

**EFFECT OF MARKETING MIX ELEMENTS ON BRAND
AWARENESS OF CONSUMER DURABLES**

A

Thesis

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DOCTOR OF PHILOSOPHY

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Declaration

I hereby declare that the present thesis titled “**Effect of Marketing Mix Elements on Brand Awareness of Consumer Durables**” is an original work of research conducted by me under the supervision of **Dr. Harjot Singh**, Assistant Professor, L. M. Thapar School of Management, Thapar University, Patiala, Punjab and **Dr. Kalyan Kumar De**, Professor, Amity Business School, Amity University, Noida, UP. The work embodied in this thesis is being submitted in fulfilment of requirements for the award of the degree of **DOCTOR OF PHILOSOPHY** in **MANAGEMENT** at L. M. Thapar School of Management, Thapar University, Patiala, Punjab. It has not been previously submitted in part or full to any other university or institute for award of any degree or diploma.


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Certificate

This is to certify that the thesis titled “**Effect of Marketing Mix Elements on Brand Awareness of Consumer Durables**” which is being submitted by Ms. Sonika, in fulfilment of the requirements for the award of the degree of **DOCTOR OF PHILOSOPHY in MANAGEMENT** at L. M. Thapar School of Management, Thapar University, Patiala, Punjab, is a record of candidate’s original research work carried out by her under my supervision and guidance. The matter embodied in this thesis has not been submitted in part or full to any other university or institute for award of any degree or diploma.



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"Feeling gratitude & not expressing it is like wrapping a present & not giving it."

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Abstract

The Indian economy has transformed from a controlled economy to a market driven economy in recent years. Enormous growth has been witnessed due to an active participation by the private enterprise. Along with other sectors, the consumer durables sector has also been riding a crest of the growth wave in India. Growing awareness, rising income and changing lifestyles have been the key growth drivers of the durables market. The transformed marketing scenario has created a spurt in new business opportunities. Increasing competition, evolving technologies and government policy initiatives including tax reforms have been enabling organizations to maintain a marketing oriented focus with emphasis on creating awareness and ensuring consumer satisfaction.

While developing a business plan, an organization focuses on elements of marketing mix, commonly referred to as Ps of marketing, to devise integrated programs and to create a desired response in the targeted market. Marketing communication is devised accordingly to build confidence in consumers about a particular brand. Awareness of a brand affects the mind of a consumer in purchase process and increases the probability of it being selected from a set of alternatives.

In the present research, the effect of marketing mix elements on brand awareness and consumer satisfaction in the context of consumer durables sector in the state of Punjab and union territory of Chandigarh has been explored. Four Ps of marketing mix, namely, product, price, promotion, place and two levels of brand awareness, viz., brand recognition and brand recall have been studied. The study assumes significance because not many studies have been conducted to examine such an impact. The effect of elements of marketing mix on consumer satisfaction has also been explored, directly as well as, through brand awareness.

The scope of consumer durable market has been confined to four brands, namely, air conditioners, refrigerators, washing machines and televisions whose buyers have been selected as respondents. Four brands namely, LG, Samsung, Voltas and Hitachi have been studied in the product category of air conditioners; LG, Samsung, Whirlpool and Godrej in case of refrigerators; LG, Samsung, Whirlpool and Videocon in the category of washing machines; and Sony, LG, Samsung and Videocon in the televisions' category.

A pre-tested, structured and non-disguised questionnaire has been used to gather data from 350 consumers. A Likert type scale has been predominantly used. Statistical tools like regression, mediation analysis, structural equation modeling, kruskal-wallis, t-test and chi-square analysis have been applied.

It has been observed that elements of marketing mix have a significant effect on brand awareness. It has been seen that elements of marketing mix do not have a direct effect on consumer satisfaction but have an indirect effect on it through brand awareness. Thus, it has been concluded that brand awareness partially mediates the effect of elements of marketing mix on consumer satisfaction. Consumer satisfaction has also been found to increase with brand awareness.

It is recommended that practitioners should strategize on creating brand awareness and enhancing its recognition and recall. Marketing communication needs to focus on prominently showcasing the brand and explaining its value proposition clearly. Steps can also be taken to enhance brand awareness through memorable experiences in order to create lasting mindshare in consumers. Improving the levels of brand awareness can also possibly lead to an increase in satisfaction levels of consumers.

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List of Abbreviations

| S. No. | Abbreviation | Description |
|---------------|---------------------|---|
| 1 | AIM | Atal Innovation Mission |
| 2 | AMOS | Analysis of a Moment Structures |
| 3 | ANOVA | Analysis of Variance |
| 4 | CAGR | Compound Annual Growth Rate |
| 5 | CCI | Corporate Catalyst India |
| 6 | CFA | Confirmatory Factor Analysis |
| 7 | CI | Confidence Interval |
| 8 | CR | Critical Ratio |
| 9 | EPCG | Export Promotion Capital Goods |
| 10 | FTP | Foreign Trade Policy |
| 11 | FY | Financial Year |
| 12 | GDP | Gross Domestic Product |
| 13 | GFI | Goodness of Fit Index |
| 14 | IBEF | Indian Brand Equity Foundation |
| 15 | IFI | Incremental Fit Index |
| 16 | INR | Indian Rupee |
| 17 | LCD | Light Crystal Diode |
| 18 | LED | Light Emitting Diode |
| 19 | MEIS | Merchandise Exports from India Scheme |
| 20 | MI | Modification Indices |
| 21 | MS | Mean Scores |
| 22 | MSIPS | Modifies Special Incentives Package Scheme |
| 23 | NFI | Normalised Fit Index |
| 24 | NITI | National Institution for Transforming India |
| 25 | NCAER | National Council of Applied Economic Research |
| 26 | RMSEA | Root Mean Square Error of Approximation |
| 27 | SE | Standard Error |
| 28 | SEM | Structural Equation Modeling |

| S. No. | Abbreviation | Description |
|---------------|---------------------|---|
| 29 | SEZ | Special Economic Zone |
| 30 | SPSS | Statistical Package for Social Sciences |
| 31 | TLI | Tucker Lewis Index |
| 32 | USD | United States Dollar |
| 33 | WRS | Weighted Ranking Score |

Chapter - I

Introduction

1.1 Introduction

According to Mazur (1947), marketing is formulating and delivering a basic standard of living to the society. It emphasizes the primary functions of marketing, namely, fulfilling social demand for material goods/services and satisfying consumers. Drucker (1975) has emphasized that marketing is recognized as the most important activity in any society because it leads to contentment of human needs and desires by facilitating a continuous supply of goods/services to consumers. It strengthens the economic progress of a country as it opens up new vistas of research by supporting product innovation and enhancing the quality of life for the ultimate consumer (Wilkie and Moore, 1999).

1.1.1 Consumer durables industry in India

According to Indian Brand Equity Foundation (IBEF, 2007), the industry of consumer durables consists of consumer commodities and articles for household use such as washing machines, refrigerators, televisions and air conditioners. Devices such as mobile phones, audio/video equipments and kitchen appliances like mixers, microwave ovens, grinders, chimneys are also covered in the category of consumer durables. This industry has grown phenomenally in the last few years, driven by many key factors such as growth in industry of retail and real estate, multiplied domestic consumption, larger disposable earnings and general optimism in the level of prosperity of affluent section of the society. The industry is subjugated by key global and domestic companies, viz., LG, Samsung, Videocon, Voltas, Sony, Hitachi, Godrej and Whirlpool.

The industry for consumer durables can primarily be divided in two parts: (i) Consumer appliances (ii) Consumer electronics. Consumer appliances can further be classified into white goods and brown goods. Table 1.1 shows classification of the consumer durables industry.

