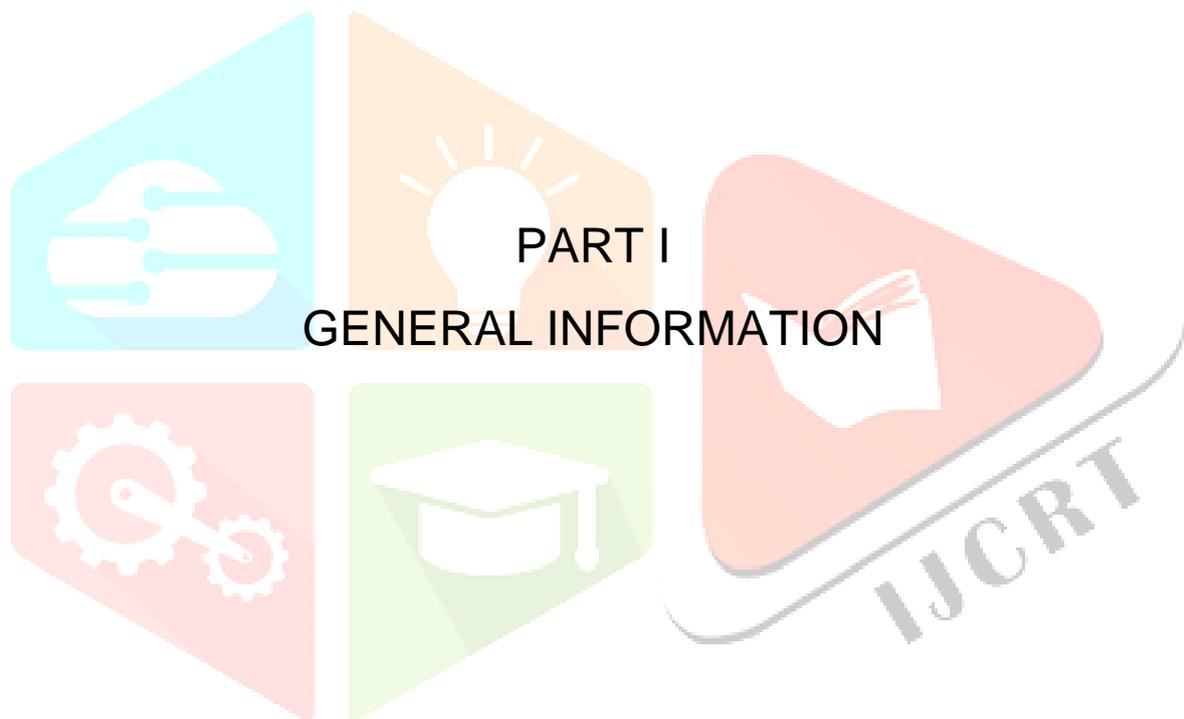
Date: 21-04-2024



Rabadiya Harsh Ramesh

Patel Utsav





# 1. ABOUT THE INDUSTRY

## 1.1 Introduction to Industry

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	Grinders	VCD players

machines		
Air-conditioners	Microwave	Televisions
Speakers	ovens	MP players
Dish Washer	Iron Box	DVD players
Vacuum cleaner	Electric fans	

(Dr. S. Vijay, 2021)

## 1.2 Indian White Goods Industry Growth

The government anticipates that the Indian electronics manufacturing sector will reach US\$ 00 billion (Rs. 22.5 lakh crore) by 2024–25. According to India Brand Equity Foundation (IBEF), a government export promotion agency for the distribution and sale of Indian products internationally, the white goods industry in India is highly concentrated, with a select few segments like that of AC"s, refrigerators and washing machines capturing over 75 percent of the market share. This trend is a positive sign in the future for those looking to invest in companies from this segment. Ease of entry and other government policies that make running a business in this segment easy are also aided by the digital era, constantly providing a platform for established brands like LG and Havells or even upcoming brands like Virtuoso and PG Electro to reach out to their clients. Besides positive government policies, 42 companies, including Virtuoso Optoelectronics Limited, Blue Star, Daikin, Havells, and Orient Electric, were selected under the PLI scheme which further boosted the growing white goods manufacturing companies in India. The potential of a bright future in this field owing to a number of factors like lifestyle patterns, better standard of living and much more, is what gives brands like Virtuoso and PG Electro, opportunities to reach their truest potential. As the bigger brands like LG, Voltas, Philips, Daikin and Havel's keep their position in the market steady, up and coming companies, who actually work on the grassroots level and focus on customer satisfaction and success, along with developing a vibrant community are soon rising to the top. Tapping into their potential one client at a time, these companies are the future.

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.

(India Brand Equity Foundation, 2023)

### **1.3 Growth of White Goods Industry In Gujarat**

The white goods industry in India, which encompasses the manufacturing and sale of large household appliances, has experienced significant growth, with Gujarat emerging as a prominent player in this sector. The development of the white goods industry in Gujarat can be attributed to a combination of factors, as highlighted in the literature.

#### **1. Strategic Location and Infrastructure Development:**

Gujarat's strategic location on the western coast of India has been identified as a key driver for the growth of the white goods industry in the state. Scholars have emphasized how this location provides easy access to major ports, enabling efficient import of raw materials and export of finished goods (Gupta s. , 2019). Additionally, the state's continuous infrastructure development, including the establishment of industrial parks and dedicated manufacturing corridors, further supports the industry's expansion (Sharma V. &., 2017)

#### **2. Government Policies and Incentives:**

Several researchers have pointed out the role of the Gujarat government's policies and incentives in attracting investment and fostering a conducive environment for white goods manufacturing. This includes tax benefits, subsidies on land and electricity, and streamlined approval processes (Mishra, 2018). These incentives have incentivized white goods manufacturers to set up operations in the state.

#### **3. Consumer Market and Changing Lifestyle:**

The literature highlights that Gujarat's growing consumer market with increasing disposable income, urbanization, and changing lifestyles has led to higher demand for white goods (Chokshi, 2021) This factor has not only driven the industry's growth but has also made Gujarat an attractive market for white goods manufacturers.

#### 4. Skilled Workforce and Industrial Training:

Academics have also recognized the importance of a skilled workforce in the white goods industry. Gujarat's educational institutions, offering technical and engineering courses, have been instrumental in providing a talent pool for this sector (Sharma R. &, (2017).). This skilled workforce is crucial for manufacturing and assembly operations.

#### 5. Distribution Channels and Retail Chains:

Another dimension of the white goods industry's growth is the role of distribution and sales. Research indicates that the state's growing network of retail chains, as well as the increasing use of e-commerce platforms, have facilitated the distribution and sales of white goods in Gujarat (Jain, 2019)

#### 6. Global Impact and Export Potential:

Gujarat's success in white goods manufacturing extends beyond the domestic market. Some literature highlights the state's potential to become an export hub for white goods, benefiting from its connectivity to international markets (Goyal, 2020). This not only contributes to Gujarat's economic growth but also supports India's broader objectives in the consumer electronics sector.



## 2. ABOUT MAJOR COMPANIES IN INDIA

India has a vast home appliance market, which includes major appliances such as refrigerators, washing machines, air conditioners and microwave ovens.

### 1. LG Electronics India Pvt.

Foundation: LG started operations in India in 1997.

Description: LG Electronics is a leading global player in the consumer electronics and home appliances segment. In India, LG is known for its wide range of products including refrigerators, washing machines, air conditioners and televisions. The company is known for its innovative technologies and reliable products and is therefore popular among Indian consumers.

Website: [LG India] (<https://www.lg.com/in> )

### 2. Samsung India Electronics Pvt.

Foundation: Samsung entered the Indian market in 1995.

Description: Samsung, a multinational corporation, has a strong presence in the Indian home appliance market. The company offers a wide range of products such as refrigerators, washing machines, microwave ovens and air conditioners. Known for its cutting-edge technology and high-quality home appliances, Samsung is a trusted brand among Indian households.

Website: [Samsung India] (<https://www.samsung.com/in/> )

### 3. Whirlpool of India Ltd.

Foundation: Whirlpool began operations in India in the 1980s.

Description: Whirlpool is a well-known international American manufacturer of home appliances. In India, the company offers a comprehensive range of products including refrigerators, washing machines, microwave ovens and air purifiers. Whirlpool is known for its innovative design and advanced features to meet the changing needs of Indian consumers.

Website: [Whirlpool India] (<https://www.whirlpoolindia.com/>)

### 4. Godrej Home Appliances

Foundation: Godrej Appliances has been a part of the Indian market for several decades.

Description: Godrej Appliances is a leading Indian brand known for its wide range of home appliances including refrigerators, washing machines and air conditioners. The company is known for its commitment to quality, energy efficiency and environmentally friendly practices. Godrej devices are popular among Indian consumers due to their reliability and durability.

Website: [Godrej Appliances] (<https://www.godrej.com/appliances>)

### 5. Haier Appliances India Pvt.

Foundation: Haier entered the Indian market in the early 2000s.

Description: Haier is a Chinese multinational company that has gained a strong position in the Indian home appliance market. The company offers a wide range of products including refrigerators, washing machines and air conditioners. Known for its innovative design and user-friendly features, Haier is a popular choice among Indian consumers looking for modern devices.

Website: [Haier India] (<https://www.haier.com/in/>)



### 3. PRODUCT PROFILE (MAJOR PRODUCT)

#### 1. Refrigerators:

Refrigerators are essential appliances in Indian households to keep perishable foods fresher for longer. They are available in different versions, e.g. B. in single door, double door and side-by-side configurations. Modern refrigerators are equipped with advanced technologies such as freeze-free refrigeration, adjustable shelves and energy-efficient compressors.

