

Conceptualising Strategic Priorities of White Goods

Manish Uprety*, P. C. Kavidayal**

Abstract

This study aims at finding out the effect of satisfaction of repurchases carried out by consumers on the basis of various factors of satisfaction. Consumer behaviour was taken up to assess the need of consumers from time to time, and to have an assessment of the dynamic nature of consumer behaviour indicating requirements of changes in products of various manufacturers or the brands, with a view to make a study of success in the market. This study has been conducted primarily on the basis of samples collected from 823 consumers in four districts of the Uttarakhand state, namely Nainital, Udham Singh Nagar, Almora, and Pithoragarh. The data collected was on the basis of the application of convenience sampling through interviews, and data collected from questionnaire responses. White goods were in the top priority with regard to the utmost satisfaction of consumers rebuying products.

Keywords: White Goods, Repurchase, Consumer, Satisfaction

Introduction

The Indian consumer durable market is perceived as a rural and urban market, and this section has engrossed the market all over the world. The consumers of this segment hold mainly the middle class, and up to a great extent as affluent class but not the economically deprived class. With this perception, industries look at India as one of the core markets from where prospected growth has a bright scope. The composition of the Indian population and the increase in the disposable earnings of the consumer are likely to act as guiding factors in the growth of the consumer marketplace.

Electrical devices and other goods which are used for household purposes come under the category of consumer

durable industry, like refrigerators, air conditioners, televisions, washing machines, and so on. In May 2017, the consumer durable marketplace was approximately USD 15 billion and it was expected that the consumer durable market of India will be almost USD 20.6 billion by 2020. In consumer durable manufacturing in India, the large market share of sales is drawn from the market, which is almost 65% of the total sales. Nowadays, many brands have entered rural areas, to have a chance to grow in the rural market through the utilisation of articles. The overseas trades of electronic goods from India attained USD 186.7 million for the duration April-September 2017. It is also expected that in the coming years the use of consumer durable products is expected to evidence growth in the rural markets, because of electrification in rural areas, which will capture rural buying, as the union, as well as the state governments, have given top priority for developing infrastructure in rural India. The prime aspect is to give top priority to the electrification of all villages. This will, besides all-around development, generate demand for electronic goods like refrigerators, air conditioners, televisions, washing machines, and so on, which were not being used because of the non-availability of power supply in the houses. The manufacturers may have to re-design their products according to the needs of small households or make other small modifications, which may increase the probability of people in rural areas adopting the products. Many of the residents of the rural areas may have connectivity with nearby towns and may have the choice of buying articles that are used in the towns or the big markets in urban locations. A higher foreign direct investment (FDI) in a number of brands will also boost the supply chain of various products to the rural areas to capture a larger market.

India is likely to come up as a world-established middle-class consumer marketplace, with the joint expenditure of the consumer of just about the USD 13 trillion by 2030,

* Research Scholar, DMS Bhimtal Campus, Kumaon University, Uttarakhand, India. Email: manishuprey123@gmail.com

** Director, Bhimtal Campus & Dean, Faculty of Commerce and Management Studies, Kumaon University, Bhimtal Campus, Nainital, Uttarakhand, India. Email: pkavidayal@gmail.com

according to the report published by Deloitte titled “India matters: Winning in growth markets”.

The Indian consumer marketplace was likely to expand at a compounded annual growth rate (CAGR) of 14.8%, which will amount to USD 12.5 billion up to the financial year 2015 from USD 7.3 billion in the financial year 2012, which was backed by the rise in the family income and growth in affordability. In the Indian consumer durable industry, a major share of the overall revenue comes from the urban market, which is approximately 65% of the overall revenues. The demand for consumer electronic goods, such as refrigerators and washing machines is expected to grow in the rural markets in the years to come. The rural market was expected to grow at a CAGR of 25% to reach USD 6.4 billion by FY 2015, from USD 2.1 billion in FY 2010; overall, this marketplace is anticipated to become USD 21.18 billion by 2025.

After reviewing the literature and the kind of growth expected in the white goods market, factors leading to satisfaction and their impact on repurchase were studied further, to have an assessment of people’s intent.

Literature Review

An effort has been made to review a few relevant studies in the following paragraphs.

Bhullar and Singh (2017), in their study, suggested that to improve effectiveness of global marketing strategies in the Indian market, adoption of the pragmatic approach is very important; to do so, the companies should adopt latest technologies to enhance value for money for the customers at a lower price. To procure customers, as a successful consumer-oriented market service provider, the manufacturers are required to work as a psychologist and keep in mind those factors that create a favourable image in consumers’ mind to satisfy them. This was revealed by Ramya and Ali (2016). Rajan and Nandagopal (2010) found that in rural areas, families are usually of a large size, with string family bonds between them; hence, the influence of family members in the purchase of durable goods is also found to be very strong. The process of decision making is sophisticated due to the several members in the family, where the key earner of the family is the main decision maker. Factors like price, dealer reputation, advertisement, discount and gifts, brand name, warranty, social norms, and opinion leaders play