Table 1.1 Classification of consumer durable industry

| Consumer appliances | | Consumer electronics |
|---------------------------------|-----------------------|--------------------------|
| White goods | Brown goods | • TVs |
| • Refrigerators | • Microwave ovens | • Audio, video systems |
| • Washing machines | • Cooking range | • Electronic accessories |
| • Air conditioners | • Chimney | • PCs |
| • Speakers and audio equipments | • Mixers and grinders | • Mobile phones |
| | • Electronic fans | • Digital cameras |

Source: Indian Brand Equity Foundation (2007)

The Indian economy has witnessed a rapid change since independence. It has become one of the fastest developing economies in the world based on economic performance in past few decades (Budhwar and Varma, 2011). Indian market has also become extremely competitive after a few years of effectuation of globalization policies, liberalization and privatization (Aggarwal & Singh, 2004). As a result, market of consumer durables is riding the crest of India's economic boom. According to Indian Brand Equity Foundation (2016), this industry is expanding at a rapid speed and may see a robust demand with rising affordability of products and general buoyancy in the economy. It is likely to be the fifth biggest market in world by year 2025. Driven by youth with easy access to disposable income and various finance options, consumer durable industry is in forefront of euphoric flow. A report by Corporate Catalyst India Pvt. Ltd. (CCI, 2015) has stated that market of consumer electronics alone is estimated to inflate to USD 400 billion by the year 2020.

In pre-liberalisation phase, focus was on increased product availability, media penetration and advertising, whereas in the mid and late 1990s, massive shift from promotion to product innovation has been witnessed. Markets have liberated which has led to an influx of global players like LG, Samsung, Whirlpool, Hitachi, Panasonic and Sony (IBEF, 2007). The challenge of continuous innovations has led to huge investments in research and development by providing the latest technology at affordable prices, so that the manufacturing companies can survive in a competitive world. According to Bijapurkar (2008), some factors that have fuelled a tremendous growth for the market are indigenous facilities in manufacturing, government support initiatives, improvement in technology and growth in customer base from rural areas.

According to 1995-96 indices, India has categorized its population in five clusters grounded on yearly domestic earnings, namely, higher income group, three sub-groups of middle income and lower income group. Indian Brand Equity Foundation (2016) has stated that the domestic revenue of major twenty metropolises is likely to escalate at 10 per cent annually for next 8 years, which is expected to further boost the spending on consumer durables. With the advent of concepts like zero equated monthly instalment charges, quick and easy loans, loans over phone, loans through credit card, consumers can now easily afford even expensive consumer goods. Moreover, according to Singh and Pandey (2015), with rising purchasing power, a consumer does not mind paying price differential for the items alleged to have differentiating value.

1.1.2 Market share

According to Indian Brand Equity Foundation (2016), consumer durables market in India is dominated by colour televisions which forms quantum of sales with 30 per cent share in terms of numbers. Washing machines, televisions, air conditioners and refrigerators comprise of more than 65 per cent of the sales with regard to number of units sold. Table 1.2 shows the share of each consumer durables by volume.

Table 1.2 Key consumer durables – share by volume

| | |
|------------------|-----|
| Televisions | 30% |
| Refrigerators | 18% |
| Air-conditioners | 13% |
| Washing Machines | 5% |
| Others | 34% |

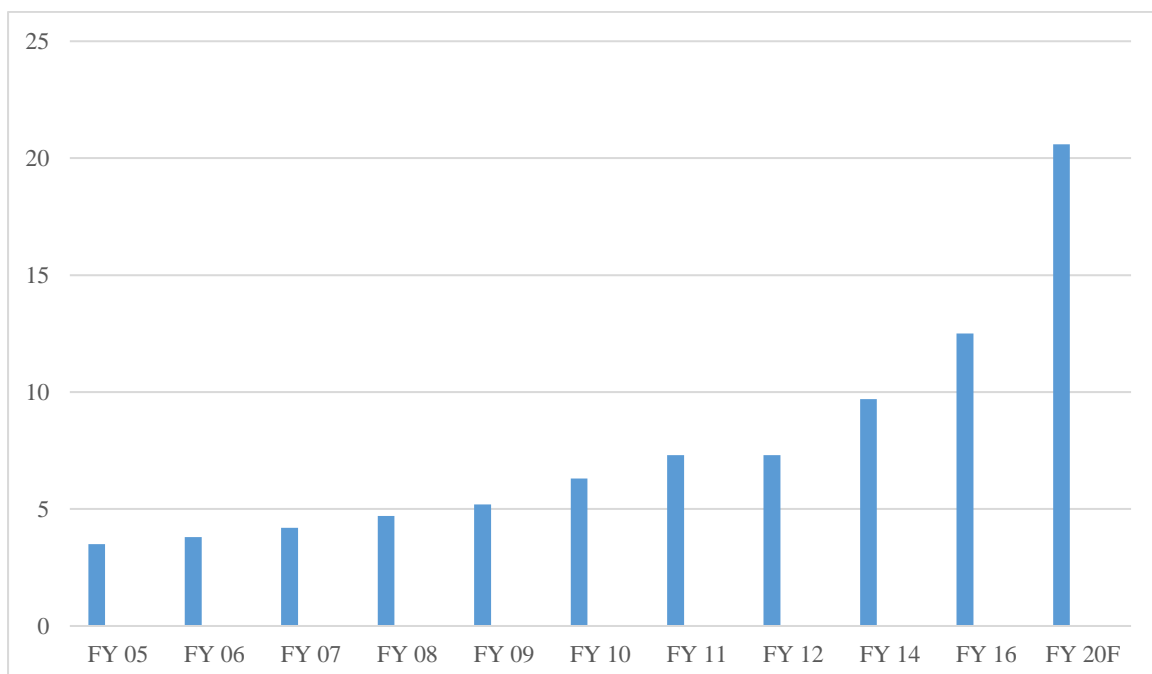
Source: KPMG

A report on consumer durables by Indian Brand Equity Foundation (2016) has quoted that demand for refrigerators in the year 2006-2007 was about 6.5 million units. The frost-free division has developed by 18.4 per cent whereas direct cool segment has risen by 19 per cent. In the product category of washing machines, semi-automatic machines with an upper base has developed by 4 per cent to 527,000 units and fully-automatic machines by 8 per cent to 230,000 units. The sale of washing machines has grown and registered an annual increase rate of 12.2 per cent. In the case of air conditioners, the sale of window air conditioners has risen by 33 per

cent and non-window air conditioners by phenomenal 97 per cent in the last decade. The market for air conditioners is segregated quite evenly amongst its customer segments, having 45 per cent share for corporates or private sector, around 20 per cent for house-hold use, nearly 15 per cent for both government offices and public sector companies and approximately 5 per cent for hospitals. In the product category of televisions, its output was 15.10 million units in 2006-07 and has grown tremendously ever since. The demand for conventional televisions has fallen while the market for flat televisions has grown remarkably. The growth for luxury items such as liquid crystal display has increased by a phenomenal 400% and plasma display color televisions by an impressive 150% in the period from 2006–2016, due to a steep fall in their prices.

1.1.3 Growth of consumer durables industry

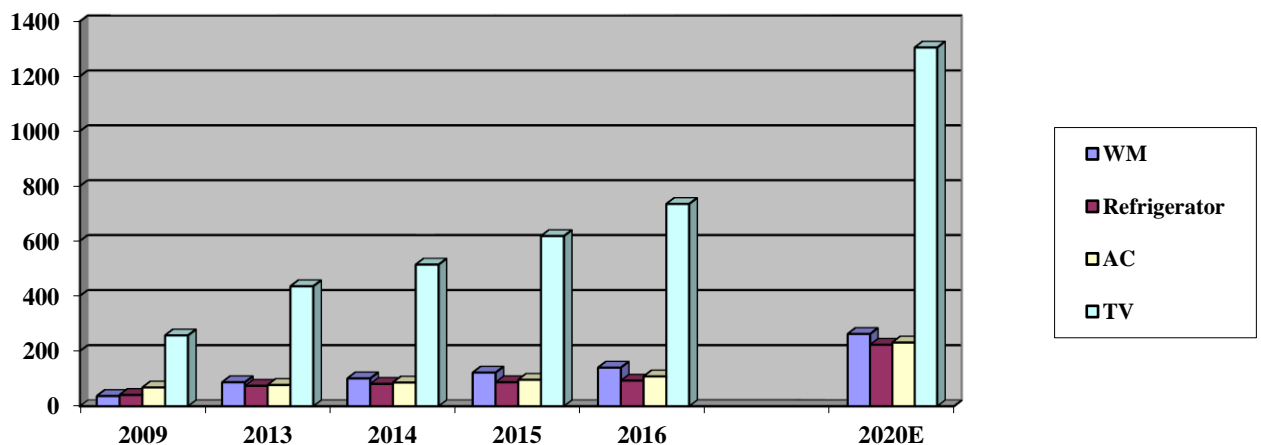
The revenue from consumer durables sector in India stood at USD 9.7 billion in 2015, which further increased to USD 12.5 billion in FY16. The consumer durables market is expected to reach USD 20.6 billion by 2020 (Indian Brand Equity Foundation, 2016). Figure 1.1 exhibits the size of Indian consumer durables market.