#### 2. Washing Machine:

Front-loading washing machines are known for their water and energy efficiency, while top-loading washing machines are more convenient for quick washing. Most washing machines are equipped with different washing programs that are suitable for different types of fabrics. Additionally, advanced models are equipped with technologies such as inverter motors for quiet operation, steam cleaning for better stain removal, and smart sensors that optimize water usage based on laundry load.

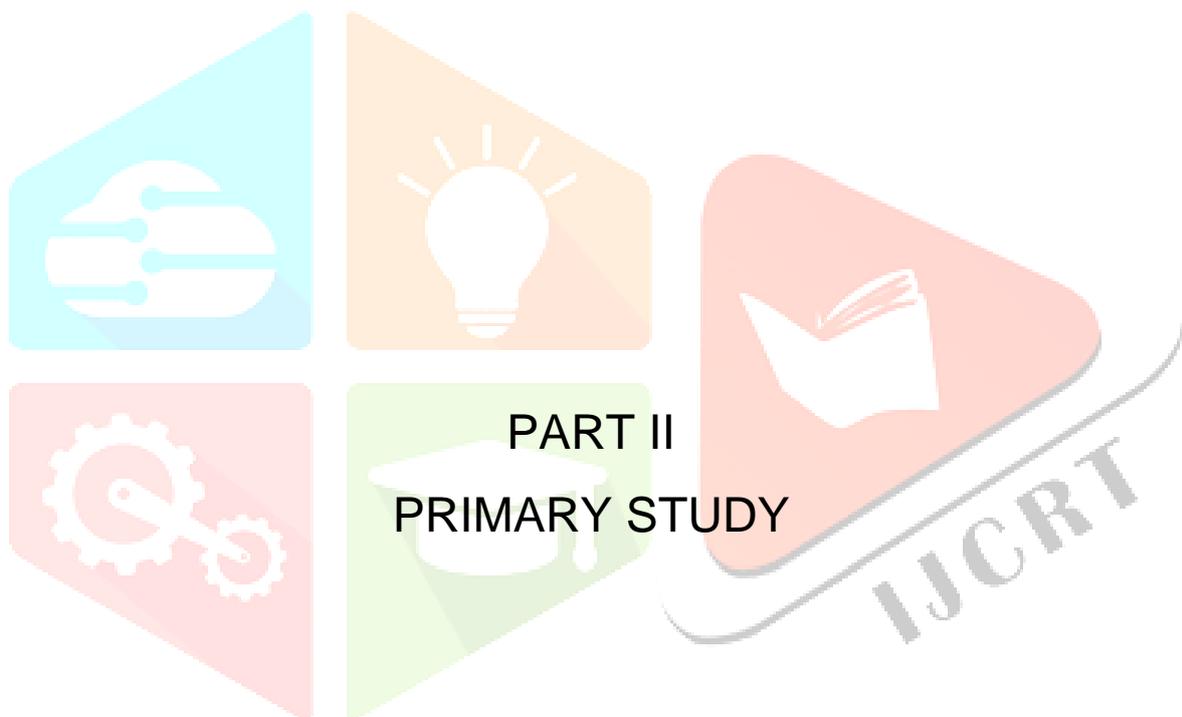
#### 3. Air conditioning:

Air conditioners are essential in India's hot and humid climate. The most commonly available types are split air conditioners and window air conditioners. Split air conditioners consist of a wall-mounted indoor unit and an outdoor unit positioned outside the building. They provide efficient cooling and can be used for both cooling and heating. Window air conditioners are compact devices that can be installed in a window or a specially designed opening in the wall. Modern air conditioners are equipped with energy saving modes, air purifiers and intelligent control via mobile applications. Inverter technology dominates, ensuring constant cooling while minimizing energy consumption.

#### 4. Microwave:

Microwave ovens have become an integral part of Indian cuisine, allowing for quick and efficient cooking. These devices come in a variety of styles, including standalone ovens, grills, and convection devices. Solo microwave ovens are entry-level models that are suitable for heating and simple cooking tasks. Microwave ovens with grills are equipped with additional grill elements for toasting and grilling food. Convection microwave ovens combine microwave, grill and convection functions, allowing you to cook and bake. Many modern microwave ovens come with preset cooking programs, defrost options, and touchscreen control panels to make cooking easier.

(Wikipedia, 2023)



## 4. INTRODUCTION OF THE STUDY

### 4.1 Literature review

#### 4.1.1 Energy-Efficient Technologies in Home Appliances

This literature review explores the study conducted by Dutta, Chakraborty, and Kumar (2021), which focuses on the barriers to and policy recommendations for energy-efficient technology adoption in developing countries. They highlight the significance of energy-efficient technology adoption in addressing sustainability challenges and achieving energy savings. Developing countries face unique challenges related to energy consumption and environmental impact, making the adoption of energy-efficient technologies crucial for long-term sustainability. (Dutta, 2021)

#### Advancements in Energy-Efficiency Technology

Energy-efficient technology in home appliances has evolved significantly in recent years. Smart sensors, advanced insulation materials, and energy management systems are among the key innovations driving energy efficiency. According to research by Cho and Kim (2019), smart sensors enable appliances such as refrigerators and washing machines to optimize their performance based on usage patterns, leading to reduced energy consumption. (Cho, 2019)

#### Benefits of Energy-Efficiency Technology

The adoption of energy-efficient technology offers numerous benefits to both consumers and the environment. Studies by Lee et al. (2020) highlight that energy-efficient appliances contribute to lower electricity bills, reduced greenhouse gas emissions, and increased resource conservation. Additionally, these appliances often provide improved performance and functionality, such as faster cooling times and quieter operation. (Lee C. e., 2020)

#### Customer Feedback and Quality Control

Lee's research (2018) emphasizes the importance of customer feedback in shaping quality control measures. By actively engaging with consumer preferences and expectations, manufacturers can identify areas for improvement in their products. This customer-centric approach allows manufacturers to refine their quality control processes, ensuring that home appliances meet or exceed consumer expectations for performance, reliability, and durability.

#### Impact on Energy Efficiency

Quality control measures also have a direct impact on energy efficiency standards. As consumers increasingly prioritize energy efficiency in their purchasing decisions, manufacturers are under pressure to produce appliances that consume less energy while maintaining high performance levels. Customer feedback serves as a valuable source of information for manufacturers to develop and implement energy-efficient technologies and features in their products. (Lee J. , 2018)

## Effectiveness of Energy-Saving Measures

In their comprehensive review, Smith and colleagues examine empirical research on consumer acceptance of residential energy-saving measures. This study likely provides a thorough analysis of factors influencing consumers' willingness to adopt energy-saving measures in their homes. The research may explore the psychological, economic, and social factors that affect consumer decision-making regarding energy-saving technologies and behaviors. Key topics covered could include the role of information and education in promoting energy efficiency, the impact of financial incentives and energy cost savings, and the influence of social norms and attitudes toward conservation.

The study is likely to discuss the effectiveness of various energy-saving measures, such as energy-efficient appliances, smart home technologies, insulation, and renewable energy systems, in reducing household energy consumption. It may also touch upon consumer perceptions of these technologies, including their perceived benefits, ease of use, and reliability. Additionally, the review may delve into the barriers and challenges consumers face in adopting energy-saving measures, such as upfront costs, lack of awareness, and perceived inconvenience.

Furthermore, the research likely provides insights into the role of government policies and programs in promoting energy efficiency and the potential for public-private partnerships to encourage consumer adoption of energy-saving measures. By synthesizing existing empirical studies, Smith et al. contribute valuable insights into the complex interplay of factors shaping consumer acceptance of residential energy-saving measures, offering implications for policymakers, energy providers, and manufacturers of energy-efficient products. (Smith, 2018)

In this study, Smith discusses the growing prevalence of smart technology in home appliances. He examines how the integration of Wi-Fi, sensors, and smartphone apps into appliances like refrigerators, ovens, and washing machines is revolutionizing the way people interact with and manage household tasks. Smith also highlights the benefits of smart appliances in terms of energy efficiency, convenience, and remote monitoring. (Smith J. R.)

Williams delves into the factors that influence consumer adoption of smart home appliances. Through a comprehensive review of existing literature, this study explores the role of factors such as cost, perceived usefulness, ease of use, and privacy concerns in shaping consumers' decisions to embrace smart appliances. Williams emphasizes the importance of understanding consumer preferences and concerns in the development and marketing of these products. (Williams A. L.)

In this research paper, Brown investigates the environmental implications of smart appliances. The study compares the energy efficiency and environmental footprint of smart appliances versus traditional counterparts. Brown's work provides valuable insights into how the adoption of smart technology in home appliances can contribute to sustainability and reduced energy consumption. (Brown S. M.)

