

AN ANALYSIS OF CONSUMER PREFERENCE TO WASHING MACHINES AT MADURANTAKAM IN KANCHIPURAM DISTRICT

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Abstract: In the existing age of change “Marketing is the beating heart of many operations” Marketing is carried on within and outside the business sector in developed and developing countries. Marketing spread most rapidly in consumer goods. Consumer goods, as the name implies, are the goods purchased and consumed by the consumers for their personal as well as their family “Consumer goods may be classified into three broad groups such as convenience goods, shopping goods and specially goods. Specially goods are generally high priced and judged on the basis of their quality and reputation of the manufacturer. They included radios, cameras, refrigerators, television, washing machines automobiles, etc.

Index Terms - Madurandum Lake, uthmachola, Chi-square, Video con, Whirl pool, Samsung, Kelvinator, Vanic, National godrej etc.

INTRODUCTION

The society live in an age of modern scientific life is marked by rapid and radical changes. The present day Socio Economic setting is very much different from what it was in the seventies or eighties values are changing. There is a growing demand amongst the people from a better quality of life. The achievements of science and technology help man to lead a comfortable life. Such social and economic changes pose major challenges to business in general and to marketing in particular. Marketing develops as a society and its economy develops. The need for marketing arises and grows a society moves from an economy of self sufficiency to an economy built around division of labour, industrialization and urbanization marketing has thus become the central theme of business.

In olden days every people are involved in business transactions. It means exchange of products form on person to another person not exchange the value of products in terms of money. But nowadays everything is exchanged in terms of money. Hence the modern marketing involves a large number of functions and a great deal of co-ordination among them to achieve success.

According to Barker and Anshen “The end of all the Marketing activities is the satisfaction of human wants”. The success of the marketing programme depends on the product, being tailor-made to fit the final user. In a competitive economy it is the consumer who decides the success or failure of business either by buying or not buying a product.

REVIEW OF LITERATURE

Rajeswari and Pirakatheeswari (2014) in their study found that among the 10 features that influence the respondents while they purchase the consumer durables goods, the factor “Price” ranked first. It was followed by “superiority”. The factor “Brand Image” got third rank and the factor “Design/Model” got fourth rank.

ShumeetKaur and Ashita Chadha(2014) in their study shows that consumers are becoming more knowledgeable, exploratory and moving out of villages to gather information and select their products. The change in consumer buying habits and spending power of the rural population is compelling companies to target marketing strategies to the rural areas. Today, the consumers are more concerned about value satisfaction for the money exchanged, brand image and performance

STATEMENT OF THE PROBLEM

Electronic industry as today involved almost sector of the economy. But the most significant share has been taken over by consumer Electronics Industry which includes Television, Radio, Washing Machine, V.C.R. Calculators, Computers, etc., These products, which were once considered as luxuries, has now become part and parcel of our basic necessities. The maxim “Yesterdays luxuries are the necessities of today” is apt here. This is very largely true in the case of Television, Washing machine and Refrigerators. Hence the researcher has undertaken a study on the marketing of washing machines. Washing machine has come to occupy a leading position in washing dresses. At present the Washing machine industry is in its growing stage, the reasons there of has been examined from the dealers point of view. Every marketer must know and locate the consumer behavior, which is the outcome of consumer’s preference and attitude towards a particular brand or product or service for his survival.

Washing machine is an essential appliance that requires very less manpower for its operation washing is useful to clean and dry clothes. It is a dream comes true for the women community. It plays a vital role in the day-to-day life. It is a proof for the great development in science and technology. It comes with variable programs and a lot of other accessories, which can be adjusted according to one’s need. With additional facilities and excitable offers, it provides a large option for marketing.

OBJECTIVES OF THE STUDY

The objectives of this study are summarized as follows.

1. To study the consumer preference for various brands of washing machines.
2. To find out the factors that influencing the brand preference.
3. To assess the level of consumer satisfaction towards washing machines in the study area
4. To analyze the extent of influence of sales promotion strategy on consumer’s preferences.
5. To offer suitable suggestions for improving the level of consumer satisfaction on washing machines.