Source: IBEF, 2016

Figure 1.1 Size of Indian Consumer Durables Market (USD billion)

National Council of Applied Economic Research (NCAER, 2015) has reported that market for air conditioners, refrigerators, washing machines and televisions was INR 403 billion in the year 2009. It further grew to INR 782 billion in 2013 at the compounded annual growth rate of 13.7% and it is projected to reach to INR 2021 billion in the year 2020 at a CAGR of 17%. Figure 1.2 shows market share of air conditioners, refrigerators washing machines and televisions.



Source: FICCI (2015)

Figure 1.2 Market Share of Air Conditioners, Refrigerators, Washing Machines and Televisions (INR Billion)

Market share for air conditioners, refrigerators washing machines and televisions has grown significantly in the last decade. Growth in market share can be attributed to various factors such as increasing levels of income, product innovation, numerous finance options, improved affordability of products, urbanization and rise in the share of organized retail. Table 1.3 highlights the growth scenario of air conditioners, refrigerators washing machines and televisions.

Table 1.3 Growth scenario of air conditioners, refrigerators, washing machines and televisions

| Product category | 2007-2008 over 2005-2006 | | 2014-2015 over 2011-2012 | |
|------------------|--------------------------|--|--------------------------|---|
| | % | Growth driver | % | Growth driver |
| Air conditioners | 20-22 | Reducing prices, changing lifestyle | 30-40 | Reduction in prices |
| Refrigerators | 5-8 | Increased demand for frost free category along with decrease in prices | 24 | Reduced penetration level in the nation and the growth in requirement from and semi-urban and rural areas |
| Washing machines | 8-10 | Fall in prices of fully automatic machines | 30 | Decrease in prices and new models launched |
| Televisions | 5-8 | Falling prices and rise in disposable income | 30-40 | Decline in prices of LCDs, LEDs |

Source: FICCI (2015)

Indian online retail market is going to be the fastest growing sector in Asia-Pacific region. It is all set to exceed USD16 billion mark by the year 2018 (IBEF, 2016). Online version has also helped in adding new consumers from tier-II and III cities, thus, optimising the overall demand for these products. Before making an online purchase, consumers can easily analyze various available product and category manuals, compare prices and hunt for prevalent discounts. The online retailing for consumer durables as well as electronics is progressing towards an inflection point and this might result in some consolidation in the industry.

1.1.4 Key factors in growth of consumer durables

Indian consumer durables sector has registered a significant growth in the recent years. Consumption patterns and changing lifestyles of consumers have created a huge demand in the market. Indian Brand Equity foundation (2016) has identified key factors that have triggered the growth of consumer durables sector in India. Figure 1.3 lists the growth drivers.

| |
|---|
| Rise in disposable income |
| Product innovation and availability of newer variants of products |
| Growth of organized retail |
| Income growth and availability of financing |
| Increased affordability of products and narrowed price gap |
| Entry of large players and increasing competition |
| Urbanization |
| Rupee appreciation |
| Growing demand in rural markets |

Source: IBEF (2016)

Figure 1.3: Key Factors in the Growth of Consumer Durables

- ❖ Rise in disposable income: India's per capita income is projected to increase at a CAGR of approximately 6.6% to about USD 2,200 in 2019 from USD 1,500 in 2013. Developing inclination of women working has driven demand for various household articles like washing machines.
- ❖ Product innovation and availability of newer variants of products: The market of consumer durables has evolved from a market with limited products and a few features. Now, this market is inundated with numerous products, all giving diverse features, novel choices, improved quality and latest technology. The replacement wheel has diminished from 9-10 years to 4-5 years for the majority of products in this industry.
- ❖ Growth of organised retail: Structured retail sector is projected to achieve a market share of approximately to 15%-18% by the end of 2020 from 3% (at present). The increased penetration of organized retail sector is one major factor that is enhancing growth of rural and urban markets. Rural markets are developing at a yearly rate of 25% and urban markets are growing at the rate of 8 to 10%. Planned trading has not only streamlined the delivery mechanism, but has also facilitated rise in demand, particularly for branded and luxurious goods. Shopping plazas and malls are flooding Indian metros and consumers have an access to more relaxing and comfortable outlets.
- ❖ Income growth and availability of financing: Although there has been a rise in the income of buyers, but consumer financing is one major reason for growth of consumer durables industry. Retailers are promoting their products rigorously by offering comfortable financing choices to the buyers for expensive consumer durables such as

washing machines, refrigerators, televisions and air conditioners. Although these options of financing are targeted at the middle and lower income groups, the higher earning groups also grab these lucrative offers.

- ❖ Increased affordability of products and narrowed price gap: Improved technology, superior know-how, advanced features, increased business rivalry have narrowed the cost gap and propelled demand. Rise in demand of goods, which were once considered luxury, such as washing machines, air conditioners and expensive televisions is a sign of diminished price gap.
- ❖ Entry of large players and increasing competition: Trade outlets like E-Zone, Croma and Reliance Digital have the potential to give consumers a new form of purchasing experience which allows them to feel its products in an appealing ambience.
- ❖ Urbanization: The population of urban India is projected to increase by 41% in the year 2030 from 31% in 2011. Urban buyers have begun to foresee consumer durables as lifestyle or routine commodities and are also willing to spend more money on branded goods. Increased awareness in consumers has made this paradigm shift.
- ❖ Rupee Appreciation: In India, cost of raw material accounts for more than three-fourth of the cost incurred by manufacturers of durable products. Increase in value of rupee has eased cost of raw material for production houses and benefitted local traders.
- ❖ Growing demand in rural markets: The rural market of India makes up for around 65% of India's households, giving prominent chances for the growth of consumer durable sector. Increase in electrification of rural areas has intensified the demand. Approximately 50% of the rural population now acquires a television, 8% owns refrigerators and around 1% owns washing machines.

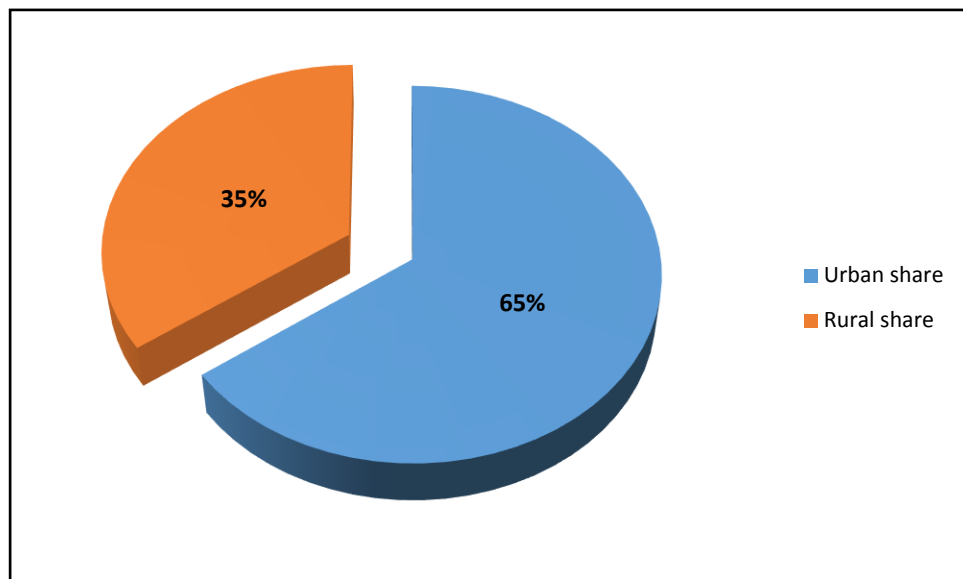
The demand for key components of Indian consumer durables sector is increasing and as the market expands to rural areas or tier II/III towns from concentrated urban regions, networking, distribution and brand awareness shall continue to perform even more significant part in achieving profitability and strengthening market share. The demand for consumer durables is approaching at a point where soon it could be termed “as broad as it can be reached”.