an important role in the final purchase. While purchasing any white goods, a few factors like showroom ambience and product features, maintenance and after sales service, money value, brand, guarantee, and offers are vastly considered by the buyers. The satisfaction among different genders is different, according to the products. This was authenticated by Kalaiselvi and Muruganandam (2015). Amutha and Sulthana (2011) have alleged that due to multiple reasons, such as rationalised technology, superior status, and influence of reference groups, the attitudes of people in the city of Chennai have transformed. It was also found in the study that price and brand reputation were the most important factors for the middle-income group. Thakur and Hundal (2008) have discussed that to grab the unexplored market, advertisements focusing on products’ core benefits will be more useful. The rural and urban consumers have different perceptions towards washing machines as a product of necessity. Ashok (2007) has examined the micro and macro factors and found that brand name and utility of the product have enormous influence on the purchase decision. Apart from these, other factors like sales promotions, price, exchange offers, free gifts, and social and cultural values also have a massive impact on the purchase decision. In addition, it was found that there is a requirement for better dealer network, to reduce product delivery waiting time and distribution cost. Erdem and Keane (1996) revealed that even though the forward-looking model fits the data and is statistically superior at conventional significance levels, both models create alike approximations: consumers do not want to change their brands, to avoid any risk. This discourages them to buy unfamiliar brands. The purchase of products like refrigerators, washing machines, and microwave ovens is usually instigated by female consumers and the purchase of products like air conditioners and LCDs is instigated by male consumers. The best influencers for consumer durable products are family and friends. This was authenticated by Rana and Jha (2018). Patnaik (2020), in his study, observed that rural buying is mainly dominated by male consumers and marketers should ensure the availability of the products in far retail shops as well. The price sensitivity of the consumers instigates the requirement of reduction in overheads, by maintaining the quality of the product; the marketers should keep in touch with the influencers of the rural market who help the consumers in their buying. The result of the study conducted by Sathya and Indirajith (2018) shows that demographic variables of consumers, such as economy,

education, and so on, are not associated with knowledge of the product. Brand loyalty is not evident in the consumer durable products, and consumers are ready to change their brands if more benefits are found in the new product. Vijayalaxmi and Rao (2015) revealed in their study that in various aspects, such as quality, preference, and decision making, all the customers are similar. There is also requirement to change the promotional tools and distribution systems of electronic goods. Digital marketing has a very good influence on consumers. For the consumer who searches for information online, search engine marketing has a great influence on them, where a solution to match the need of the consumer is provided in place of any product or service. This was found by Kaushik and Prativindhya (2019). Sundar and Sharmila (2014) show in their study that the promotion of the product should be according to the image of the product and buyers seek other benefits, rather than the functional benefits. All the products have a risk and those risks should be covered by the manufacturer. There is a requirement to show fruitful information through media about the product. The sales person should be trained properly so that proper information is disseminated and more sales are acquired. The proper use of social media is also solicited to promote goods. This was suggested by Vijayalakshmi, Mahalakshmi and Magesh (2013). Sivasankaran (2017), while checking the impact of digital marketing on buying behaviour, alleged that young consumers have a larger influence on the individual's family buying behaviour due to their awareness level about the products. The results of the study conducted by Myrzabekkyzy, Bolganbayev and Kelesbayev (2021) show that among the effect of need recognition, determination of alternatives, and evaluation of alternatives on the purchase decision of women consumers, they prioritise need while purchasing white goods. Through online marketing we save money and time; every time physical verification of products is not required to influence the consumers. This was suggested by Gupta and Gupta (2019) in their research. Karthika, Anand, Senthilkumar and Monisha (2018) have found that the buyers should have options in the market, to reduce post-purchase dissatisfaction. All the information regarding the technical use of the product should be given, to reduce technical mistakes.

Objective

This study seeks to measure those variables of satisfaction which encourage consumers to repurchase white goods.

Research Methodology

This study is based on the sample collected from the four districts (Nainital, Pithoragarh, Udham Singh Nagar, and Almora) of the Kumaon region of Uttarakhand. The scholar has adopted convenience sampling for data collection. The philosophy behind selecting these districts is their population and economic base, which are roughly representative of the industrial development and population diversity of the region. Due to the easy availability of data for white goods, like washing machines, refrigerators, and cooktops, in all these districts, these products were taken. Around 823 samples from respondents were collected through a questionnaire, where close-ended questions were asked on a five-point Likert scale. To analyse internal consistency, the most common statistics used was Cronbach's alpha for each construct, the value of which was found to be more than 0.70; this indicates the reliability of the scale used for the study (Nunnally & Bernstein, 1994). For this study, the scale developed shows the value of Cronbach's alpha as 0.947, which is > 0.70 . This confirms the validity of the scale. To increase accuracy and authenticity, the responses were given a proper code in MS Excel, and it was processed through the statistical software, SPSS-16. The regression model has been applied to complete this study and provide adequate results.

Hypothesis

To achieve the objective, the following hypothesis has been formulated:

H_0 – There is no significant impact of satisfaction on the repurchase of white goods.