Sample size

As the study is qualitative one, convenient sampling method is adopted. 150 customers were taken as sample size.

Sources of Data

To analyse the consumers preferences on washing machines both primary and secondary data were used. Primary data were collected from the respondents through questionnaire schedules after a detailed discussion with them. Secondary data were collected from various books, journals and websites.

Statistical Techniques

The percentage analysis is adopted to analyse the proportion of respondents under each and every category of analysis. The two-way classification analysis is adopted to make the study in an in-depth way. In addition to that the Chi-square test analyses were used to analyze the extent of association between two variables.

Hypothesis of the study

The following null hypothesis has been framed to assess the association between the variables. The independent variable occupation does not have relationship with other dependent variables.

- i. Income
- ii. Brand
- iii. Type of washing machine
- iv. Pricing factor and quality

LIMITATIONS OF THE STUDY

The following are few limitations of the study

1. The study is limited only to kanchipuram District.
2. The sample size is restricted to 150 due to time constraint.
3. The researcher found it difficult to illicit information regarding income because the consumers were reluctant to give such information.

ANALYSIS AND INTERPRETATION OF DATA

The study of consumer behavior is basically social in nature the term “consumer behavior describes how people decide to spend their available resources ie., their money, credit time or effort”. They spend these resources to accumulate experience in the form of products, services and ideas in the hope of satisfying their need and possible making themselves happier in the process. The study of consumer behavior deals with what products with what services people purchase, why they purchase them, where they purchase them, how they use them, how frequently they purchase and use them who influences the purchase or use. Understanding the buying behavior of the target market is the essential task of marketing managing under the marketing concept.

Table: 1.1

Gender Classification of the Respondents (Source: Primary Data)

Gender	Number of Members	%
Male	30	20
Female	120	80
Total	150	100

The table 1.1 Out of 150 respondents surveyed 20 per cent are male members and 80 per cent are female members. Female members go for shopping more than male members in the city especially for consumer goods and consumer durables.

Table 1.2

Family Size (Source: Primary Data)

No. of Members	No. of Respondents	%
1-3 (Small Size)	47	31
3-4(Medium Size)	66	44
Above 4 (Large Size)	37	25
Total	150	100

The family size of the respondents has an important bearing on their buying behavior. The table indicates that 44% of the families had a relatively medium size 31% of the families had 1 to 3 members and remaining 25% of them belong to large size family having above 4 members. Hence it is inferred that majority of the respondents family are of medium size and are in need of a washing machine.

Table 1.3
Occupational Status (Source: Primary Data)

Occupation	No. of Respondents	%
Businessmen	108	72
Non-Government Employees	24	16
Government Employees	14	9
Professional	4	3
Total	150	100

While going through the occupation status of respondent, this understood that 72% of the respondents are Business men, 16% of the respondents are non-government employees, 9% of the respondents are government employees and 3% of the respondents are professionals.

Family income Level of the Respondents

The respondents purchase goods and services on their income. The needs increase as income increases. Thus they are influenced by their income while making purchase decisions.

Table 1.4
Family Income (Source: Primary Data)

Income Per Month in (Rs.)	No. of Respondents	%
Up to 4000	20	13
4001 – 6000	31	21
6001 – 8000	11	7
8001 – 10000	34	23
Above 10000	150	100

The table reveals that 36% of the respondents fall in the income group above 10000, 23% of the respondents fall in the group of Rs.8001 – 10000, 21% of the respondents are in the group of Rs.4001 – 6000, 13% of the respondents are in the group of up to Rs.4000, 7% of the respondents fall in the income group of Rs.6001 – 8000.