An increase in competition and improvement in technology had led to a situation where majority of the consumer durable products are commoditized. This has created a scenario where recognizing an exclusive differentiator for the goods is imperative and so is the need to promote it actively. It is mandatory for marketers to lay special emphasis on concerns that can

be drivers of demand and marketing campaigns that can address typical concerns or apprehensions of potential consumers.

1.1.5 Rural market

The rural market accounts for approximately 35 per cent and urban market accounts for nearly 65 per cent of overall revenue in consumer durables market of India. Rural markets are witnessing a significant growth in demand for consumer durables as the Indian government is contemplating to invest primarily in rural electrification (Corporate Catalyst India Pvt. Ltd., 2015). Figure 1.4 shows the share in consumer durables market in India.



Source: CCI (2015)

Figure 1.4 Share in Consumer Durables Market in India (FY 2016)

According to Indian Brand Equity Foundation (2016), rural markets are offering big opportunities to manufacturing giants. The market for consumer durables in rural India is expanding by 30% at present and is projected to enhance by 45% in the next few years. Although approximately 69% of the total population lives in villages or rural India, its consumers contribute to only 35% sales of total revenues. However, rural markets are projected to grow more rapidly than urban markets. Factors such as improvement of infrastructure in rural sector, various agrarian reforms and availability of power are expected to further augment growth. The growth in this sector is majorly attributed to first-time buyers of products unlike the demand replacement of urban markets. Some factors fuelling growth in rural sector are

rising income with major contribution from non-agricultural income, miniscule penetration (5-7%) in various product categories, increasing customization of products and improving product awareness. The market is expected to expand phenomenally as it enters into the core middle-class group in rural and urban sectors.

1.1.6 Government initiatives

A brief report on Consumer Durables in India (2015) by Corporate Catalyst India has analyzed the government's role in the development of consumer durables industry. Government has set the targets to invite investment of USD 100 billion, increase exports to USD 80 billion, ensure an output of USD 400 billion and generate employment of about 28 million by the year 2020. For this purpose, the Government of India has initiated and introduced some policies to encourage growth and development of rural and urban markets. It has launched National Policy on Electronics in 2012 with a mission to convert India into an international centre for Electronic System Design and Production and also to increase the foundation or footing of manufacturing electronic goods in India. According to Foreign Trade Policy (FTP, 2015-2020), the Focus Market Scheme, Market Linked Focus Product Scheme and Focus Product Scheme are under single Merchandise Exports from India Scheme (MEIS). There is a stipulation of remuneration for exporting articles which provide enhanced value and high domestic substance. Export of notified goods (which includes air conditioner components and compressors, refrigerating parts compressors, fully automatic washing machines and color televisions) will be payable as percentage of realized Free on Board value (in free foreign exchange). Modified Special Incentives Package Scheme (MSIPS) authorizes the State to return certain taxes and duties for 10 years, amounting to 20% (for Special Economic Zones or SEZs) to 25% (for non-SEZs) of capital investment. The scheme of zero-duty Export Promotion Capital Goods (EPCG) allows procurement of capital products for various stages of production at zero customs duty. An Electronics development fund of USD 2 billion has also been formalized to encourage novelty, intellectual property development and product commercialization.

1.1.7 Challenges and opportunities

Although the consumer durables sector has grown extensively in the past, the road ahead is full of challenges. Triumph in future will necessitate concerns to expand an extensive and rigorous circulation system, distinguish the goods in fields of relevance to end-user and innovate in the area of product planning, promotion and financing. The way of approaching the market needs to be customized in order to cater to the significant requirements of Indian consumers. There

is substantial scope for growth in the sector but at the same time, there are various factors which pose as a challenge to consumer durables industry. CCI (2015) has identified a few such factors, which are discussed below:-

- ❖ Limited scale and quality from local suppliers: Indian market is not fully equipped in terms of raw material and mechanism to accommodate the phenomenal demand of this sector. The foreign counterparts are more effective with regard to cost, product quality and innovation as compared to local suppliers.
- ❖ Tax and duty structure: The taxation system in India is very complex and cumbersome, mainly where indirect taxes are involved. Although custom duty, excise duty and income tax are fixed by the Central Government, municipalities and state governments also charge local taxes, affecting the cost structure.
- ❖ Infrastructure deficiencies and bottlenecks: India has spent merely 7.2% of its GDP on infrastructure in the year 2012. The fundamental infrastructure for growth of any industry consists of quality roads, telecommunications, finance, water, power, natural resources and supply chain mechanism. These provisions are not fully developed, even in well-established and industrialised properties of India. Majority of India's population still resides in rural areas which justifies the need for proper connectivity, distribution and availability of products to masses.
- ❖ Capital intensive nature of business: Production cost in India is more as compared to China and other South East Asian countries. The cost of capital in India is 12%-14%. It is significantly higher than the global average cost of capital, which is around 5%-7%.
- ❖ Ever-changing technology: The frequent change in technology is making product lifecycles very short. The continuous innovations are giving very limited chance to a product for its growth in the market. It makes a product obsolete in a very short span of time.
- ❖ Increasing competition from manufacturers of China and South East Asia: The government of China inspires the manufacturing units by providing various subsidies to them, which brings down the cost of their products in global market. Manufacturers of China and South East Asia are also facilitated by inbuilt capabilities and huge supply base, which contributes majorly to their cost effectiveness.

1.1.8 Future prospects

Earlier changes in consumer preferences were slow and retailers had a chance to analyze the repercussions on the business and an opportunity to plan a strategy. Whereas, now the preferences of consumers are changing more rapidly than expected. Therefore, retailers are required to be more equipped and perceptive to take strategic steps.

With the “Make in India” initiative of the Indian Government, the potential is there to become the future production hub. Given the right support and thrust, India can look at adding significant value to the goods produced internally. With the right stimulus, the consumer durables sector can repeat the success of Indian IT companies as they also have the potential of becoming the leading global brands. According to IBEF (2016), India is expected to go up from twelfth position to fifth in consumer durables sector across the globe by the year 2025. A sum of INR 1,500 million is earmarked for Atal Innovation Mission (AIM). It is an Innovation Promotion Platform which brings academicians, industrialists and scholars on same platform for drawing various national and transnational proficiencies to nurture a culture of product innovation, research and development and technical know-how. The Government of India has also established a mechanism of talent utilisation and self-employment. It is an incubation, techno-financial and facilitation program to encourage all forms of start-ups and other self-employed pursuits, especially in the areas which are technology-driven. The amount INR10 billion has also been set aside for this purpose in NITI Aayog.

The last decade has witnessed tremendous enhancement in trading of consumer durables. Although now the traders have to encounter more demanding consumers and rigorous competitors, larger investments will keep coming in and the share of organized retail sector will increase rapidly. Due to technological advancements, aggressive promotion strategies, plummeting import tariffs, reduced prices due to excess competition, consumer durables sector is poised for a quantum leap.