Data Analysis

Impact of Satisfaction on Repurchase of White Goods – Refrigerator

The impact of various factors of satisfaction, i.e., product quality, product feature, and product identity, taken as the interpreter variables in the regression model to predict the dependent variable (repurchase of refrigerator) has been analysed by applying a multiple regression model. The following null hypothesis has been formulated and tested at 5% level of significance:

H_{01} : There is no significant impact of satisfaction on repurchase of refrigerator.

Various outputs of regression analysis are discussed as follows:

The model summary is revealed in Table 1. This table shows that R^2 value is 0.198. It indicates that 19.8% variation in the dependent variable, ‘repurchase of refrigerator’, is explained by the three independent predictors/determinants.

Table 1: Model Summary^b on Repurchase of Refrigerator

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.444 ^a	.198	.195	11.10178

a. Predictors: (Constant), PRODUCT_IDENTITY_White_Goods, FEATURE_White_Goods, QUALITY_White_Goods
 b. Dependent Variable: REPURCHASE_OF_REFRIGERATOR

The results of the overall model fit are revealed in Table 2. From the table, we can find that the p value is 0.000, which is < 0.05. Here we may conclude that the model overall is statistically fit. More precisely, the determinants have a significant effect on repurchase of refrigerator.

Table 2: Results of ANOVA^b on Repurchase of Refrigerator

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24845.839	3	8281.946	67.197	.000 ^a
	Residual	100941.393	819	123.250		
	Total	125787.232	822			

a. Predictors: (Constant), PRODUCT_IDENTITY_White_Goods, FEATURE_White_Goods, QUALITY_White_Goods
 b. Dependent Variable: REPURCHASE_OF_REFRIGERATOR

Further, the coefficients and test statistics of the regression analysis in the model are outlined in Table 3. The study

Table 3: Coefficients^a of Modal on Repurchase of Refrigerator

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	29.609	1.811		16.352	.000		
	FEATURE_White_Goods	2.654	1.187	.173	2.236	.026	.164	6.080
	QUALITY_White_Goods	2.703	1.199	.188	2.255	.024	.140	7.119
	PRODUCT_IDENTITY_White_Goods	1.534	1.099	.100	1.395	.163	.190	5.274

a. Dependent Variable: REPURCHASE_OF_REFRIGERATOR

also confirmed the absence of the multicollinearity problem in the model, before extracting the coefficient of the regression model. Multicollinearity refers to when the predictor variables are highly correlated with each other. This is an issue, as our regression model will not be able to accurately associate variance in our outcome variable with the correct predictor variable; this will lead to incorrect inferences. This can be examined with the help of collinearity statistics.

Multicollinearity in this study has been detected with the help of tolerance and its reciprocal, called the variance inflation factor (VIF). If the value of tolerance is less than 0.2 or 0.1 and, simultaneously, the value of VIF is ten and above, then multicollinearity is problematic. Collinearity statistics have been shown in Table 3. It can be seen that all the predictor variables in the model have a tolerance value > 0.1, with VIF < 10. Hence our model has no serious problem of multicollinearity.

To make a valid inference from the regression analysis, the residuals of the model should follow a normal distribution. The normality of the residuals is confirmed by drawing a normal p-p plot of standardised residuals of the model. Test outcomes are presented in Fig. 2. Table 4 also supports the normality, with mean zero and a standard deviation. Another assumption of the multiple regressions is a linearity, which in this study is confirmed by carrying out the nonlinearity test. From the scatter plot with loess curve given in Fig. 3, this study satisfies the assumption of linearity. From the loess curve in Fig. 2, it appears that the relationship of standardised predicted to residuals is linear.

Coefficients of the predictors in the model are revealed in Table 3. Results indicate that none of the coefficients of predictor variables are significant. On the basis of the outcomes of the regression model, this study concludes that none of the variables are predictors/determinants of the repurchase of refrigerators. Results of the regression model accept our null hypothesis H_{01} , and claim that there is no significant impact of satisfaction on the repurchase of refrigerators.

Table 4: Residuals Statistics^a of Modal on Repurchase of Refrigerator

	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>N</i>
Predicted Value	36.4993	64.0625	54.3767	5.49783	823
Residual	-4.21717E1	28.28530	.00000	11.08150	823
Std. Predicted Value	-3.252	1.762	.000	1.000	823
Std. Residual	-3.799	2.548	.000	.998	823