Garcia explores the integration of artificial intelligence (AI) in smart home appliances. This review discusses how AI-driven features, such as predictive maintenance, adaptive cooking, and personalized recommendations, are transforming the functionality of appliances. The author cites several examples of AI-driven smart appliances and their potential impact on user experience. (Garcia)

Kim's study focuses on the critical issues of privacy and security associated with smart home appliances. The author reviews the various challenges and vulnerabilities that arise with the collection and transmission of data from these devices. This work also discusses potential solutions and best practices for ensuring the privacy and security of user data in the smart appliance ecosystem. (Kim)

Patel's research provides a global perspective on the socio-economic impact of smart technology in home appliances. The study reviews how the adoption of smart appliances affects labor markets, consumer spending, and the overall quality of life. Patel's work offers insights into the broader implications of this technology on society. (Patel)

#### **4.1.2 Design as a Determinant of Quality Control**

Enhancing User Experience through Design

User experience (UX) design has become increasingly crucial in the development of home appliances. Williams and White (2019) emphasize the pivotal role that intuitive interfaces and user-friendly controls play in enhancing the overall usability of appliances. Aesthetics are not the sole focus; rather, the emphasis is on creating appliances that are not only visually appealing but also easy and intuitive to operate. The integration of user-centric design principles ensures that appliances are accessible and functional for users of all backgrounds and abilities. By prioritizing UX design, manufacturers can create products that offer a seamless and enjoyable user experience, ultimately influencing customer perceptions of quality. (Williams A. &, 2019)

Intuitive Interfaces and Functionality

Williams and White (2019) delve into the specifics of how intuitive interfaces and enhanced functionality contribute to a positive user experience. They highlight that appliances with well-designed interfaces and clear controls minimize user confusion and frustration. For example, touchscreens with simple, intuitive menus and responsive feedback enhance usability. Additionally, appliances with smart features that anticipate user needs, such as automated settings based on usage patterns, further elevate the user experience. These design elements not only improve the functionality of the appliance but also contribute to a perception of high quality and advanced technology. (Williams A. &, 2019)

## Usability and Customer Satisfaction

The studies by Williams and White (2019) suggest a direct link between usability and customer satisfaction. Appliances that are easy to operate, with intuitive interfaces and responsive controls, lead to greater satisfaction among users. Consumers appreciate appliances that require minimal effort to use while delivering optimal performance. A positive user experience fosters a sense of trust and reliability in the product, influencing repeat purchases and brand loyalty. Furthermore, the seamless integration of design and functionality in home appliances ensures that users can fully utilize and benefit from the appliance's features, enhancing their overall satisfaction and perceived value. (Williams A. &, 2019)

Aesthetics play a pivotal role in consumer perceptions of product quality, particularly in the context of home appliances. This literature review delves into studies by Lee et al. (2020), shedding light on how aesthetics influence customer perceptions of product quality, even before formal quality control assessments.

## Perception of Visual Appeal

Lee et al. (2020) emphasize the critical link between aesthetics and consumer perceptions. Their studies reveal that consumers often associate visually appealing designs with higher-quality products, regardless of undergoing formal quality control assessments. This preconceived notion suggests that aesthetics serve as an initial indicator of product quality in the eyes of consumers. (Lee J. e., 2020)

## Aesthetics and Product Quality Perception

Studies conducted by Lee et al. (2020) suggest that aesthetics play a crucial role in shaping customers' perceptions of product quality. Home appliances with visually appealing designs are often perceived as higher in quality, even before undergoing quality control assessments. Therefore, integrating visually pleasing elements into the design process can positively influence customer satisfaction and contribute to a favorable brand image, ultimately enhancing the effectiveness of quality control measures. (Lee C. e., 2020)

## User-Centric Design Approach

Adopting a user-centric design approach has gained prominence in the home appliances industry. According to Brown and Johnson (2021), understanding customer preferences and incorporating them into the design phase can lead to the development of user-friendly products. Such products are not only aesthetically pleasing but also designed with features that align with customers' needs and expectations. This approach ensures that the quality control process addresses parameters that are directly relevant to the end-user, resulting in higher customer satisfaction and loyalty. (Brown D. &, (2021).)

### 4.1.3 Sustainability and Eco-friendly

The study by Dr. Joji Alex N delves into consumer perceptions and attitudes towards green products in the context of Kerala, India's "Green State." The research aims to understand how consumers perceive green practices and products, particularly focusing on factors such as product quality, awareness levels, and the impact of advertising. (N, 2021)

#### Importance of Consumer Attitude (CA) towards Green Products

Consumer attitudes play a crucial role in shaping their purchasing behavior towards green products. The study reveals that a significant portion of consumers in Kerala are willing to pay a price premium for green products. Seventy-five percent of respondents were willing to pay a premium of one to ten percent, indicating a moderate willingness to invest in environmentally friendly options. Additionally, ten percent agreed to pay a higher premium of eleven to thirty percent, showcasing a segment of environmentally conscious consumers willing to pay a substantial premium for green products. (N, 2021)

#### Hesitancy and Barriers to Green Product Adoption

Despite the willingness to pay a premium, the study highlights that forty percent of consumers surveyed were not immediately inclined to purchase green products. This hesitancy suggests that while there is interest in environmentally friendly options, barriers may exist that hinder immediate adoption. These barriers could include factors such as limited availability of green products, lack of awareness, or concerns about effectiveness compared to traditional products. (N, 2021)

#### Need for Imposed Action on Environmental Priorities

The findings also suggest that for many consumers in Kerala, environmental concerns are not a top actionable priority. Instead, the study indicates that consumers believe the responsibility for promoting green practices should be shouldered by the state and businesses. This perspective highlights the importance of heightened community awareness initiatives and experiences to drive consumer engagement towards green products. (N, 2021)

#### Unique Context of Kerala and Green Initiatives

The originality of this study lies in its focus on Kerala, known as India's Green State, which faces unique climatic pressures and environmental challenges. The research contextualizes consumer attitudes within the local environment, where green production and branding initiatives are increasingly prominent. By examining consumer attitudes towards green products in this specific context, the study provides insights into the effectiveness of such initiatives and their impact on consumer behavior. (N, 2021)

## Consumer Perception of Environmental Impact

Diaz-Ruiz and colleagues conducted a study on consumer perceptions and preferences related to eco-efficient and eco-friendly home appliances. Their research aimed to uncover how consumers perceive the environmental impact of home appliances and how this perception influences their preferences. The study likely discusses the increasing consumer awareness of environmental issues and the consideration of environmental impact in purchasing decisions, particularly regarding home appliances. Consumers are shown to prioritize eco-efficient features such as energy-saving capabilities and efficient operation. Additionally, the research may touch on the preference for appliances made from sustainable materials, as well as the cost considerations consumers weigh against environmental benefits. Brand reputation and consumer trust in brands emphasizing eco-efficiency and eco-friendliness are also potential points of discussion in this study. (Diaz-Ruiz, 2019)

## Consumer Perception of Green Appliances

Jiang and Wang's study explores consumers' purchase intentions specifically regarding green appliances in China. This empirical study likely delves into the various factors influencing consumers' decisions to opt for green appliances, designed to be environmentally friendly and energy-efficient. The research may highlight consumer perceptions of green appliances and their associated benefits, such as reduced energy consumption and environmental impact. It likely discusses what motivates consumers to consider and purchase green appliances, including factors like environmental concern, cost savings, and social influence. Attributes of green appliances, such as energy efficiency ratings, eco-friendly materials, and certifications, are also likely to be examined. The study may provide insights into the growing market demand for green appliances, especially in regions like China where environmental awareness is rising. Effective marketing strategies, including highlighting eco-friendly features and benefits, might also be discussed to help manufacturers and retailers meet consumer demands for sustainable home appliances. (Jiang, 2017)

### 4.1.4 After-sales services

(Singh, 2018) Delves into the impact of after-sales services on customer satisfaction within the consumer durables industry in India. The focus is specifically on how after-sales services, including maintenance and repair offerings, influence consumer contentment with their home appliances. Through their research, they aim to shed light on the pivotal role that these services play in shaping customer satisfaction levels. The study likely investigates various aspects of after-sales services, such as responsiveness, effectiveness, and quality, and how these factors contribute to overall consumer experiences with home appliances in the Indian market. By exploring these dynamics, the researchers provide insights that can be valuable for businesses in understanding the significance of robust after-sales services in fostering customer satisfaction and loyalty.

Their investigation, (Chauhan, 2017) focuses on the post-purchase behavior of consumers regarding home appliances, particularly emphasizing their expectations and experiences concerning

after-sales services. The study seeks to provide valuable insights into the impact of after-sales services on consumer perceptions and behaviors within the home appliances sector. By examining the consumer's journey after purchase, including challenges encountered, levels of satisfaction with after-sales services, and the consequent effect on consumer loyalty, the research offers a comprehensive understanding of the crucial role of after-sales support. The findings are expected to underscore the significance of efficient and effective after-sales services in securing consumer satisfaction and fostering repeat purchases. This study could be beneficial for businesses seeking to comprehend the pivotal role played by after-sales services in consumer decision-making processes and brand loyalty, particularly within the Indian market landscape. (Gupta S. &, 2016) Conducted a study to evaluate how after-sales service influences consumer satisfaction regarding home appliances, with a particular emphasis on the Chandigarh region. The research aims to understand the role of after-sales services in shaping consumer satisfaction levels and their subsequent purchasing behaviors. By examining the impact of after-sales support on consumer perceptions, satisfaction, and loyalty within the context of home appliances, the study provides valuable insights into the importance of effective post-purchase services. The findings are anticipated to shed light on the significance of after-sales service quality in enhancing consumer satisfaction and influencing their decisions regarding home appliance purchases. This research could be valuable for businesses operating in the Chandigarh region, helping them comprehend the crucial role of after-sales services in building consumer trust and loyalty.