1.2 Concept of marketing

Kotler (1999) has defined the concept of marketing as a customer orientation which is supported by integrated marketing. It is aimed at achieving customer satisfaction as a key to fulfil the goals of an organization. Marketing is the backbone of every business thriving to attain customer satisfaction. The concept of marketing totally accepts the sovereignty of customer. American Marketing Association (1985) has defined marketing as “a process of formulating and implementing the conception, pricing, promotion and distribution of ideas,

services and goods for the purpose of exchanges which help in accomplishing objectives of individuals and organizations”.

According to Etzel et al., (2001), all the company activities in production, finance, engineering, human resources or marketing must function towards satisfying their customers’ needs and making reasonable profits at the same time. Organization’s central mission is seen as the satisfaction of customer requirements at a profit (Keller, 2008).

Christopher (1986) has highlighted the importance of marketing for consumers as it provides them with various alternatives to choose from, controls price mechanism, allows them to maintain a balance between their income and consumption level. It also helps consumers in exercising greater choices and having a final say in the success of offers.

According to Slater and Narver (1994), products or services are useful to consumers only if they can be made available for consumption at the right time and place. Marketing activities create such utilities for contentment of consumers through time, place and possession utility. Efficient marketing systems are devised for easy availability of superior quality goods or services at competitive prices.

Marketing activities are planned in a way that keep consumers well aware about everything. The objective of marketing strategies of every business is not only to attract consumers once but to encourage them to keep coming back. Taglines, logos, messages are designed to tickle the memory functions and knowledge of consumers. Knowledge can be improved with awareness, repetition of marketing messages, familiarity and a consumer’s acquisition of product information (Alba and Hutchinson, 2000). Bettinghaus and Cody (1994) have focussed on the need of repeated marketing messages as people tend to forget them over time, particularly if kept out of sight for long.

Most of the consumers are becoming increasingly aware of the presence of a number of brands in consumers durables sector. Therefore, organizations promote aggressively to make consumers buy their brands amongst the plethora of me-too brands. In this today’s fast-paced and increasingly competitive market, organizations strive to sharpen their marketing tactics and strategies in order to satisfy their consumers. In a global marketplace where businesses compete aggressively, implementing marketing strategies effectively has been identified as a key differentiator. The importance of marketing mix elements cannot be undermined in today’s hyper-competitive nature of markets.

1.2.1 Meaning of marketing mix

Kalyanam and McIntyre (2002) have defined marketing mix as a group of multiple micro-elements clustered together for the purpose of simplifying various managerial activities. Keller (2008) has narrated that marketing mix is a model which helps in the origination and execution of marketing strategies. The concept of marketing mix stresses upon blending of various factors for achieving both organizational and consumer objectives.

According to Kotler (1995), marketing mix is the amalgamation of four components, known as the 4Ps (product, price, promotion and place), that an organization has an option to add, subtract, or modify in such a way that a desired marketing strategy can be crafted. Four Ps are the parameters of marketing mix which marketers can regulate, subject to various internal and external constraints of the marketing environment. The aim of all marketing activities is to make decisions that centre four Ps on consumers in the target market which helps in creating perceived value and generating a positive response.

Winston and Panda (2007) have discussed that the first four steps of every marketing process mainly concentrate on value creation for its consumers. At first, every company collects information of market by analysing needs of the consumers. A marketing manager then plans a value proposition which helps in defining what values the company will offer and deliver to win its consumers. While designing marketing strategy, a company stresses up on designing various integrated marketing programs which consist of a combination of four marketing mix elements. These elements transform the strategies of marketing into real value for its consumers. Finally, the company gathers rewards of its reliable customer relationship programs by apprehending value from its end-users. According to the authors, providing consumers with superior value helps in creating highly satisfied and loyal consumers. It increases long-term customer equity for the firm.

According to Prakash (2010), marketing process involves various steps, but the most significant of all, is building value-laden relationships with its target consumers. Marketing managers practice customer relationship management throughout the process to create consumer satisfaction and delight. However, in order to create customer relationships, the company cannot function alone. It has to collaborate with its partners inside the company and through the entire marketing system. The author has, thus, concluded that for achieving desired results, the company must practice good customer relationship management, along with, good partner relationship management. The marketing atmosphere is changing constantly, therefore,

the companies have to consider three additional aspects while developing the relationships with their partners and customers. They must utilize modern technology, take advantage of universal prospects and at the same time must ensure that they function ethically.

1.2.2 Background of marketing mix

The concept of marketing mix has its origin in the 60's. In 1964, Borden has postulated that 4Ps comprise of twelve managerial policies which refer to the sub-mixes within each P. In his formulation of twelve elements, he has indicated that it is essential to develop a list of important ingredients or elements that form the marketing programs. He has also stressed on list of numerous forces that bear the marketing operation of a firm and to which the marketing manager must adjust, in his search for a mix or a program to be successful. The concept of marketing mix has been proposed by McCarthy (1964) who reduced Borden's elements to a simple 4Ps framework. It has been widely accepted through time by researchers, academicians, scholars and practitioners, having become a strategic element of both marketing theory and practice. 4Ps of marketing mix represent the dimensions which marketing managers may leverage for the satisfaction of market needs and wants.

Most of the introductory marketing manuals accept and embrace marketing mix as “the heart of their structure”. Various researchers like Cowell (1984), Brassington and Pettitt (2003), Kotler (2003) have identified 4Ps as controllable elements which effect the buying process and decisions of customers. Since 4Ps enjoy the large-scale endorsement, it is not surprising that they have become synonymous with term ‘marketing’, as also has been formulated by American Marketing Association (Bennett, 1995). Forte of 4Ps framework can be judged from the fact that it symbolises a practical and memorable approach for almost every marketing decision (Jobber, 2001).

Around three decades ago, number of scholars and researchers have suggested a new ‘P’ in the concept of marketing mix. Judd (1987) has recommended a fifth P (people). According to Booms and Bitner (1980), there should be additional 3Ps to the original concept of 4Ps, namely, participants, physical evidence and process for applying the concept of marketing mix to services. Further, Kotler (1986) has added political power and public opinion formation. MacGrath (1986) has also suggested addition of 3Ps (personnel, physical facilities and process management). Baungartner (1991) has reiterated the concept of 15Ps, namely, product, price, promotion, place, people, public relations, politics, probe, performance, prioritize, partition, plan, profit, position and positive implementation. Vignalis and Davis (1994) have documented

the addition of S (service) to the concept of marketing mix. Goldsmith (1999) has identified that there should be total of 8 Ps (product, price, promotion, place, process, physical evidence, participants and personalisation).

Goi (2009), however, analyzed that 4Ps have been significant in the development of marketing theory as well as practise. Marketing mix has been predominantly valuable from the earlier days of marketing when only physical products characterised a major portion of the economy. In the face of today's competitive arena, with marketing more assimilated into organizations and with a broader variety of products and markets, some researchers have endeavoured to expand its usefulness by recommending another Ps, such as packaging, people and process. Kent and Brown (2006) have concluded that, despite its boundaries and perhaps its uniqueness and simplicity, 4Ps framework remains convincing, effective and a staple of marketing mix.

1.3 Brand awareness

Gustafson and Chabot (2007) have defined brand awareness as how much aware current and potential consumers are towards the product or service of a company. According to Aaker (1990), brand awareness is likelihood that consumers are familiar about the product's availability and accessibility. Rossiter and Percy (1987) have explained brand awareness as an exercise of identifying the brand's name under distinct circumstances.

According to Aaker (1991), brand awareness involves a continuum ranging from brand recognition, to a belief that it is the only one in the product class. Figure 1.5 shows that it can be represented by three different levels of brand awareness.



Source: Aaker (1991)

Figure 1.5: The Awareness Pyramid

According to Keller (2008), anything which causes exposure of a brand to consumers promotes the establishment of brand awareness in their minds. Hoeffler & Keller (2002) have proposed that brand awareness can also be distinguished from depth and width. Depth refers to making consumers identify or recall a brand easily and width refers to quickness with which name of a brand comes to consumer's mind while purchasing a product. If a particular product has a brand depth and brand width, that specific product will come to the mind of consumer at time of purchase, indicating that the product has high brand awareness.