Washing Machine Brand owned by the Respondents

Table 1.5
Washing Machine Brand owned by the Respondents (Source: Primary Data)

Brand Name	No. of Respondents	%
LG	23	16
VIDEOCON	43	28

WHIRLPOOL	21	14
IFB	14	9
SAMSUNG	12	8
BPL	16	11
OTHERS	21	14
Total	150	100

It is made clear by the above table that 28% of the respondents owned Videocon. This is followed by LG which is owned by 16% of the respondents. 14% of the respondents owned Whirlpool, of the respondents 11%, 9%, 8% have been purchased BPL, IFB, Samsung respectively others viz, Godrej, Kelvinator, Vanvic – SD etc., is owned by 14% of the respondents. Of all the brands Videocon has been found to be the most popular among the respondents. Since the calculated value is less than the table at 5% level significance, the null hypothesis is accepted and it is proved that there is no association between occupation and brand of Washing Machines.

Type of Washing Machines Owned

Table 1.6

Type of Washing Machine Owned (Source: Primary Data)

Particulars	No. of Respondents	%
Semi-Automatic	71	47
Fully Automatic	79	53
Total	150	100

The table highlights the different types of Washing machines owned by the respondents. Out of the 150 respondents taken for study, 48% of them owned semi-automatic and 52% of them owned fully automatic Washing machine.

Relationship between Occupational and type of Washing Machine

Table 1.7

Relationship between Occupation and type of Washing Machine (Primary Data)

Occupation	Semi Automatic	Fully Automatic	Total
Businessmen	43(40%)	65(60%)	108
Non-Government Employees	20(83%)	4(17%)	24
Government Employees	6(44%)	8(56%)	14
Professional	2(50%)	2(50%)	4
Total	71	79	150

Calculated Chi-square value : 9.8067

Table Chi-square value@5% level : 7.81

Degrees of freedom: 3

Result : Significant

Table gives a clear idea about the percentage of semi amounts washing machine utiliziers (83%) are comparatively higher in Non-Government employees than in any occupation. Next 60% of Business are using fully automatic washing machine, 56% of Government employees and 50% of Professional follows the second and third position of using fully automatic washing machine, Non-Government employees occupied the last position i.e.17%. From the result of Chi-square it reveals that null hypothesis is rejected and that it is proved there is relationship between type of washing machines and occupations.

Factors influencing Brand Preferences

Table 1.8

Factors influencing Brand Preferences (Source: Primary Data)

Rank / Brand	I	II	III	IV	V
LG	4	10	3	6	23
Videocon	3	26	12	2	43
Whirlpool	4	12	3	2	21
IFB	-	8	4	2	14
Samsung	-	8	3	1	12
BPL	3	10	2	1	16
Others	5	8	5	3	21
Total	19	82	32	17	150

The importance of price in selecting the brand is depicted in table out of the 100 respondents 13 of them are given first rank to price and 54 of them have given second rank to price and 22 of them given third rank to price, 11 of them given fourth rank to price which indicates that it is not considered on neither the most or least influencing factor. It is ranked in II and II place respondents.

Relationship between Occupation and Pricing Factor

Table 1.9

Relationships between Occupation and Pricing Factor (Source: Primary Data)

Occupation	I	II	III	IV	V
Businessmen	15(14%)	65(60%)	23(21%)	5(5%)	108
Non-Government Employees	3(12%)	11(47%)	4(18%)	6(23%)	24
Government Employees	2(14%)	3(21%)	5(36%)	4(29%)	14
Professional	-	2(50%)	2(50%)	-	4
Total	20	81	34	15	150

Calculate Chi-square value: 12.242 Table Chi-square value @ 5% level: 16.9 Degree of Freedom: 9

Result: Not Significant.

Table shows that more number of businessmen gives first preference to price than the other group of people. More number of businessmen gives second preference to price and again businessman gives third preference to price more businessman and non-government employees gives only the last preference to the pricing factor. The calculated Chi-square value is less than the table value at 5% level. Hence null hypothesis is accepted and it is proved that there is no relationship exists between occupation and pricing factor.