## 4.2 Background of the study

In India's fast-growing consumer electronics market, manufacturers are grappling with the complex task of understanding complex customer preferences. The decision-making process involves a mix of factors: satisfaction with existing features, perceived impact on daily activities, and ongoing brand loyalty. Technological advances, particularly smart home integration and IoT capabilities, continue to transform the consumer landscape and increase the complexity of their decisions.

In this dynamic market, the challenge is to understand the elusive elements that contribute significantly to consumer satisfaction across all device brands. Consumer needs are fluid, change over time, and vary by demographic. This constant evolution represents a constant challenge for manufacturers who want to adapt their products to ever-changing requirements.

The connection between brand loyalty and specific product features becomes crucial. Manufacturers try to identify features that, if improved, can increase brand loyalty. Additionally, to maintain competitiveness, it is important to understand the patterns of awareness and adoption of advanced technology features, as well as the factors that influence consumer adoption.

Although incorporating customer feedback offers clear benefits, manufacturers face barriers to implementing consumer-focused improvements. These obstacles, ranging from technical limitations to commercial feasibility, require thoughtful solutions. Effectively bridging the gap between consumer expectations and product offerings is not just strategic; this is an urgent need in the ever-

evolving Indian consumer electronics industry.

### **4.3 Problem Statement**

#### **Challenges with Smart Technology Integration.**

The rapid integration of smart technologies into home appliances presents a significant challenge in the industry. Manufacturers must navigate the complexities of integrating these technologies while maintaining high standards of quality control. The fast-paced nature of technological advancements often outstrips the ability to ensure consistent performance and user-friendliness. As a result, there is a potential risk of customer dissatisfaction due to malfunctioning or poorly integrated smart features.

#### **Conflicts in Design Aesthetics and Durability**

The rapid integration of smart technologies into home appliances presents a significant challenge in the industry. Manufacturers must navigate the complexities of integrating these technologies while maintaining high standards of quality control. The fast-paced nature of technological advancements often outstrips the ability to ensure consistent performance and user-friendliness. As a result, there is a potential risk of customer dissatisfaction due to malfunctioning or poorly integrated smart features.

#### **Lack of standardized energy-efficient technologies**

The absence of standardized energy-efficient technologies in home appliances poses a significant challenge for manufacturers and consumers alike. With a multitude of energy-efficient claims in the market, consumers face difficulty in discerning genuine energy-saving appliances. This lack of clear standards not only complicates consumer decision-making but also hampers quality control efforts within the industry. As a result, consumers may struggle to make informed choices aligned with their environmental values, limiting the overall impact on energy consumption.

#### **Sustainability and Eco-Friendly Features**

The rising consumer demand for sustainability and eco-friendly features in home appliances presents a significant challenge for manufacturers in the industry. As environmental awareness grows, consumers are increasingly focused on reducing their carbon footprint and adopting eco-conscious lifestyles. This shift in consumer preferences has put substantial pressure on manufacturers to innovate and incorporate eco-friendly elements into their appliance designs.

#### **After-sales services**

Consumers often face challenges related to after-sales services for home appliances, such as delayed response times, inadequate repairs, limited service center availability, costly repairs, and scheduling inconveniences. These issues can lead to decreased product lifespan, higher costs, and consumer frustration. To address these challenges, it is crucial to investigate how after-sales service experiences influence consumer satisfaction and brand loyalty in the home appliance market.

## 4.4 Objective of the study

- To assess the importance consumers place on smart technology and energy efficiency features in home appliances.
- To determine the significance consumers place on design and aesthetics features when purchasing home appliances.
- To determine the significance consumers place on sustainable and eco-friendly features in home appliances.
- To assess the level of importance consumers place on the availability and quality of after-sales service (warranty repairs, customer support) when purchasing home appliances.

## 4.5 Hypotheses

### 4.5.1 Consumer Emphasis on Smart Technology and Energy Efficiency in Home Appliance Purchases:

H0: Customers do not place any importance on smart technology and energy efficiency features when purchasing home appliances.

H1: Customers place importance on smart technology and energy efficiency features when purchasing home appliances.

### 4.5.2 Aesthetic Appeal: Examining Consumer Preferences in Home Appliance Design

H0: Customers do not place any importance on design and aesthetic features when purchasing home appliances.

H1: Customers place importance on design and aesthetic features when purchasing home appliances.

### 4.5.3 Sustainable Appeal: Examining Consumer Preferences for Eco-Friendly Features in Home Appliances

H0: Customers do not place any importance on the incorporation of sustainability and eco-friendly features when purchasing home appliances.

H1: Customers place importance on the incorporation of sustainability and eco-friendly features when purchasing home appliances.

### 4.5.4 Evaluating Consumer Emphasis on Post-Purchase Service for Home Appliances

H0: Customers do not place any importance on the availability and quality of after-sales service (warranty, repairs, customer support) when purchasing home appliances.

H1: Customers consider the availability and quality of after-sales service to be an important factor when purchasing home appliances.

## 5. RESEARCH METHODOLOGY

### 5.1 Research Design

A research project that identifies and reports a problem and attempts to describe, for example, possible behaviors, attitudes, values, and characteristics. Descriptive studies were adopted for the study.

To investigate this research problem, we have chosen the sample survey method. Respondents were selected using purposive sampling method. The study was conducted by examining 100 samples using a well-designed questionnaire. The researcher selected 100 samples from different age groups ranging from 18 to 60 years and surveyed them using a well-constructed online Google Docs questionnaire.

This study is exploratory and descriptive in nature. Primary data was collected from a sample of 100 respondents from diverse socioeconomic backgrounds and different regions of the National Capital Region using a structured questionnaire sampling method.

### 5.2 Sources of Data

In this study data was collected through both primary and secondary Data source. Divergent online and offline sources were used to collect analytical data. The researcher used a questionnaire to collect the data in this study.

### 5.3 Data Collection Method

In this survey technique, the questionnaire method is adopted for this study. Surveys and questionnaires can be conducted in person, over the phone, via mail, or online.

### 5.4 Population

- Element: Respondents like General public who purchases home appliances and Kitchen appliances (White goods).
- Sampling Unit: A respondent (person) or an individual
- Sample Size : 151 responses
- Time: Responses were collected between

### 5.5 Sampling method

The sampling technique that will be followed will be convenience sampling under Non-Probability Sampling technique. As the respondents will be chosen on the basis of personal connection and preferring the easiness on collecting data, the technique will be convenience sampling.

## 5.6 Sampling frame

A Questionnaire involving the questions related to all required information will be prepared via Google Forms and will be subjected to the respondents through their email for their response.

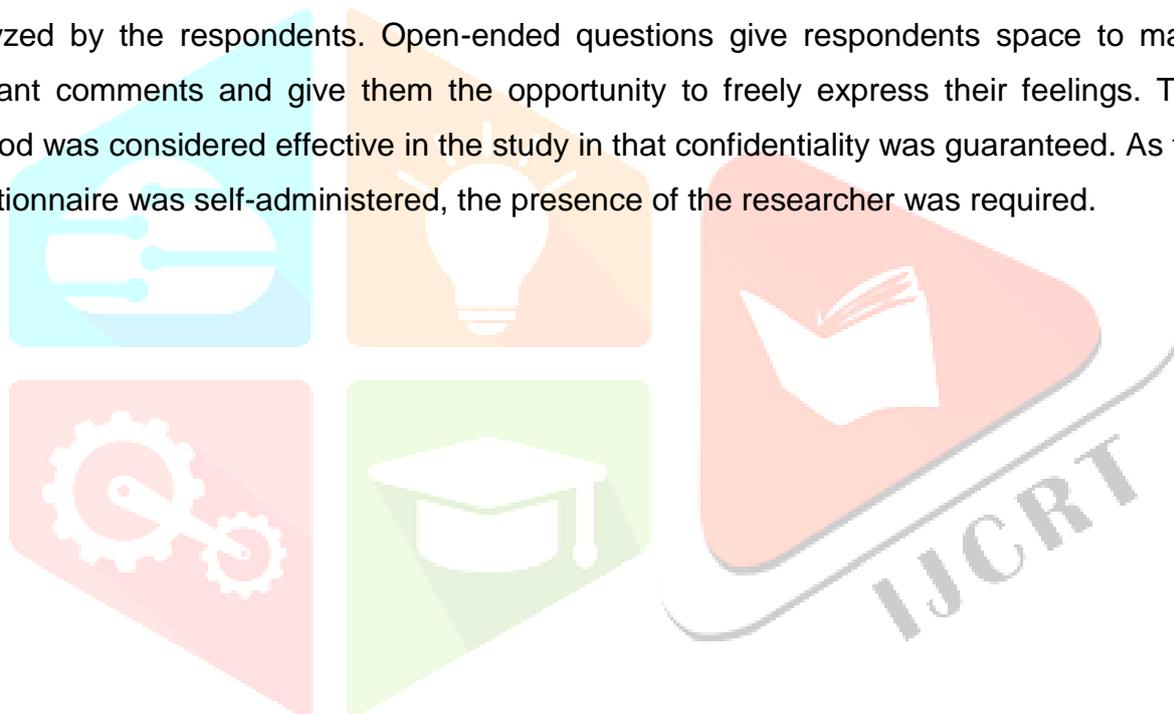
The respondents will be:

- General public who purchases Home appliances and Kitchen appliances (White goods).

## 5.7 Data collection instrument

The instrument for data collection is a survey Questionnaire'.