a. Dependent Variable: REPURCHASE_OF_REFRIGERATOR

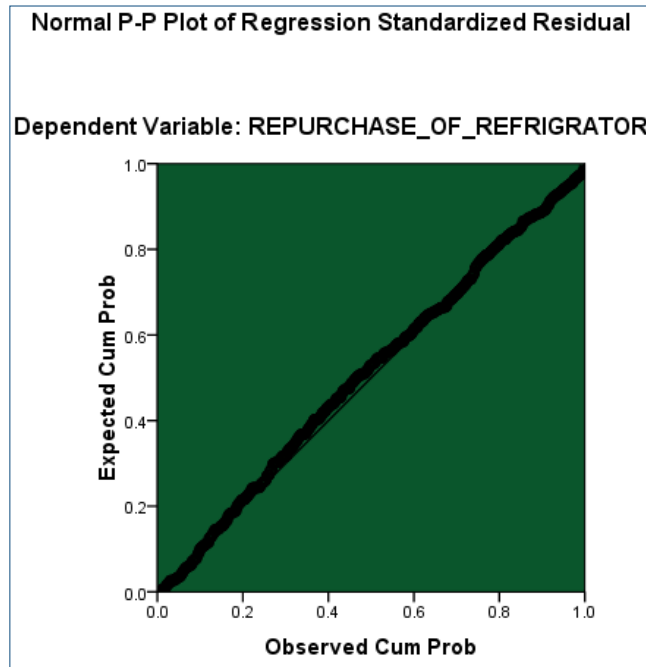


Fig. 1: Normality of the Standardised Residuals of Regression Model

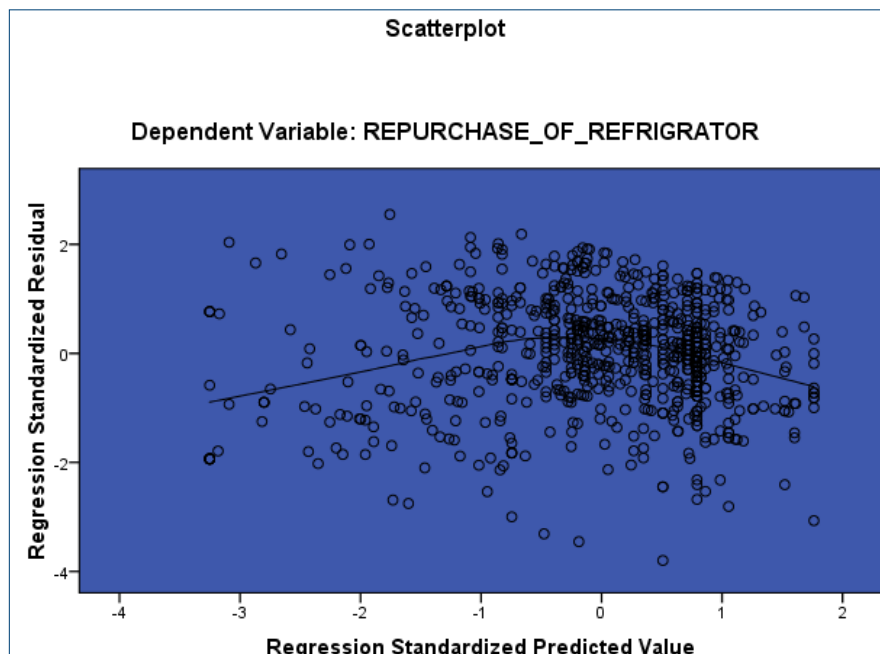


Fig. 2: Scatter Plot of the Standardised Residuals of Regression Model

Impact of Satisfaction on Repurchase of White Goods – Washing Machine

The impact of various factors of satisfaction, i.e., product quality, product feature, and product identity, taken as the interpreter variables in the regression model to predict the dependent variable (repurchase of washing machine) has been analysed by applying a multiple regression model. The following null hypothesis has been formulated and tested at 5% level of significance:

H_{02} : There is no significant impact of satisfaction on repurchase of washing machine.

Various outputs of regression analysis are discussed as follows:

The model summary is revealed in Table 5. This table shows that R^2 value is 0.153. It indicates that 15.3% variation in the dependent variable, 'repurchase of washing machine', is explained by the three independent predictors/determinants.

Table 5: Model Summary^b on Repurchase of Washing Machine

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.392 ^a	.153	.150	10.63933

a. Predictors: (Constant), PRODUCT_IDENTITY_White_Goods, FEATURE_White_Goods, QUALITY_White_Goods

b. Dependent Variable: REPURCHASE_OF_WASHING_MACHINE

The results of the overall model fit are revealed in Table 6. From the table, we can find that the p value is 0.000, which is < 0.05 . Here we may conclude that the model overall is statistically fit. More precisely, the determinants have a significant effect on repurchase of washing machine.

Table 6: Results of ANOVA^b on Repurchase of Washing Machine

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16796.470	3	5598.823	49.462	.000 ^a
	Residual	92707.047	819	113.195		
	Total	109503.516	822			

a. Predictors: (Constant), PRODUCT_IDENTITY_White_Goods, FEATURE_White_Goods, QUALITY_White_Goods

b. Dependent Variable: REPURCHASE_OF_WASHING_MACHINE

Further, the coefficients and test statistics of the regression analysis in the model are outlined in Table 7. The study confirmed the absence of the multicollinearity problem in the model, before extracting the coefficient of the regression model. Multicollinearity refers to when the predictor variables are highly correlated with each other. This is an issue, as our regression model will not be able to accurately associate variance in our outcome variable with the correct predictor variable; this will lead to incorrect inferences. This can be examined with the help of collinearity statistics.