Quality as a Determining Factor

Table 1.10

Quality as a Determining Factor (Source: Primary Data)

Rank /Brand	I	II	III	IV	V
LG	17	4	2	-	23
Videocon	29	11	3	-	43
Whirlpool	12	8	1	-	21
IFB	11	8	1	-	14
Samsung	9	2	1	-	12
BPL	13	1	2	-	16
Others	8	11	2	-	21
Total	99	40	11	-	150

It is clear from the table that quality is the most important factor which determines the choice of a particular brand of the 100 respondents. Majority (i.e.66%) of them had given first rank for quality .26 of them had given second rank to quality and 8 of them had given third rank to quality and none of the respondent had given fourth rank which shows the importance of quality in selecting on particular brand.

Brand image

Brand image can be thought of in terms of the terms of the types of association that come to be respondents mind where contemplating particular brand.

Table 1.11

Brand Image (Source: Primary Data)

Rank/Brand	I	II	III	IV	Total
LG	4	2	16	1	23
Videocon	8	3	32	-	43
Whirlpool	3	9	9	-	21
IFB	2	9	3	-	14
Samsung	5	5	2	-	12
BPL	3	3	9	1	16
Others	4	3	14	-	21
Total	29	34	85	2	150

It is understood from the above table that majority (59%) of the respondents have given third rank to the Brand Image. 20% and 19% of the respondents have given first and second and third rank respectively to Brand Image only 2% of the respondents have given fourth rank to Brand Image. It is clearly stated that Brand Image is not as important factor as quality.

Relationship between Occupation and Brand Image.

Table 1.12

Relationship between occupation and Brand Image

Nature of Occupation / Brand Image	I	II	III	IV	Total
Businessmen	20(18%)	13(12%)	73(68%)	2(2%)	108
Non-Government Employees	6(24%)	11(47%)	6(24%)	1(5%)	24

Government Employees	2(14%)	5(33%)	7(53%)	-	14
Professional	2(50%)	-	2(50%)	-	4
Total	30	29	88	3	150

Calculated Chi-square value : 1,13,784

Table Chi-square value @ 5% level : 16.9

Degree of freedom : 9

Result : Not significant.

Table reveals that businessmen gives first rank to the Brand Image where as in next case Businessmen gives second rank followed by Non-Government employees when compared to others. Since the calculated value is more the table at 5% level, therefore there is no relationship exists between occupation and brand image.

Other Factors as Determinants

Other Factors like sales service. Guarantee influence the buyer in making their purchase decision.

Table 1.13

Other Factors as Determinants

Rank/Brand	I	II	III	IV	Total
LG	-	-	2	21	23
Videocon	-	-	2	41	43
Whirlpool	-	-	-	21	21
IFB	-	-	6	8	14
Samsung	-	-	3	9	12
BPL	-	-	2	14	16
Others	3	-	3	15	21
Total	3	-	18	129	150

The table makes it clear that the respondents have not give much importance to these factors in selecting a particular brand as the majority of their (87%) of them has given the last rank for these factors.

Ranking of Factor influencing the Behavior.

Table 1.14

Ranking of Factors influencing the Behavior

Rank/Brand	I	II	III	IV	Total
Price	18(12%)	81(54%)	33(22%)	18(12%)	150
Quality	99(66%)	39(26%)	12(8%)	-	150
Brand Image	30(20%)	30(20%)	87(58%)	3(2%)	150
Others	3(2%)	-	18(12%)	129(86%)	150
Total	150	150	150	150	150

On analyzing the different factors influencing the respondents is selecting a particular brand of Washing machine, researcher came to know that the important factor which influence respondents is choosing the brand was quality as 66% of the respondents have ranked quality is the first place 54% of the respondents have ranked price in the second place, Brand Image and other factors is the third and fourth place.