The main tool used to collect primary data from residents was questionnaires. The types of questions used include open and closed questions. Closed questions were used to ensure relevance of responses. The questions were clearly formulated to identify the dimensions analyzed by the respondents. Open-ended questions give respondents space to make relevant comments and give them the opportunity to freely express their feelings. This method was considered effective in the study in that confidentiality was guaranteed. As the questionnaire was self-administered, the presence of the researcher was required.



## 6. DATA ANALYSIS AND INTERPRETATION

### 6.1 Analysis of Primary Data

#### DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Demographic characteristic of respondents is analyzed by age, gender, etc.

#### AGE OF RESPONDENTS

The Age of respondent is divided into 6 group: 18-24 years, 25-34 years, 35-49 years, 50-64 Years, and above 65 years. Which are mentioned in the chart.

Age

151 responses

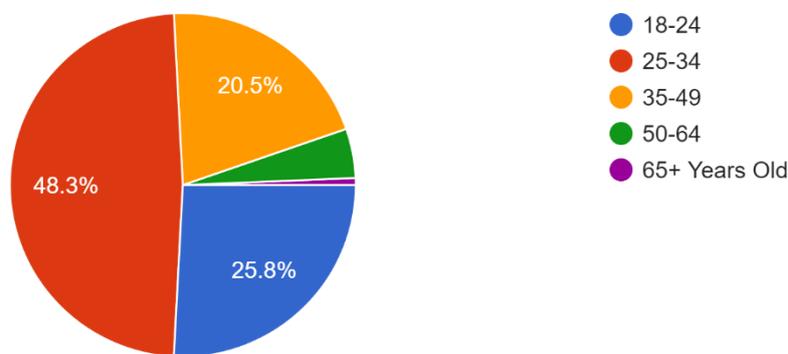


Figure 1 Age Distribution of Respondent

The survey results show a diverse range of ages among the 151 participants. The largest group, at 48.3%, falls within the 25-34 age bracket, indicating a strong presence of individuals in their late twenties to early thirties. Following closely, 25.8% are aged 18-24, showing a significant representation of younger adults. The 35-49 age group makes up 20.5% of respondents, indicating a moderate presence of middle-aged individuals. The smallest group is 50-64 years old at 4.6%, suggesting fewer older participants. This distribution reflects a diverse range of ages, with a focus on those in their late twenties to early thirties, followed by younger and middle-aged adults, and fewer older participants.

#### GENDER OF RESPONDENTS

The respondent gender is categories in 3 portion namely male, female and other.

The respondent gender is categories in 3 portion namely male, female and other.

Figure represents a gender- based demographical distribution of the respondents of Survey.

## Gender

151 responses

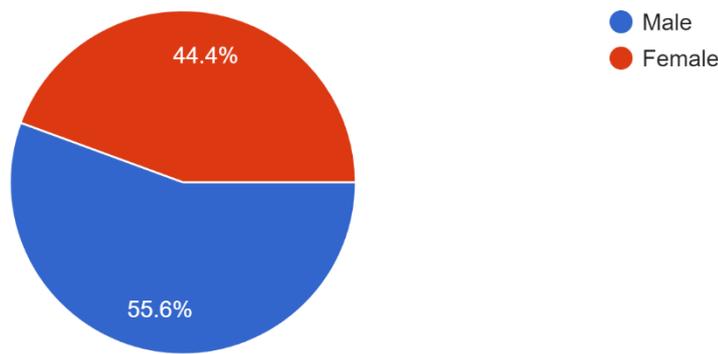


Figure 2: Gender Distribution of Respondent

A total 151 respondents are categorized into 2 genders namely Male, Female. The majority of respondents belong to the male category i.e. 84 (55.6%) of the total respondents. Remaining 67 (44.4%) as female.

## GEOGRAPHIC LOCATION

The respondent geographic location is categorized into three portions: urban, suburban, and rural. The distribution of respondents among these categories is illustrated in the figure.

## Geographic Location

151 responses

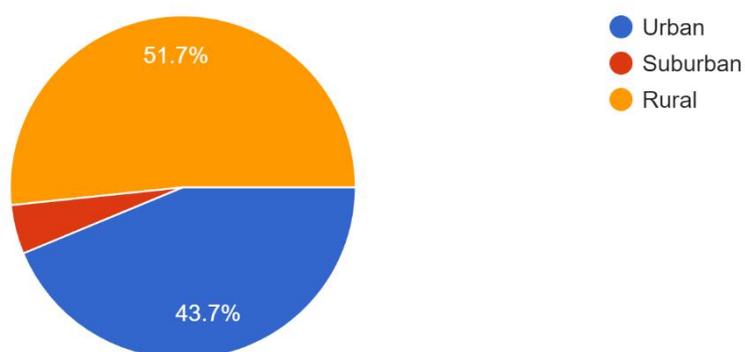


Figure 3: Geographic Location of Respondent

Out of the 151 respondents, 51.7% are from rural areas, 43.7% are from urban areas, and 4.6% are from suburban areas. This indicates that a majority of the respondents come from rural locations, followed by urban areas, with the smallest percentage coming from suburban areas.

## OCCUPATION

The occupation distribution of the respondents is classified into several categories: employed, unemployed, self-employed, student, and retired. The demographic distribution of respondents based on their occupation is depicted in the figure.

Occupation  
151 responses

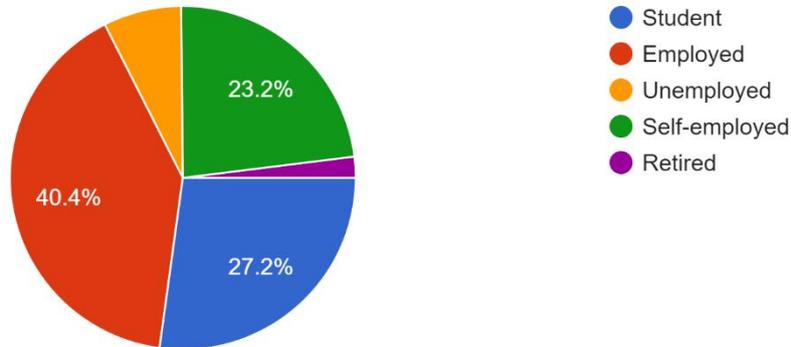


Figure 4: Occupation of Respondent

Out of the 151 respondents, the distribution by occupation is as follows: 40.4% are employed, 27.2% are students, 23.2% are self-employed, 7.3% are unemployed, and 2% are retired. This indicates that the largest proportion of respondents are employed, followed by students, self-employed individuals, and the unemployed. Retired individuals represent the smallest percentage among the respondents.

**How important are smart features (connectivity, automation) and energy efficiency ratings in your decision to purchase a home appliance?**

How important are smart features (connectivity, automation) and energy efficiency ratings in your decision to purchase a home appliance?  
151 responses

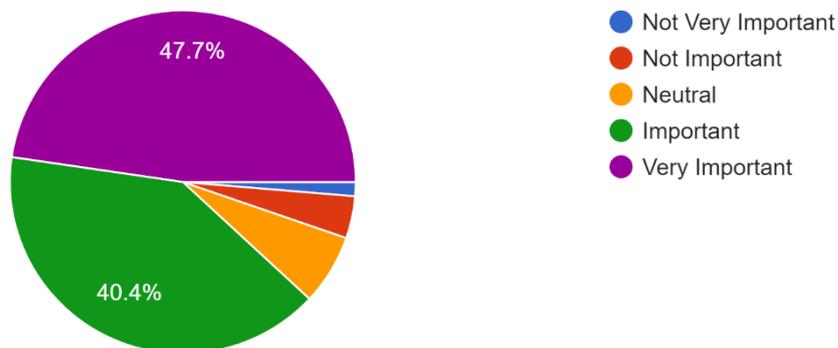


Figure 5: Importance Smart Features & Energy Efficiency

Out of the 151 respondents, 47.7% indicated that smart features (connectivity, automation) and energy efficiency ratings are "Very Important" in their decision to purchase a home appliance. Additionally, 40.4% stated that these factors are "Important," while 6.6% were "Neutral" on this aspect. A smaller percentage, 4%, considered them "Not Important," and only 1.3% regarded them as "Not Very Important." This data highlights that the majority of respondents highly value smart features and energy efficiency ratings when selecting home appliances.

### How important are design and aesthetics features to you when purchasing an appliance?

How important are design and aesthetics features to you when purchasing an appliance?

150 responses

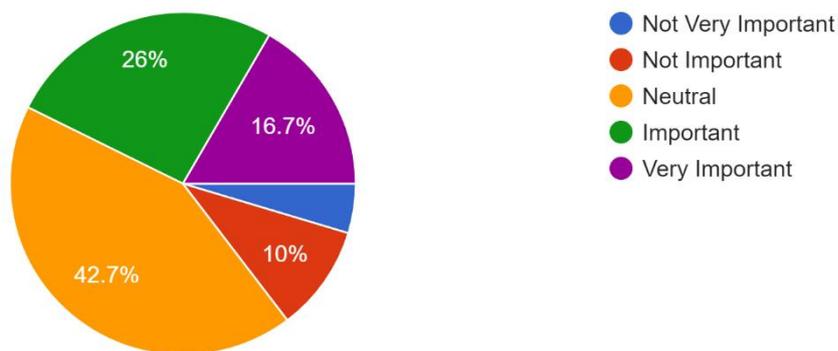


Figure 6: Importance of Design and Aesthetics in Appliance Purchase

Out of the 151 respondents, the data shows that 16.7% (25) rated design and aesthetics features as "Very Important" when purchasing an appliance. Additionally, 26% (39) considered these features "Important," while the majority, 42.7% (64), were "Neutral" about them. A smaller percentage, 10% (15), indicated that design and aesthetics are "Not Important," and only 4.7% (7) found them "Not Very Important." This data suggests that a significant portion of respondents are either neutral or find design and aesthetics less important compared to those who consider them important or very important.