Multicollinearity in this study has been detected with the help of tolerance and its reciprocal, called the variance inflation factor (VIF). If the value of tolerance is less than 0.2 or 0.1 and, simultaneously, the value of VIF is ten and above, then multicollinearity is problematic. Collinearity statistics have been shown in Table 7. It can be seen that all the predictor variables in the model have a tolerance value > 0.1 , with $VIF < 10$. Hence our model has no serious problem of multicollinearity.

To make a valid inference from the regression analysis, the residuals of the model should follow a normal distribution. The normality of the residuals is confirmed by drawing a normal p-p plot of standardised residuals of the model. Test outcomes are presented in Fig. 3. Table 8 also supports the normality, with mean zero and a standard deviation. Another assumption of the multiple regressions is a linearity, which in this study is confirmed by carrying out the nonlinearity test. From the scatter plot with loess curve given in Fig. 4, this study satisfies the assumption of linearity. From the loess curve in Fig. 4, it appears that the relationship of standardised predicted to residuals is linear.

Coefficients of the predictors in the model are revealed in Table 7. Results indicate that the coefficient of predictor variable 'product quality' shows a strong relationship with repurchase of washing machine (Beta = 3.287, $t = 2.861$, and $p = 0.004$). The impact of other predictor variables were not found to be significant. On the basis of the outcomes of the regression model, this study concludes that product quality is the best predictor/determinant of the repurchase of washing machines. Results of the regression model reject our null hypothesis H_{02} , and claim that there is a significant impact of product quality on the repurchase of the washing machine.

Table 7: Coefficients^a of Modal on Repurchase of Washing Machine

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	27.297	1.735		15.731	.000		
	FEATURE_White_Goods	1.158	1.138	.081	1.018	.309	.164	6.080
	QUALITY_White_Goods	3.287	1.149	.245	2.861	.004	.140	7.119
	PRODUCT_IDENTITY_White_Goods	1.111	1.053	.078	1.055	.292	.190	5.274

a. Dependent Variable: REPURCHASE_OF_WASHING_MACHINE

Table 8: Residuals Statistics^a of Modal on Repurchase of Washing Machine

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	32.8524	55.0746	47.3512	4.52036	823
Residual	-3.65190E1	26.35523	.00000	10.61990	823
Std. Predicted Value	-3.207	1.709	.000	1.000	823
Std. Residual	-3.432	2.477	.000	.998	823