Gustafson and Chabot (2007) have analysed that if any company has a successful brand awareness, it leads to the impression that their products have a good reputation in market and are simply acceptable. According to Hoyer and Brown (1990), brand awareness is a significant tool for principal selection used by consumers who do not have any prior experience with the product and do not wish to experiment with unknown products or brands either. Brand awareness plays a substantial role in purchase decision and may also have a control on consumers' perceived risk evaluation and their level of assurance in buying decision (Aaker, 1990).

Brand awareness is imperative as there cannot be any transaction or communication without brand awareness (Percy, 1987). According to Baker and Nedungadi (1986), there must be a contemplation of the brand while making a purchase decision, which is provided by brand

awareness. Brand awareness helps in creating an association in the memory of consumers about a particular brand (Stokes, 1985). Some of the consumers prefer buying only those brands which are famous in the market (Keller, 1993).

Generating awareness about a brand is as essential as building a brand (Peter and Olson, 1996). According to Macdonald and Sharp (2000), if a brand name comes to the minds of consumers at once during point of purchase, it reflects that product has high brand awareness. According to Engel (1995), purchase intention of consumers depend on brand awareness of a particular brand. Dodds et al. (1991), Grewal et al. (1998) have recommended that consumers' buying decisions can be persuaded if a product has high brand awareness. Brand awareness also increases consumer's confidence in the particular brand (Aaker, 1990).

1.4 Consumer satisfaction

According to Teehankee (2007), organizations are required to perform for the advancement of mankind by the virtue of 'social license' granted by society. Satisfaction of consumers is an important metric of performance of organizations. Consumer satisfaction has been conceptualized in a number of ways in the literature of marketing. Various researchers have conceptualized satisfaction in terms of whether the service or a product meets buyer's desires and expectancies (Zeithaml and Bitner, 2000; Saklani, Purohit and Badoni, 2000). Cronin and Taylor (1992) have put forth a view that satisfaction is a transaction-specific measure. Oliver (1993) has opined that transaction-specific satisfaction is an instant post-purchase evaluative finding and, thus, is a very effective response to most recent experience with the firm. The transaction-specific approach indicates that satisfaction happens at post-consumption stage following a single encounter with the service provider, for example, satisfaction with a specific employer (Jones and Suh, 2000).

Anderson et al. (1994) have suggested that satisfaction is a complete assessment which depends on total purchase consumption and experience. Bitner and Hubbert (1994) have defined overall satisfaction as a calculated judgement of the last purchase encounter along with all the encounters with specific service provider. According to Veloutsou et al. (2005), overall satisfaction is an accumulation of all transaction-specific encounters. Auh, Salisbury and Johnson (2003) have concluded that transaction-specific satisfaction is expected to differ from experience to experience whereas overall satisfaction is a moving average that is comparatively steady and most similar to an overall attitude towards buying a brand.

Consumer satisfaction is one of the most recurrently studied topics in the field of marketing (Jones and Suh, 2000; Pappu and Quester, 2006). It is also indispensable to long-term business success. Dimitriadis (2006) has pointed out that satisfied consumers are less price sensitive, not much influenced by competitor's attacks and also continue to be more loyal to a brand as compared to dissatisfied consumers.

1.5 Marketing mix, brand awareness and consumer satisfaction

Brand name is an imperative element in brand awareness. The brand gets embedded in minds of consumers as it further gets associated with feelings, facts and names (Davis, Golicic and Marquardt, 2008). A product is said to be branded when targeted section of consumers know about the product and its details are embedded in the memory which further generates awareness (Keller, 1993). Brand awareness influences the decision-making of consumers through brand association, especially when a product develops a favourable brand image. It gives fillip to marketing and also helps in various marketing activities.

Long and Shiffman (2000) have observed that a branded product has more value and acceptance among consumers than an unbranded product. Consumers value those brands more which have a good reputation amongst the groups to which they belong or seek to belong. According to Sabharwal (2014), belonging of an individual to a group provides social identity and a sense of fitting in.

In this study, the term 'elements of marketing mix' refers to the 4Ps namely, product, price, promotion and place. The relationship of each element of marketing mix with brand awareness and consumer satisfaction has been explored and put forth in the following ways by researchers and academicians.

Product features can facilitate consumers to have a subjective assessment on product's overall characteristics and quality. It makes a product hold a pertinent differentiation and also become a selective brand in minds of consumers (Aaker, 1991). Chahal and Sharma (2006) have highlighted that better quality of a product results in a higher degree of economic outcomes and a higher retention rate by consumers.

A few studies have explored the association of brand awareness and price promotions. Keller (2008) has concluded that price promotions affect brand switchers and promote product trials. These product encounters strengthen brand awareness. On the other hand, Yoo et al. (2000) have found a negative relation between price promotion and brand awareness for consumer

durables. According to them, awareness of consumer with respect to both high-priced and low-priced products is conclusive and definitive.

Advertisement initiates, creates and spreads brand awareness by exposing relevant aspects of the products to consumers (Rossiter and Percy, 1987). Krishnan and Chakravarti (1993) have put forward that advertising enhances a brand's probability of being added in consumers' consideration set, thus, expanding market performance of a brand. Peter and Olson (1996) have inferred that advertising has a significant and a positive influence on brand awareness.

A feeling of familiarity and pleasure is created by a brand which is known by consumers. The probability of such a brand being purchased also increases (Aaker, 1996). According to Ferris, Oliver and Kluiver (1992); Smith (1992), buyers are contented if they can find their preferred brands in a large number of establishments. Distribution of product also plays a decisive role to influence the thinking of consumers by value they grant to the brands in their buying decisions (Yoo et al., 2000). Shelf visibility, by itself, helps in creating brand awareness for products purchased frequently (Smith and Park, 1992).

Natarajan et al. (2012) have focussed on importance of accurate delivery and proper order fulfilment for ensuring satisfaction of consumers. In their study on brand equity and consumer satisfaction, Pappu and Quester (2006) have established a significant relationship between consumer satisfaction and retailer awareness for the specialty and department stores.

1.6 Rationale of the study

With the rise of consumers and the introduction of new technologies, the durables sector has become more competitive. The strategies of marketing managers have to be channelized in right directions. The managers are also required to understand the factors affecting purchase decisions of consumers. Therefore, it becomes imperative to study the effect of marketing strategies on the consumers' awareness and satisfaction.

The existing literature on marketing has primarily focused on the effect of elements of marketing mix on perceived quality, consumer's purchase decision, brand loyalty or brand equity. A limited number of studies have researched the relationship between elements of marketing mix and brand awareness, but that too in different contexts.

The present study aims to study the effect of elements of marketing mix on brand awareness of consumer durables. Since every marketing strategy is formulated and executed by an

organization with the intention to satisfy its consumers, therefore, the effect of elements of marketing mix on consumer satisfaction has also been explored. Further, the current study analyses the relationship between elements of marketing mix and consumer satisfaction through brand awareness. It also helps in understanding the effect of elements of marketing mix on consumer satisfaction through brand recognition and brand recall.

1.7 Overview of research

In order to study the relationship of elements of marketing mix, brand awareness and satisfaction of consumers, Indian consumer durables industry has been chosen. As it is a competitive and fastest growing sector, various companies like Blue Star, Daikin, Godrej, Hitachi, LG, Videocon, Samsung, Voltas, Sony, Philips and Whirlpool have flooded the market with product categories like televisions, air conditioners, microwave ovens, refrigerators, washing machines, DVD players and home theatre systems. It offers a good context for studying elements of marketing mix, brand awareness and satisfaction of consumers.