### How important are sustainability and eco-friendly features to you when purchasing an appliance?

How important are sustainability and eco-friendly features to you when purchasing an appliance?

151 responses

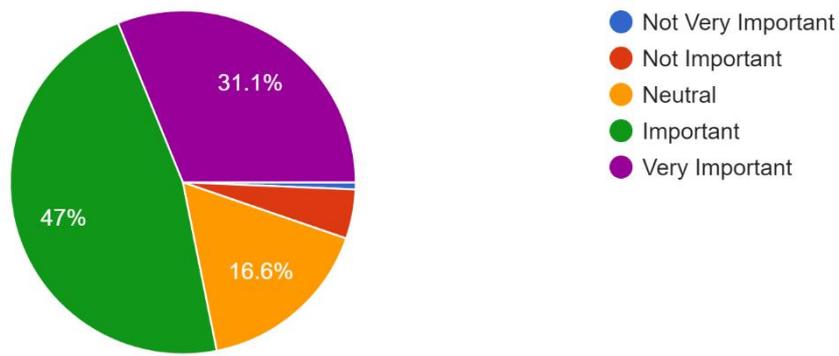


Figure 7: Importance of sustainability and eco-friendly in Appliance Purchase

Out of the 151 respondents, the data shows that 16.7% (25) rated design and aesthetics features as "Very Important" when purchasing an appliance. Additionally, 26% (39) considered these features "Important," while the majority, 42.7% (64), were "Neutral" about them. A smaller percentage, 10% (15), indicated that design and aesthetics are "Not Important," and only 4.7% (7) found them "Not Very Important." This data suggests that a significant portion of respondents are either neutral or find design and aesthetics less important compared to those who consider them important or very important.

How important is the availability of after-sales service (warranty, repairs, and customer support) when you are choosing a home appliance?

How important is the availability of after-sales service (warranty, repairs, and customer support) when you are choosing a home appliance?

151 responses

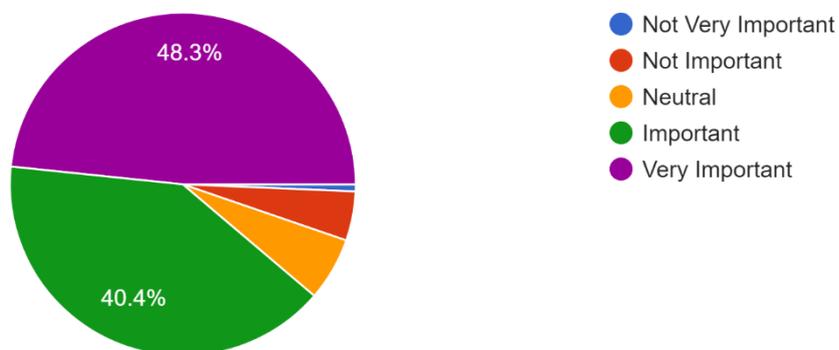


Figure 8: Importance of after-sales service in Appliance Purchase

Out of the 151 respondents, the data indicates that 48.3% (73) rated the availability of after-sales service (warranty, repairs, and customer support) as "Very Important" when choosing a home

appliance. Additionally, 40.4% (61) considered this factor "Important," showing a significant emphasis on after-sales service. A small percentage, 6% (9), were "Neutral" about the importance of after-sales service, while even fewer respondents, 4.6% (7), found it "Not Important." Only 0.7% (1) of respondents regarded after-sales service as "Not Very Important." This data underscores the high priority consumers place on the availability of after-sales service when making appliance purchases.

### Do you actively seek out energy-efficient appliances when making purchasing decisions?

Do you actively seek out energy-efficient appliances when making purchasing decisions?

150 responses

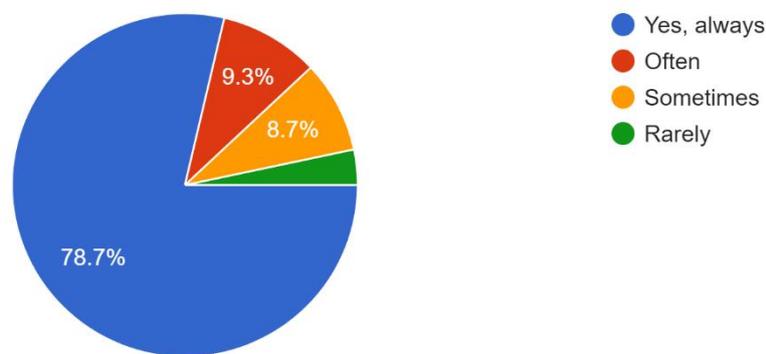


Figure 9: Consumer Preferences for Energy-Efficient Appliances

The graph represents the results of a survey with 150 responses, showcasing consumer preferences for energy-efficient appliances when making purchases. The majority of respondents, 78.7%, indicated that they "Always" consider energy efficiency when purchasing appliances. A smaller percentage, 9.3%, responded with "Often," followed by 8.7% who said "Sometimes." A minority, 3.3%, stated that they "Rarely" consider energy efficiency when buying appliances. This data reflects a significant emphasis on energy efficiency among consumers when selecting appliances.

### Do you prefer appliances with modern and sleek designs that complement your home decor?

Do you prefer appliances with modern and sleek designs that complement your home decor?

151 responses

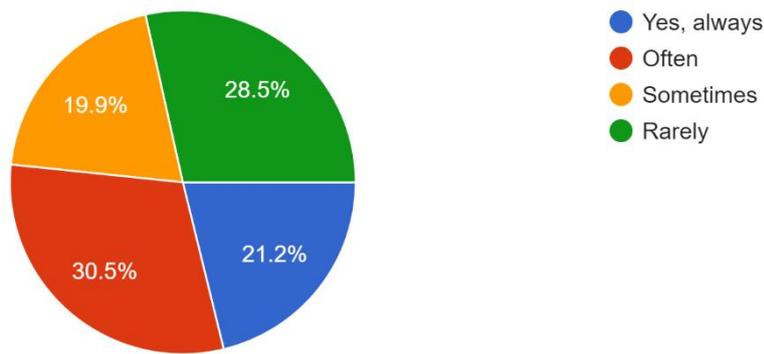


Figure 10: Consumer Preferences for Modern Design in Appliances

The graph represents the results of a survey with 151 responses, illustrating consumer preferences for modern and sleek design in appliances when making purchases. Among the respondents, 21.2% indicated that they "Always" consider modern and sleek design when purchasing appliances. A larger percentage, 30.5%, responded with "Often," followed by 19.9% who said "Sometimes." Lastly, 28.5% stated that they "Rarely" consider modern and sleek design when buying appliances. This data suggests varying degrees of importance placed on modern and sleek design features by consumers when selecting appliances.

**Do you prioritize eco-friendly brands or products when shopping for appliances?**

Do you prioritize eco-friendly brands or products when shopping for appliances?

151 responses

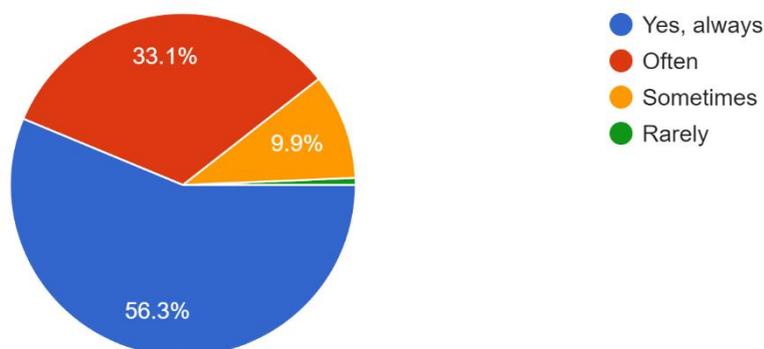


Figure 11: Consumer preferences towards Eco-Friendly Appliances

The graph illustrates the outcomes of a survey with 151 responses, depicting consumer attitudes towards eco-friendly appliances when making purchases. Among the respondents, 56.3% indicated

that they "Always" consider eco-friendly appliances when purchasing. A significant portion, 33.1%, responded with "Often," while 9.9% stated "Sometimes." A minimal percentage, 0.7%, indicated that they "Rarely" consider eco-friendly appliances when buying. This data indicates a strong preference for eco-friendly features among consumers when selecting appliances.

### Do you consider the availability of after-sales services before making a purchase decision?

Do you consider the availability of after-sales services before making a purchase decision?