Ranking of the Most Influencing Factors.**Table 1.15****Ranking of the Most influencing Factors**

Rank Weight W Factors X	I 4	II 3	III 2	IV 1	W = 10 Total Weight	Average Weight
Price	18	81	33	18	399	39.9
Quality	99	39	12	-	537	53.7
Brand Image	30	30	87	3	387	38.7
Others	3	-	18	129	177	17.7
Total	150	150	150	150	150	150

It has been proved with the help of weighted Average method that price, quality, brand Image and other factors such as guarantee, after sales service are important factors which determining the buyer's choice of a particular brand of washing machine. Quality has been the most important determining factor. Factors according to the rank offered

Factor Bank

Quality I	Price II	Brand Image III	Others IV
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Respondents of LG Washing Machine**Table 1.16****Respondents of LG Washing Machine**

Ranking Terms Particulars	Highly Satisfied No.%	Satisfied No. %	Not Satisfied No. %	No idea No %	Total
Price	9 (38%)	10 (44%)	4 (19%)	-	23
Quality	19 (81%)	4 (19%)	-	-	23
Brand Image	4 (19%)	14 (62%)	3 (13%)	2 (6%)	23
Others	2 (6%)	11 (50%)	6 (25%)	4 (19%)	23

The inference that could be derived from table 3.20 is that majority (81%) of the respondents are highly satisfied with quality of the respondents are satisfied with price, 19% of the respondents are satisfied with Quality, 62% of the respondents are satisfied with Brand Image. Only 19% of the respondents are not satisfied with price and 13% of the respondents are not satisfied with Brand Image and 25% of the respondents are not satisfied with other factors like after sales service and 25% of the respondents do not have any idea about this brand.

Respondents of Whirlpool Washing Machine**Table 1.17****Respondents of Whirlpool Washing Machine**

Ranking Terms Particulars	Highly Satisfied No. %	Satisfied No. %	Not Satisfied No. %	No idea No %	Total
Price	2 (10%)	16 (76%)	3 (14%)	-	21
Quality	12 (57%)	9 (43%)	-	-	21
Brand Image	2 (10%)	19 (90%)	-	-	21
Others	3 (14%)	5 (22%)	10 (50%)	3 (14%)	21

The above table 3.22 it is understood that majority of the respondents are satisfied with Price, Quality, Brand Image and other factors viz., sales service and guarantee. Only 14% of the respondents are highly satisfied with Price and Quality, few of them are not satisfied with Price and other factors, 14% of the respondents don't have any idea about this Brand.

Respondent of IFB Washing Machine

Table 1.18
Respondents of IFB washing machine

Ranking Terms Particulars	Highly Satisfied No. %	Satisfied No. %	Not Satisfied No. %	No idea No %	Total
Price	-	11 (78%)	3 (22%)	-	14
Quality	6 (44%)	8 (56%)	-	-	14
Brand Image	3 (22%)	8 (56%)	-	3 (22%)	14
Others	-	8 (56%)	2 (14%)	4 (30%)	14

Source: Primary

Data

The table shows that 50% of the respondents are satisfied with Price, Quality, Brand Image and Others factors viz., guarantee, etc., Only 44% of the respondents are highly satisfied with Quality. Few of them are not satisfied with Price and Other Factors, 55% of the respondents don't have any idea about this Brand.

Place of purchase of Washing Machine.

Table 3.19
Place of purchase of Washing Machine

Place	No. of Respondents	%
Manufacturers	3	2
Dealers	138	85
Second Hand Purchase	19	13
Total	150	100

Source: Primary Data

The above table shows that the place of purchase of washing machine by the respondents. It is found that most of the respondents i.e., 85% purchase their washing machine from dealers. Only 2% of the respondents purchase the washing machine from manufacturers and 13% of the respondents have made second and purchase.

Terms of Purchase of Washing Machine

Table 1.20
Terms of Purchase of Washing Machine

Terms	No of Respondents	%
Cash	141	94
Credit	9	6
Total	150	100

The table depicts the terms of purchase of washing machine by the respondents. It is found that 94% of the respondents purchase their washing machine on cash basis. Cash discounts and rate of interest to be paid on the washing machine purchased

on installment basis were the reasons, which made the respondents to purchase the washing machine on cash basis. Even then 6% of the respondents bought their washing machines on credit basis.