a. Dependent Variable: REPURCHASE_OF_WASHING_MACHINE

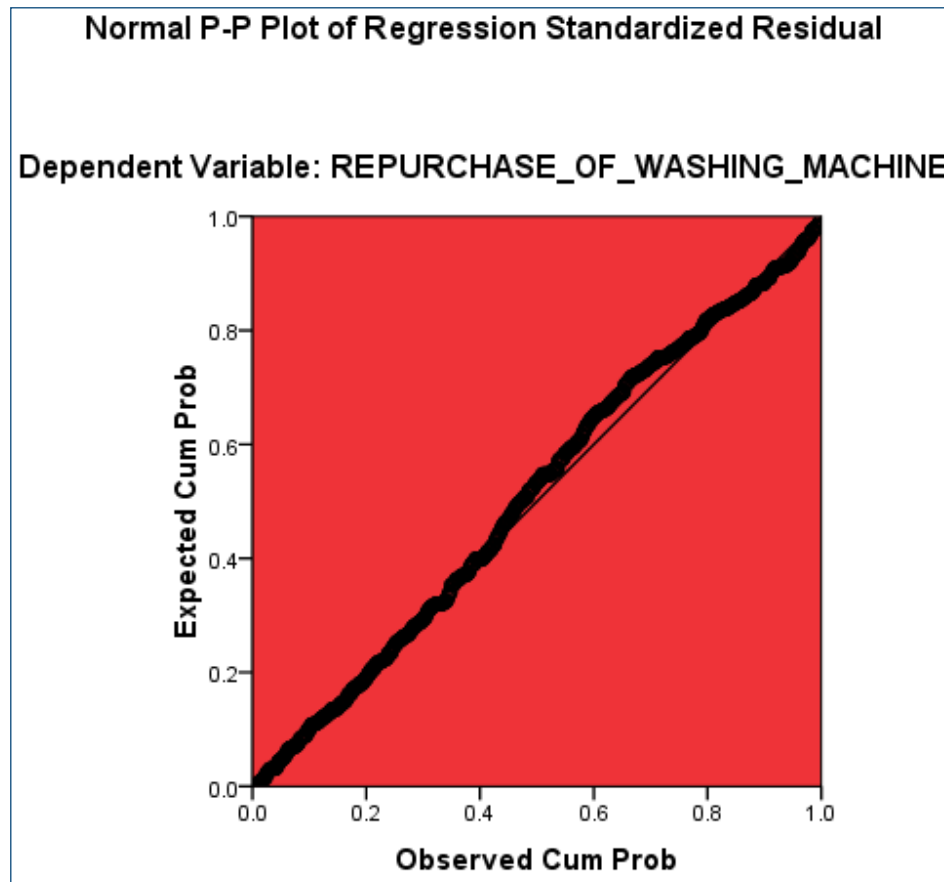


Fig. 3: Normality of the Standardised Residuals of Regression Model

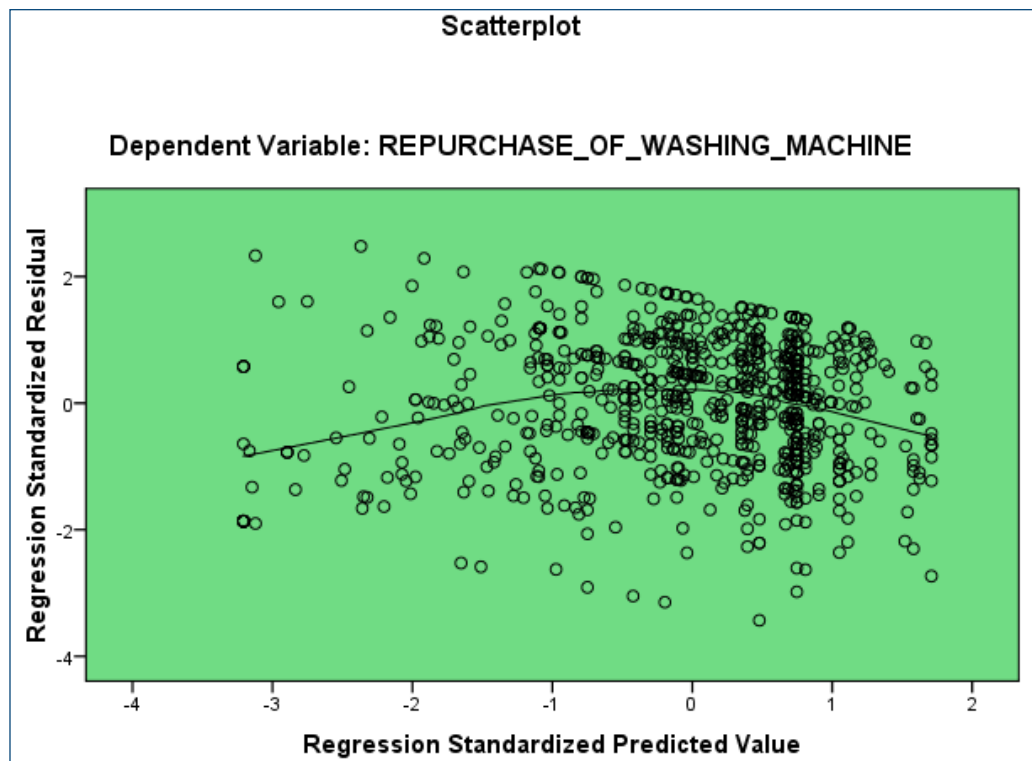


Fig. 4: Scatter Plot of the Standardised Residuals of Regression Model

Impact of Satisfaction on Repurchase of White Goods – Cooktop

The impact of various factors of satisfaction, i.e., product quality, product feature, and product identity, taken as the interpreter variables in the regression model to predict the dependent variable (repurchase of washing machine) has been analysed by applying a multiple regression model. The following null hypothesis has been formulated and tested at 5% level of significance:

H₀₃: There is no significant impact of satisfaction on repurchase of cooktop.

Various outputs of regression analysis are discussed as follows:

The model summary is revealed in Table 9. This table shows that R² value is 0.197. It indicates that 19.7%

variation in the dependent variable, ‘repurchase of cooktop’, is explained by the three independent predictors/determinants.

Table 9: Model Summary^b on Repurchase of Cooktop

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.444 ^a	.197	.194	10.79428

a. Predictors: (Constant), PRODUCT_IDENTITY_White_Goods, FEATURE_White_Goods, QUALITY_White_Goods

b. Dependent Variable: REPURCHASE_OF_COOK_TOP

The results of the overall model fit are revealed in Table 10. From the table, we can find that the p value is 0.000, which is < 0.05. Here we may conclude that the model overall is statistically fit. More precisely, the determinants have a significant effect on repurchase of cooktop.

Table 10: Results of ANOVA^b on Repurchase of Cooktop

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23411.113	3	7803.704	66.975	.000 ^a
	Residual	95426.916	819	116.516		
	Total	118838.029	822			

a. Predictors: (Constant), PRODUCT_IDENTITY_White_Goods, FEATURE_White_Goods, QUALITY_White_Goods

b. Dependent Variable: REPURCHASE_OF_COOK_TOP

Further, the coefficients and test statistics of the regression analysis in the model are outlined in Table 11. The study also confirmed the absence of the multicollinearity problem in the model, before extracting the coefficient of the regression model. Multicollinearity refers to when the predictor variables are highly correlated with each other. This is an issue, as our regression model will not be able to accurately associate variance in our outcome variable with the correct predictor variable; this will lead to incorrect inferences. This can be examined with the help of collinearity statistics.