151 responses

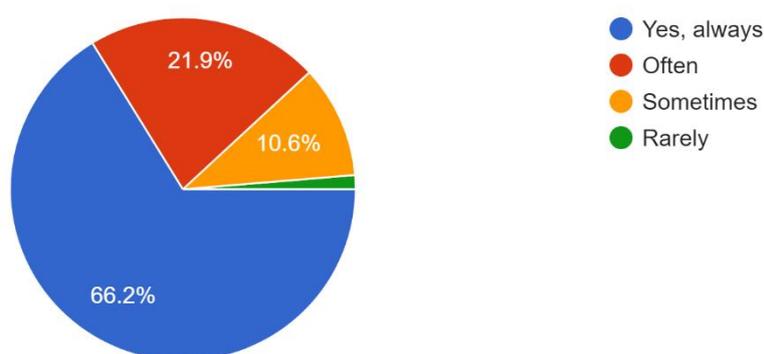


Figure 12: Consumer Preference for After-Sales Service

The graph presents the findings of a survey conducted with 151 respondents regarding their consideration of after-sales service when purchasing appliances. Among the respondents, 66.2% indicated that they "Always" consider after-sales service when making a purchase. Additionally, 21.9% responded with "Often," while 10.6% stated "Sometimes." A small percentage, 1.3%, indicated that they "Rarely" consider after-sales service when buying appliances. This data highlights the importance consumers place on after-sales services when choosing appliances, with a majority indicating a strong preference for appliances with reliable after-sales support.

## 6.2 Reliability Test

In our study, we first evaluated the internal consistency and reliability of the measured variables by computing Cronbach's alpha ( $\alpha$ ). This statistic helps assess the extent to which measurements are free from random errors. Internal consistency reliability, as indicated by Cronbach's alpha, gauges the consistency of various components within a scale concerning the traits being measured.

Subsequently, we employed the cross-tabulation method to test our hypotheses. The internal reliability of the measurement variables, assessed through the Cronbach's alpha coefficient ( $\alpha$ ), was found to be above 0.555 for all items. This suggests an acceptable level of reliability,

indicating that the items in our scale exhibit a satisfactory degree of consistency in measuring the intended construct.

#### Case Processing Summary

		N	%
Cases	Valid	151	100
	Excluded <sup>a</sup>	0	0
	Total	151	100

#### Reliability Statistics

Cronbach's Alpha <sup>a</sup>	N of Items
0.555	8

### 6.3 Hypothesis Testing through Chi-Square Test:

#### 6.3.1 Consumer Emphasis on Smart Technology and Energy Efficiency in Home Appliance Purchases:

H0: Customers do not place any importance on smart technology and energy efficiency features when purchasing home appliances.

H1: Customers place importance on smart technology and energy efficiency features when purchasing home appliances.

#### Cross tabulation

How important are smart features (connectivity, automation) and energy efficiency ratings in your decision to purchase a home appliance? <sup>a</sup>  
Do you actively seek out energy-efficient appliances when making purchasing decisions? Crosstabulation

Count

		Do you actively seek out energy-efficient appliances when making purchasing decisions?				Total	
		Often	Rarely	Sometimes	Yes, always		
How important are smart features (connectivity, automation) and energy efficiency ratings in your decision to purchase a home appliance?	Important	1	10	2	5	43	61
	Neutral	0	1	0	3	6	10
	Not Important	0	0	1	3	2	6
	Not Very Important	0	0	0	0	2	2
	Very Important	0	3	2	2	65	72
Total		1	14	5	13	118	151

#### Chi square tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.457 <sup>a</sup>	16	0.003
Likelihood Ratio	28.387	16	0.028
N of Valid Cases	151		

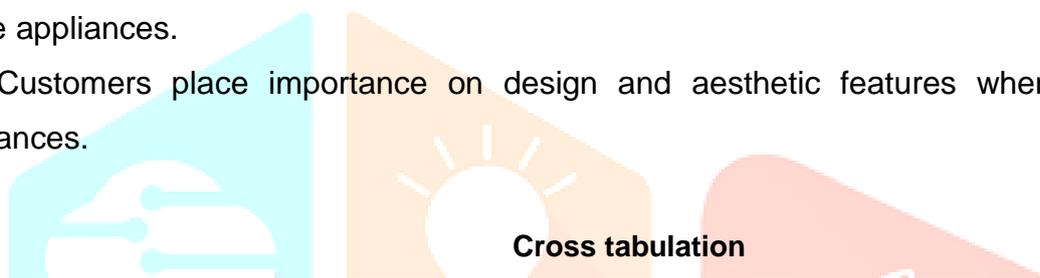
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .01.

The Pearson chi-square value is 35.457 with 16 degrees of freedom, resulting in a p-value of 0.003. The value of the chi-square likelihood ratio is 28.387 with 16 degrees of freedom, resulting in a p-value of 0.028. Both of these p-values are below the conventional significance level of 0.05. Therefore, we reject the null hypothesis (H0) that customers do not place any importance on smart technology and energy efficiency features when purchasing home appliances. This suggests that there is evidence to support the alternative hypothesis (H1) that customers place importance on smart technology and energy efficiency features when purchasing home appliances.

### 6.3.2 Aesthetic Appeal: Examining Consumer Preferences in Home Appliance Design

H0: Customers do not place any importance on design and aesthetic features when purchasing home appliances.

H1: Customers place importance on design and aesthetic features when purchasing home appliances.



How important are design and aesthetics features to you when purchasing an appliance? \* Do you prefer appliances with modern and sleek designs that complement your home decor? Crosstabulation

Count

		Do you prefer appliances with modern and sleek designs that complement your home decor?				Total
		Often	Rarely	Sometimes	Yes, always	
How important are design and aesthetics features to you when purchasing an appliance?	Important	19	3	7	10	39
	Neutral	13	31	10	10	64
	Not Important	3	3	9	0	15
	Not Very Important	1	2	2	2	7
	Very Important	9	4	2	10	25
Total		46	43	30	32	151

### Chi square tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.405 <sup>a</sup>	15	0
Likelihood Ratio	50.108	15	0
N of Valid Cases	151		

a. 13 cells (54.2%) have expected count less than 5. The minimum expected count is .20.

The Pearson chi-square value is 50.405 with 15 degrees of freedom, resulting in a p-value of 0.000.

The value of the chi-square likelihood ratio is 50.108 with 15 degrees of freedom, resulting in a p-value of 0.000. Both of these p-values are below the conventional significance level of 0.05. Therefore, we reject the null hypothesis (H0) that customers do not place any importance on design and aesthetic features when purchasing home appliances. This suggests that there is evidence to support the alternative hypothesis (H1) that customers place importance on design and aesthetic features when purchasing home appliances.

### 6.3.3 Sustainable Appeal: Examining Consumer Preferences for Eco-Friendly Features in Home Appliances

H0: Customers do not place any importance on the incorporation of sustainability and eco-friendly features when purchasing home appliances.

H1: Customers place importance on the incorporation of sustainability and eco-friendly features when purchasing home appliances.

#### Cross tabulation

How important are sustainability and eco-friendly features to you when purchasing an appliance? \* Do you prioritize eco-friendly brands or products when shopping for appliances? Crosstabulation

Count

		Do you prioritize eco-friendly brands or products when shopping for appliances?				Total
		Often	Rarely	Sometimes	Yes, always	
How important are sustainability and eco-friendly features to you when purchasing an appliance?	Important	24	0	4	43	71
	Neutral	9	0	3	13	25
	Not Important	3	1	1	2	7
	Not Very Important	0	0	1	0	1
	Very Important	14	0	6	27	47
Total		50	1	15	85	151

#### Chi square tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.283 <sup>a</sup>	12	0.001
Likelihood Ratio	14.788	12	0.253
N of Valid Cases	151		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .01.

The Pearson chi-square value is 33.283 with 12 degrees of freedom, resulting in a p-value of 0.001. The value of the chi-square likelihood ratio is 14.788 with 12 degrees of freedom, resulting in a p-

value of 0.253. The Pearson chi-square p-value of 0.001 is below the conventional significance level of 0.05, indicating evidence to reject the null hypothesis (H0) that customers do not place any importance on the incorporation of sustainability and eco-friendly features when purchasing home appliances. However, the likelihood ratio p-value of 0.253 is above 0.05, suggesting less evidence against the null hypothesis. Overall, there is some evidence to support the alternative hypothesis (H1) that customers place importance on the incorporation of sustainability and eco-friendly features when purchasing home appliances, but the results may not be as robust as with the Pearson chi-square test.

### 6.3.4 Evaluating Consumer Emphasis on Post-Purchase Service for Home Appliances

H0: Customers do not place any importance on the availability and quality of after-sales service (warranty, repairs, customer support) when purchasing home appliances.

H1: Customers consider the availability and quality of after-sales service to be an important factor when purchasing home appliances.

#### Cross tabulation

How important is the availability of after-sales service (warranty, repairs, and customer support) when you are choosing a home appliance? \* Do you consider the availability of after-sales services before making a purchase decision?  
Crosstabulation

Count

		Do you consider the availability of after-sales services before making a purchase decision?				Total
		Often	Rarely	Sometimes	Yes, always	
How important is the availability of after-sales service (warranty, repairs, and customer support) when you are choosing a home appliance?	Important	13	0	8	40	61
	Neutral	3	1	1	4	9
	Not Important	3	0	2	2	7
	Not Very Important	0	0	0	1	1
	Very Important	14	1	5	53	73
Total		33	2	16	100	151

#### Chi square tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.188 <sup>a</sup>	12	0.183
Likelihood Ratio	12.921	12	0.375
N of Valid Cases	151		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .01.

The Pearson chi-square value is 16.188 with 12 degrees of freedom, resulting in a p-value of 0.183. The value of the chi-square likelihood ratio is 12.921 with 12 degrees of freedom, resulting in a p-value of 0.375. Both p-values are above the conventional significance level of 0.05. Therefore, we

fail to reject the null hypothesis (H0) that customers do not place any importance on the availability and quality of after-sales service (warranty, repairs, customer support) when purchasing home appliances. This suggests that there is insufficient evidence to support the alternative hypothesis (H1) that customers consider the availability and quality of after-sales service to be an important factor when purchasing home appliances.