Brand Awareness of the Washing Machine among the respondents

Table 1.21

Brand Awareness of the washing machine among the respondents

Brand awareness	No. of Respondents	%
Dealers	22	15
Advertisement	70	47
Display / Demonstration	17	11
Friends / Relatives	41	27
Total	150	100

It is made clear by the table that 47% of the respondents came to know the different brands available in the market only through advertisement. 27% of the respondents came to know about it through friends and relatives. Dealers have created brand awareness for 15% only and demonstration has created awareness among 11% respondents. Advertisements were more effective source of information about brands.

Influence of Different Media of Advertisement

Table 1.22

Influence of Different media of Advertisement

Media	No. of Respondents	%
Television	125	83
Radio	9	6
Print media	16	11
Total	150	100

Source: Primary Data

Table brings to light that 83% of the respondents were influenced by Television media. Very few (11%) of the respondents were influenced by print. Only 6% of the respondents were influenced by Radio. Except Television, other media were not much effective, because Television advertisement has its own Audio Visual effect.

FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

The present chapter deals with the presentation of the summary of the findings from the study discussed in various chapters.

1. The kanchipuram district there has been a sudden growth in the washing machine business during the period ranging 2012 to 2013 in which fully automatic washing machine was introduced.
2. Majority of the dealers in kanchipuram district adopt the Sole Proprietor pattern of business.
3. 100% of the dealers deal in all types of washing machine and thereby satisfy the varying needs of the Respondents.
4. The sales of washing machines have increased due to the decreases in the excise duty and other levies and also due to increase in income level of the respondents.

5. Majority 30% of the dealers have ranked the brand Videocon as the most popular because of its increased advertisement and sales promotional activities. The main reason for popularity of this particular brand is its quality.
6. Of the various brands of washing machine, which flood the market, only a handful of them are popular among the Respondents. They are LG, VIDEOCON, WHIRLPOOL, IFB, SAMSUNG, BPL, NATIONAL GODREJ, KELVINATOR, VANVIC – SD etc., of all brands VIDEOCON has been found to be the most popular among the respondents.
7. Majority of the respondents (36%) belong to the income group of above Rs.10000.
8. Out of the various factors considered Quality considered to be the most important determining factor, by majority of the Respondents.

SUGGESTIONS

Washing machine business in kanchipuram District is in its growth stage since 1990 onwards. The researcher felt that it would be worthwhile to propose a few suggestions for manufacturers and dealers.

1. In spite of the recent concession in the excise duty for fully automatic washing machine still the price on fully automatic washing machine is such that it is beyond the reach of common man. So the manufacturer may make an appeal to the government to revise its taxation policy and bring about a further reduction on indirect taxes.
2. The guarantee period given for the washing machines should be extended beyond one year.
3. Along with the cash discounts given to customers at the time of sales the dealers can provide Washing machine cover, Washing machine stand, etc.,
4. Moreover to cater the needs of different sections, the producers may introduce various attractive models of washing machine in order to overcome the competition and to attract customer to their products.

CONCLUSION

Manufactured consumer goods are sold to the people for consumption purpose. Especially goods enjoy brand loyalty. There are very few outlets. Generally, manufacturers may run their own retail outlets for the sales of their specialty goods. Manufacturers and retailers advertise the products extensively. In marketing of goods, Installation, after sales service etc. play very important role with regard to the selection of the consumer durable goods. Consumers usually insist particular brand because the goods have their own unique attraction. The consumers were well – informed about the durable goods available in the market, on the selection of which they spend considerable time and effort.

Washing machine is consumer durable goods that are very important for washing clothes. Washing machine once considered as a luxury has now become a necessary and every one feels the need of owning a washing machine. The market is flooded with many brands of washing machine, each trying to become the market leader. At present VIDEOCON is in the first place. The consumer is the centre of attraction for which marketing is carried out. Marketing manager, who deals with consumer, should have an idea about the diverse, complex personality, likes and dislikes and style of living of the consumers. Therefore it is necessary to dissect consumer behaviour into separate compartments, isolate them and make them to purchase and satisfying them.

To conclude, washing machine with good quality and effective after sales service, will survive in the market, which widely open and growing now.

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