The scope of consumer durable market has been confined to four products, namely, air conditioners, refrigerators, washing machines and televisions whose buyers have been selected as respondents. Four brands which have a market share of around 70-80% in the market of each of the product category have been studied. Brands namely, LG, Samsung, Voltas and Hitachi have been included in the product category of air conditioners; LG, Samsung, Whirlpool and Godrej in case of refrigerators; LG, Samsung, Whirlpool and Videocon in the category of washing machines; and Sony, LG, Samsung and Videocon in the televisions' category.

Consumers from the state of Punjab and union territory of Chandigarh have been selected for this study. Industry experts have suggested that six districts of Punjab, namely, Ludhiana, Jalandhar, Amritsar, Bathinda, Patiala, Mohali and the union territory of Chandigarh together account for around 70-80% of consumption of consumer durables in the selected region. Therefore, consumers of only these six districts and union territory of Chandigarh have been included in the study.

The present study is based on following research questions, objectives and hypotheses.

1.7.1 Research questions

This research study seeks to address the following questions:-

1. What is the effect of marketing mix elements on brand awareness?
2. What is the effect of marketing mix elements on consumer satisfaction?
3. What is the relationship between marketing mix elements and consumer satisfaction through brand awareness?

1.7.2 Research objectives

The research objectives of this study are:-

1. To examine the effect of marketing mix elements on brand awareness
2. To explore the relationship between marketing mix elements and consumer satisfaction
3. To analyze the relationship between marketing mix elements and consumer satisfaction through brand awareness

1.7.3 Research hypotheses

The following hypotheses have been framed to achieve the research objectives:-

H1 (a): Marketing mix elements positively affect brand awareness.

H2 (a): Marketing mix elements positively affect consumer satisfaction.

H3 (a): Marketing mix elements have an indirect effect on consumer satisfaction through brand awareness.

Aaker (1991) has identified brand recognition and brand recall as levels of brand awareness. Percy and Rossiter (1992) have classified brand recognition and brand recall as types of brand awareness. Therefore, the following two hypotheses have been framed additionally.

H3 (b): Marketing mix elements have an indirect effect on consumer satisfaction through brand recognition.

H3 (c): Marketing mix elements have an indirect effect on consumer satisfaction through brand recall.

1.8 Significance of the study

Due to intensification in competitive pressures and because of increased globalization, organizations around the world have been continuously looking for sustainable competitive advantages. Branding is one such advantage. According to Uusitalo et al. (2014), a brand is conferred as a market signal targeted primarily at end-consumers. It enables them to save time by ensuring and guaranteeing a certain level of quality, simplifying their choices and satisfying their specific requirements. Along with branding, an improvement in brand awareness levels help organizations to gain an extra edge over their competitors. If there is no brand awareness, consumers cannot or will not buy the brand. According to Peter and Olson (1996), generating awareness about a brand is as significant as enriching the experience of a consumer for any product or service.

Marketing mix and brand awareness are important areas of study for academicians and practitioners. According to Dodds et al. (1991); Grewal et al. (1998), consumers' purchase decision can only be persuaded if the product has a high level of brand awareness. Elements of marketing mix are tools that marketers employ in order to spread and generate maximum recognition and recall amongst consumers.

A deep understanding of priorities and needs of consumers is a pre-requisite in effective formulation of marketing mix. This also benefits marketers in analyzing how policies may be framed for satisfaction of consumers.

Various studies, based on marketing mix and brand equity, have been conducted in India in telecommunication and other sectors. However, the consumer durables sector remains relatively less explored. There are a limited number of researches which have studied the impact of elements of marketing mix on brand awareness in this sector. Only a few studies have examined the mediating effect of brand awareness on elements of marketing mix and satisfaction of consumers in India, and in particular, northern part of India. The present study is meant to address this gap.

The effect of elements of marketing mix on brand awareness in the context of consumer durables has been studied in the present research. The impact of elements of marketing mix on consumer satisfaction has been explored. Further, the mediating effect of brand awareness on elements of marketing mix and consumer satisfaction has also been analyzed. The study has

also examined how demographic variables (age and gender) affect satisfaction of consumers in their buying decisions through brand awareness.

A sincere attempt has been made to make this study meaningful for manufacturers and marketers of consumer durables in Punjab. It also aims to provide a deep insight to academicians and researchers and makes an effort to add some theoretical inputs to the body of knowledge in this field.

1.9 Organization of thesis

The thesis has been organized in five chapters. A brief review of each chapter is given below.

Chapter I: Introduction

The first chapter is an introduction of the study. It describes the scenario of Indian consumer durables industry. It covers relevant developments after the year 1991. It outlines, in brief, current growth of this sector and the reason for such an enormous growth. It also elaborates government's initiatives, future prospects and opportunities and challenges before this industry. It describes the concept of marketing mix, traces its evolution, brand awareness and consumer satisfaction. It further outlines research objectives, research questions and hypotheses of the study. The significance and scope of the study have also been outlined in the chapter.

Chapter II: Review of literature

In the second chapter, available literature related to elements of marketing mix, brand awareness and consumer satisfaction in the context of consumer durables and other industries, has been reviewed. It includes various research contributions, directly or indirectly, related to the present study.

Chapter III: Research methodology

The third chapter elaborates a research plan and methodology adopted in this study. It covers various phases, design, questions, objectives and hypotheses. It also outlines population, respondents, sampling, data collection, questionnaire, data validity and reliability and data analysis tools.

Chapter IV: Statistical analysis and interpretations

Statistical analysis and interpretations of data have been discussed in the fourth chapter. It reports the findings of present research. Simple regression, mediation analysis, structural equation modeling, kruskal-wallis, t-test and chi-square analysis have been applied to analyze the data. A framework to analyze the effect of elements of marketing mix on consumer satisfaction through brand awareness has been proposed. It explores the effect of elements of marketing mix on brand awareness and consumer satisfaction. It also studies the relationship of elements of marketing mix and consumer satisfaction through brand awareness in consumer durables industry. It also discusses the relationship of elements of marketing mix and consumer satisfaction through brand recognition and brand recall. It presents the impact of age and gender on consumer satisfaction through brand recognition and brand recall. It also discusses the impact of influencers on decision-making of consumers, level of success in creating brand awareness, choice of point of purchase and mode of payment.

Chapter V: Summary of findings and conclusions

This chapter comprises the summary of results. It discusses various research objectives with respect to findings of the study. It presents the theoretical discussion, implications, contributions and limitations of the present research. Recommendations for future research directions have also been highlighted.

The list of references, used in the study, has been compiled at the end of the thesis.

Concluding Remarks

This chapter discusses consumer durables industry, its growth, government initiatives, future prospects, concept of marketing mix, its background, relationship of elements of marketing mix and brand awareness, consumer satisfaction. It presents the rationale, overview and significance of the research. A chapter scheme describing the organization of thesis has also been presented.

Chapter - II

Review of Literature

2.1 Introduction

Various studies have been undertaken in India and abroad in the areas of marketing mix, brand awareness and consumer satisfaction. Various aspects of these have been analysed by researchers. This particular chapter contains a brief review of some studies that cover various contexts in which branding and marketing have been studied, bearing direct or indirect relevance to the present study. Besides the studies related to consumer goods, studies related to brand awareness and customer satisfaction in the context of other sectors such as telecom, retail stores and low-involvement products have also been reviewed.

Borden (1964) is considered to be the first to have used the term marketing mix and it was recommended to him by Culliton in 1948. McCarthy (1964) has proposed marketing mix or 4Ps, as a means of transforming marketing planning into practice. According to Chong (2003), marketing mix has originated from a single P (price) of microeconomic theory. Over the years, new Ps have been introduced to compete in a highly competitive marketing environment (Low and Tan, 1995). In 2006, Möller has assessed various sub-disciplines of marketing management (retail marketing, relationship marketing, consumer marketing, industrial marketing and services marketing) and updated a picture of the 'Mix' as a paradigm and a predominant tool. The concept of 4Ps of marketing mix has been criticised in number of studies such as Lauterborn (1990), Popovic (2006) and Möller (2006). According to Kent and Brown (2006), however, in spite of its various deficiencies, the concept of 4Ps remains indispensable in marketing literature. The subsequent Ps have yet to overcome a consensus about eligibility and agreement over their practical application.