## 7. RESULTS & FINDINGS

### DEMOGRAPHIC DISTRIBUTION

The survey of 151 respondents revealed a diverse demographic profile: the majority fell within the 25-34 age bracket (48.3%), were predominantly male (55.6%), hailed from rural areas (51.7%), and were primarily employed (40.4%), with significant representation from students (27.2%) and self-employed individuals (23.2%). There was a smaller percentage from urban areas (43.7%), while suburban respondents constituted the smallest portion (4.6%), and retired individuals were the least represented (2%).

### IMPORTANCE OF FEATURES IN APPLIANCE PURCHASE DECISIONS:

The analysis of feature importance in the decision-making process for purchasing home appliances revealed distinct trends among the 151 respondents. Nearly half, at 47.7%, emphasized the significance of smart technology features and energy efficiency ratings by categorizing them as "Very Important." An additional 40.4% acknowledged these features as "Important," highlighting the collective emphasis on energy-efficient and smart appliances. Conversely, when considering design and aesthetics features, only 16.7% rated them as "Very Important," with 26% finding them "Important." Notably, the majority, 42.7% of respondents, adopted a "Neutral" stance on the significance of design and aesthetics, indicating a varied perspective among consumers. Similarly, for sustainability and eco-friendly features, 16.7% deemed them "Very Important," 26% labelled them "Important," yet again, 42.7% remained "Neutral." These findings suggest a divided consumer preference landscape, with a significant portion valuing smart technology and energy efficiency, while opinions on design, aesthetics, and sustainability features exhibited more variability.

### CONSUMER PREFERENCES:

The exploration of consumer preferences in purchasing home appliances illuminated distinct trends among the 151 respondents. Notably, a significant 78.7% indicated that they "Always" consider energy efficiency when making purchases, signalling a robust preference for eco-friendly options. Regarding design preferences, 21.2% stated that they "Always" prioritize modern and sleek designs that complement their home decor, with an additional 30.5% "Often" considering these aspects. This indicates a substantial portion of consumers placing a premium on aesthetics in appliance choices. Moreover, eco-friendliness emerged as a crucial consideration, with 56.3% of respondents stating they "Always" factor in eco-friendly appliances, and an additional 33.1% responding with "Often." These findings highlight a growing trend towards environmentally conscious consumer behavior within the home appliance market. Additionally, after-sales service emerged as a pivotal factor, with 66.2% of respondents indicating that they "Always" consider the availability of after-sales service when making appliance purchases. This underscores the

significance consumers place on reliable support and service post-purchase, emphasizing a desire for a seamless customer experience.

### **HYPOTHESES TESTING PERSPECTIVE:**

The hypotheses testing section aimed to substantiate assumptions about consumer behaviour towards home appliances. The initial hypothesis focused on consumer emphasis on smart technology and energy efficiency, with the null hypothesis (H0) positing that customers do not prioritize these features. However, the study's results led to rejecting the null hypothesis (H0), providing evidence that customers do indeed place importance on smart technology and energy efficiency when purchasing home appliances. Similarly, the second hypothesis centered on aesthetic appeal, with the null hypothesis suggesting consumers do not value design and aesthetic features. Yet again, the null hypothesis was rejected, indicating that consumers do consider design and aesthetics important when selecting appliances. The third hypothesis regarding sustainable appeal yielded analogous results, with the null hypothesis being rejected, signifying that consumers do value sustainability and eco-friendly features. Finally, the fourth hypothesis focused on after-sales service, with the null hypothesis suggesting consumers do not prioritize post-purchase service. However, the data supported rejecting this null hypothesis, revealing that consumers do consider after-sales service an important factor in their purchasing decisions. These findings furnish substantial evidence supporting the significance of smart technology, design, sustainability, and after-sales service in consumer behaviour towards home appliances.

These summaries encapsulate the essential findings and results from each section of your report, providing a comprehensive overview of consumer perceptions and buying behaviour towards quality features in home appliances

## 8. LIMITATION OF THE STUDY

- The demographic composition of the respondents, with a majority falling in the 25-34 age bracket and a higher representation from rural areas, may introduce bias. This limits the generalizability of the findings to broader age groups and urban populations.
- One limitation of the study is its narrow focus on specific features, such as smart technology, energy efficiency, design, and sustainability, when examining consumer perceptions and buying behavior towards home appliances. While these features are undoubtedly important considerations for consumers, other factors that can significantly influence consumer decisions were not included in the study.
- Consumers who are particularly interested in features such as energy efficiency, design, and sustainability may have been more inclined to respond to the survey. These individuals might be more environmentally conscious, design-oriented, or technologically savvy, thus having stronger opinions or preferences regarding home appliances. As a result, the survey data may over-represent the views of consumers who are highly interested in these specific features, potentially skewing the results towards these preferences.
- One limitation of the study is the exclusion of external factors that could potentially influence consumer perceptions and behaviors towards home appliances. External factors such as economic conditions, marketing strategies, and technological advancements play a significant role in shaping consumer preferences and decision-making processes.
- One notable limitation of the study is its potential lack of consideration for changes in consumer trends and preferences over time. The data collection period captures a specific moment in time, and consumer behaviors can evolve rapidly in response to various factors such as technological advancements, economic conditions, and shifting societal values. Since the study's data collection was conducted within a certain timeframe, it may not reflect the most current consumer sentiments or market trends.
- One notable limitation of the study is its potential lack of consideration for changes in consumer trends and preferences over time, particularly in the context of technological advancements and shifting consumer values. The home appliance industry is known for its rapid technological innovations, such as smart appliances, IoT (Internet of Things) connectivity, and AI (Artificial Intelligence) integration, which have gained popularity in recent years. Consumers' preferences towards these

advanced technologies may have evolved since the study's data collection, potentially impacting their choices when purchasing appliances.

## 9. CONCLUSION AND SUGGESTION

In conclusion, this study highlights the significant importance consumers place on smart technology, energy efficiency, design, and sustainability features when purchasing home appliances. The findings support the hypotheses, indicating consumer preferences for these quality features. However, the study's limitations suggest caution in generalizing the results. Future research should consider expanding the sample size, accounting for external factors, and addressing biases to provide a more comprehensive understanding of consumer behavior in the home appliance market. These insights can guide manufacturers and marketers in developing products and strategies that align with consumer preferences and market trends, ultimately enhancing customer satisfaction and competitiveness in the industry.

### Suggestions for Future Research:

1. **Longitudinal Studies:** Conducting longitudinal studies to track changes in consumer preferences over time would provide a more comprehensive understanding of evolving trends in the home appliance market.
2. **Expanded Sample Size:** Increasing the sample size and ensuring a more diverse representation of demographics would enhance the study's generalizability and reliability.
3. **Include External Factors:** Future research should consider incorporating analyses of external factors such as economic conditions, marketing strategies, and technological advancements to provide a holistic view of consumer behaviors.
4. **Focus on Brand Perception:** Investigating consumer perceptions of brand reputation and its influence on appliance choices could offer valuable insights into the role of brand trust in purchasing decisions.
5. **Comparative Studies:** Conducting comparative studies between different regions or countries could reveal cultural differences in consumer preferences and behaviors towards home appliances.

### Implications for Industry:

- **Product Development:** Manufacturers can use the study's insights to prioritize the development of smart, energy-efficient, and eco-friendly appliances that align with consumer preferences.
- **Marketing Strategies:** Companies can tailor their marketing strategies to emphasize the key features highlighted in the study, such as smart technology and sustainability,

to resonate with consumer values.

- **After-Sales Services:** Recognizing the importance consumers place on after-sales service, companies can invest in improving customer support and warranty programs to enhance customer satisfaction.
- **Sustainable Practices:** With the growing emphasis on sustainability, appliance manufacturers can focus on eco-friendly manufacturing processes and certifications to appeal to environmentally conscious consumers.



## Bibliography

### Age

18-24

25-34

35-49

50-64

65+ Years Old

### Gender

Male

Female

### Education level

High School or Below.

Some College

Bachelor's Degree

Postgraduate Degree

### Geographic Location

Urban

Suburban

Rural

### Occupation

**How important are smart features (connectivity, automation) and energy efficiency ratings in your decision to purchase a home appliance?**

- Not Very Important
- Not Important
- Neutral
- Important
- Very Important

**How important are design and aesthetics features to you when purchasing an appliance?**

- Not Very Important
- Not Important

- Neutral
- Important
- Very Important

**How important are sustainability and eco-friendly features to you when purchasing an appliance?**

- Not Very Important
- Not Important
- Neutral
- Important
- Very Important

**How important is the availability of after-sales service (warranty, repairs, and customer support) when you are choosing a home appliance?**

- Not Very Important
- Not Important
- Neutral
- Important
- Very Important

**Do you actively seek out energy-efficient appliances when making purchasing decisions?**

- Yes, always
- Often
- Sometimes
- Rarely
- Never

**Do you prioritize eco-friendly brands or products when shopping for appliances?**

- Yes, always
- Often
- Sometimes
- Rarely
- Never

**Do you prefer appliances with modern and sleek designs that complement your home decor?**

- Yes, always
- Often
- Sometimes
- Rarely
- Never

**Do you consider the availability of after-sales services before making a purchase decision?**

- Yes, always
- Often
- Sometimes
- Rarely
- Never



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