Multicollinearity in this study has been detected with the help of tolerance and its reciprocal, called the variance inflation factor (VIF). If the value of tolerance is less than 0.2 or 0.1 and, simultaneously, the value of VIF is ten and above, then multicollinearity is problematic. Collinearity statistics have been shown in Table 11. It can be seen that all the predictor variables in the model have a tolerance value > 0.1, with VIF < 10. Hence, our model has no serious problem of multicollinearity.

To make a valid inference from the regression analysis, the residuals of the model should follow a normal

distribution. The normality of the residuals is confirmed by drawing a normal p-p plot of standardised residuals of the model. Test outcomes are presented in Fig. 5. Table 12 also supports the normality, with mean zero and a standard deviation. Another assumption of the multiple regressions is a linearity, which in this study is confirmed by carrying out the nonlinearity test. From the scatter plot with loess curve given in Fig. 6, this study satisfies the assumption of linearity. From the loess curve in Fig. 6, it appears that the relationship of standardised predicted to residuals is linear.

Coefficients of the predictors in the model are revealed in Table 11. Results indicate that the coefficient of predictor variable ‘product quality’ shows a strong relationship with repurchase of cooktops (Beta = 4.050, t = 3.475, and p = 0.001). The impact of other predictor variables was not found to be significant. On the basis of the outcomes of the regression model, this study concludes that product quality is the best predictor/determinant of the repurchase of cooktops. The results of the regression model reject our null hypothesis H₀₃, and claims that there is a significant impact of product quality on the repurchase of cooktops.

Table 11: Coefficients^a of Modal on Repurchase of Cooktop

	Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	27.254	1.760		15.481	.000		
	FEATURE_White_Goods	1.459	1.154	.098	1.264	.207	.164	6.080
	QUALITY_White_Goods	4.050	1.165	.290	3.475	.001	.140	7.119
	PRODUCT_IDENTITY_White_Goods	1.026	1.069	.069	.960	.337	.190	5.274

a. Dependent Variable: REPURCHASE_OF_COOK_TOP

Table 12: Residuals Statistics^a of Modal on Repurchase of Cooktop

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	33.7896	59.9301	50.8651	5.33673	823
Residual	-3.93950E1	31.68707	.00000	10.77456	823
Std. Predicted Value	-3.200	1.699	.000	1.000	823
Std. Residual	-3.650	2.936	.000	.998	823

a. Dependent Variable: REPURCHASE_OF_COOK_TOP

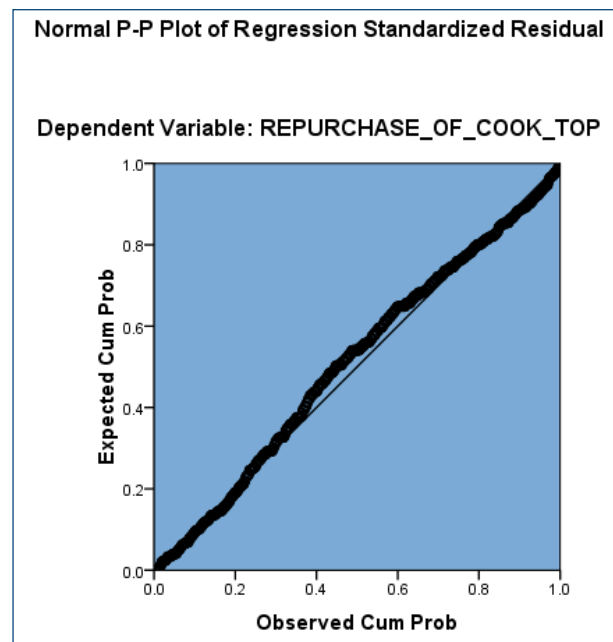


Fig. 5: Normality of the Standardised Residuals of Regression Model

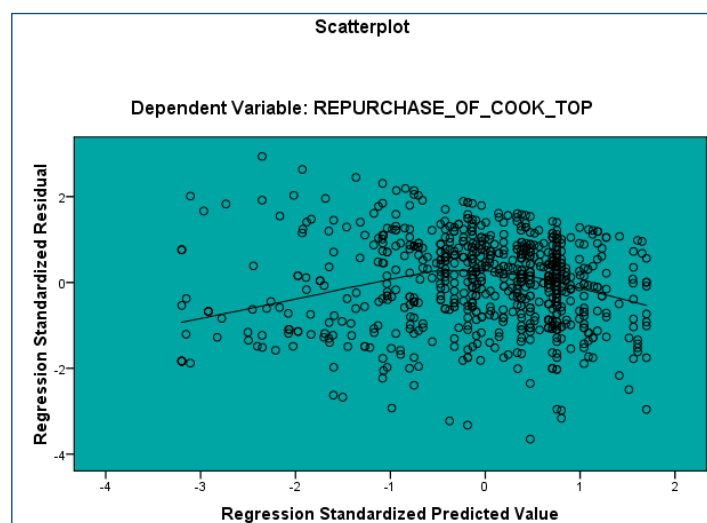


Fig. 6: Scatter Plot of the Standardised Residuals of Regression Model

Findings and Conclusion

On the basis of the facts described above, the hypothesis of the refrigerator is accepted, whereas the hypotheses for

the washing machine and cooktop were rejected. Thus, we can conclude that product features, product identity, and product quality are the most influential factors for washing machines and cooktops, but not for refrigerators.

Since the results of the regression model have rejected our null hypotheses for washing machines and cooktops, it can be stated that the impact of product identity, quality, and feature are trivial.

To sum up the interpretation, a variety of variables related to a particular product have been taken into consideration, depending on their adaptability and determination to repurchase these products, which will give the user ultimate satisfaction.

References

- Amutha, G. G., & Sulthana, M. (2011). A study on replacement attitude of consumers towards home appliances. *Journal of Marketing Management*, 2(2), 108-116.
- Ashok, D. (2007). Consumers' purchasing pattern in liberalized market – A study on the household durable products. *International Marketing Conference on Marketing & Society, IIMK*, 626-639.
- Bhullar, P. S., & Singh, A. (2017). Analysis of impact of country of origin (COO) on consumers' perception – With context of electronic goods. *Pacific Business Review International*, 9(11), 14-19.
- Erdem, T., & Keane, M. P. (1996). Decision making under uncertainty: Capturing dynamic brand choice in turbulent consumer white goods markets. *Marketing Science*, 15(1), 1-20.
- Gupta, C., & Gupta, A. K. (2019). Impact of advertisement on buying behaviour of customers: Review of literature. *International Journal of Multidisciplinary Educational Research*, 8(5(1)), 165-172.
- Indian Consumer Durables Industry Analysis. Retrieved March 23, 2021, from <https://www.ibef.org/industry/consumer-durables-presentation>
- Karthika, R., Anand, N. V., Senthilkumar, S., & Monisha, L. (2018). Factors influencing consumer buying behaviour towards selected white goods in Tiruchirappalli district. *International Journal of Research Culture Society*, 2(2), 218-223.
- Kaushik, R., & Prativindhya. (2019). Influence of digital marketing on consumer buying behaviour for electronic products: An empirical study of Indian urban. *International Journal of Advanced Science and Technology*, 28(16), 234-245.
- Myrzabekkyzy, K., Bolganbayev, A., & Kelesbayev, D. (2021). Women's role in family in the purchase process of white goods and Kazakhstan example. *Academy of Strategic Management Journal*, 20(5), 1-18.
- Nunnally, J. C., & Bernstein, I. H. (1994). The assessment of reliability. *Psychometric Theory*, 3(1), 248-292.
- PACE-D Technical Assistance Program HVAC Market Assessment and Transformation Approach for India. Retrieved March 27, 2021, from <https://www.climatelinks.org/sites/default/files/asset/document/HVAC-Report-Send-for-Printing-Low-Res.pdf>
- Patnaik, P. (2020). A study on changing pattern of rural consumers' buying behaviour. *International Journal of Advance Study and Research Work*, 3(12), 12-19.
- Rajan, K. A., & Nandagopal, R. (2010). A study on buying intentions of rural families towards durable goods. *Bi-annual Publication of Society for Advanced Management Studies*, 5(1), 115-120.
- Ramya, N., & Ali, S. A. M. (2016). Factors affecting consumer buying behaviour. *International Journal of Applied Research*, 2(10), 76-80.
- Rana, J., & Jha, P. (2018). Factors influencing consumer buying behaviour towards durable (White) products. *Indian Management Studies Journal*, 22, 33-43.
- Sathya, P., & Indirajith, R. (2018). A study on purchase behavior of consumer durable goods with special reference to Tiruvarur district. *International Journal of Scientific Research and Management (IJSRM)*, 6(2), 100-107.
- Sivasankaran, S. (2017). Digital marketing and its impact on buying behaviour of youth (special reference to Kanyakumari district). *International Journal of Research in Management & Business Studies*, 4(3) (SPL 1), 35-39.
- Sundar, R., & Sharmila, B. (2014). An empirical study on consumers' buying behaviour of electronic home appliances in Dindigul district. *Star International Journal*, 2((9(4))).
- Thakur, A., & Hundal, B. S. (2008). Examining rural-urban purchase behaviour towards washing machines: An empirical study in Punjab. *Asia Pacific Business Review*, 4(3), 94-99.
- Vijayalakshmi, S., Mahalakshmi, V., & Magesh, S. (2013). Study on consumer buying behaviour towards selective electronic home appliances in Hyderabad city. *International Journal of Logistics & Supply Chain Management Perspectives*, 2(4), 616-623.
- Vijayalaxmi S., & Srinivasa Rao, T. (2015). Consumer buying behaviour for electronic products a study of select items. *International Journal of Research and Computational Technology*, 7(2), 1-7.