Borden (1964) has suggested that 4Ps consist of twelve managerial elements which also refer to the sub-mixes in each P (Figure 2.1). In his origination of these twelve policies, he has indicated that it is essential to formulate a list of significant ingredients or elements which make up marketing programs. Further, he has emphasized on list of forces that support marketing operation of an organization and which a marketing manager should regulate in order to create an effective and successful mix. According to Goi (2009), later, Borden

reorganized these twelve elements into 4Ps, namely product, price, promotion and place to persuade and satisfy the target market.

The concept of marketing mix has been proposed by McCarthy (1964). It has been accepted widely by practitioners and academicians over the decades and has become a vital component of marketing literature. 4Ps of marketing mix represent the dimensions which managers may leverage for satisfying the needs of market.

| | |
|---|---|
| <p>Product</p> <p>Product planning</p> <p>Branding</p> <p>Packaging</p> <p>Servicing</p> | <p>Place</p> <p>Distribution channels</p> <p>Display</p> <p>Physical handling</p> <p>Fact finding and analysis</p> |
| <p>Price</p> <p>Pricing</p> | <p>Promotion</p> <p>Personal selling</p> <p>Advertising</p> <p>Promotions</p> |

Figure 2.1 McCarthy’s 4Ps and 12 Policies of Borden

2.2 Related studies

A brief and selective review of literature related to marketing mix, brand awareness, consumer satisfaction and relationship of product, price, promotion, distribution with dimensions of brand equity in context of various industries has been outlined in this section.

American Marketing Association (1985) has defined marketing as “a process of formulating and implementing the conception, pricing, promotion and distribution of ideas, services and goods for the purpose of exchanges which help in accomplishing objectives of individuals and organizations”.

Alba and Chattopadhyay (1986) have explained the concept of brand awareness in two important measurements. It comprises of brand recognition and brand recall. Brand recognition reflects ability of consumer to confirm that he/she has been exposed to brand in question previously whereas brand recall refers to consumer’s ability to name that particular

brand when category need, product category, or some other similar cues such as brand logo have been given.

According to Rossiter and Percy (1987), brand awareness is an exercise of identifying the name of brand in various circumstances. It is the capability of a consumer to recognise or recall the name of a brand under different conditions. The authors have emphasized the importance of advertisements in creating brand awareness as they help in exposing brands to consumers.

Gupta (1988) has reviewed effects of sale promotions on dimensions of brand equity. It has been found that sale promotions do not have a significant effect on brand equity. Price promotions, particularly, short-term reduction of prices such as price discounts, specific sales or coupons can easily be duplicated and deactivated. They increase only short-term sales operation through sale provocation. Repetitive price promotions may project the brand of a low quality. Difference in expected and observed price confuses the consumers and in long-term, it endangers the brand. According to author, sale promotions are also not very effective in generating brand awareness.

Aaker and Keller (1990) have concluded that a brand's high awareness and positive image help in promoting the loyalty of consumers. A high level of brand awareness leads to a high degree of trust in the brand and consequently, it influences purchase intentions of consumers.

According to Hauser and Wernerfeldt (1990), advertising plays a significant part in generating brand awareness. It has a positive effect on perceived quality and subsequently brand equity. Advertisements also have a positive and a significant effect on brand loyalty as they help in reinforcing brand awareness and steering viewpoints towards a brand. Repetitive advertising programs increase the chances of getting attention for a brand, simplify selection of a consumer and habituate the selection of a brand.

Aaker (1991) has emphasized that brand name is one of the imperative factors in brand awareness. The brand is like a file cabinet in consumer's mind and it can be recorded with related names, facts or feelings. Therefore, the author has recommended that a company should focus to connect to attributes, characteristics or names which are important according to a consumer in its marketing communications.

Aaker (1991) has suggested that brand awareness linked with strong associations helps in forming a positive image of a brand. Brand associations comprise of numerous instances,

ideas, facts and episodes which form a strong network of brand knowledge. Brand associations that result in high awareness of the brand have a significant influence on brand equity. According to author, strong brand associations are based on multiple encounters or repeated exposures to its messages. Such associations are a signal of high quality and pure commitment. It helps a customer to consider a particular brand at time of purchase, which leads to a positive and favourable attitude towards the brand.

According to Aaker (1991), if a brand is recognized and recalled, it is because the company is carrying out an intensive and aggressive advertising programs, it is deploying the best and multiple channels of distribution, it is in the market for many years, or it is successfully and satisfactorily being used by a great number of consumers. A consumer, who has not been exposed directly to the advertising campaigns of a known brand, but knows that many other consumers are using it, supposes that the brand is superior and attributes this to a great advertising effort. The recall of a brand or its knowledge can also be decisive in incorporating it into small group of alternatives that will be remembered while purchasing. The image in minds of consumers also vitally affects their buying decision.

Dodds, Monroe and Grewal (1991) have observed that price has a significant impact on perceived quality, but does not have a significant impact on willingness to buy and perceived value. Store information and positive image of brand have a significant effect on perceived value and quality as well as consumer's intention to buy. Price can be an indicator of the amount of sacrifice which is required for buying a product and also an indicator of the quality level. High price often leads to high level of perceived quality. At the same time, high price also represents a monetary measure of what must be sacrificed in order to purchase the good, which leads to a reduced willingness to buy.

Kamins and Marks (1991) have analyzed high brand awareness of a product leads to better quality evaluation and high market share. Hence, customers are expected to have positive purchase intentions towards a brand that is familiar and well-known.

Meyers-Levy and Sternthal (1991) have focussed on various demographic variables. According to them, age and gender continue to be the most common modes of segmentation used by marketers. It is vitally crucial for marketing managers to understand the effects of age and gender on potential buying decisions for developing marketing strategies effectively and implementing segmentation strategies successfully.

Srivastava and Shocker (1991) have observed that there is a definite effect on brand awareness when a product is present at a particular retailer. Store's image which ensues from the management of manufacturers and retailers is used as a major marketing tool in managing, increasing and improving brand equity.

Ferris, Oliver and Kluiver (1992) have pointed that customers tend to be more satisfied and content if they can locate their brands in a large number of establishments. Customers consider the probability of locating their preferred brand at any time and at any place. The authors have concluded that increased circulation and distribution confers high value to the brand.

Smith and Park (1992) have highlighted that distribution and store environment help to form and establish a link between product category and brand. Shelf visibility helps in generating familiarity of brands and trials for frequently purchased products. Brand awareness can be improved by consumers' usage experiences as these encounters provide personal experience of products to consumers.

According to Keller (1993), a product is said to be branded when a section of target consumers knows about the product and, consequently, feed in their memory. It generates familiarity and awareness of the product. The author has observed that brand awareness is positively related to purchase decision through brand association.

According to Krishnan and Chakravarti (1993), advertising plays a major role in creating awareness and improving perceived quality that make up a brand's equity pool. Consumer memory is a significant repository of the firm's equity. Recall is mainly facilitated by elaborative processing of a stimulus. An advertisement with well-integrated and assimilated constituents produce a consistent set of positioning associations that create a comprehensible impact in the memory of consumers. The authors have concluded that advertising helps in increasing the probability of brand's inclusion in consumer's consideration sets, thereby, enhancing the brand's market performance.

Anderson et al. (1994) have suggested that consumer satisfaction is an evaluation based on overall purchase consumption and experience. Satisfaction is an evaluative judgement of the previous purchase encounter and is based on all occasions with the service provider. Hence, overall satisfaction is an accumulation of all the transaction-specific encounters. The authors have reiterated the positive effects of consumer satisfaction on profitability, in terms of return

on investment, of company in future periods. Consumer satisfaction also helps in providing a strong basis for brand loyalty, which is beneficial for the company in the long run. Therefore, funds allocated to improve it should be treated as investments and not as expenses.

According to Dawar and Parker (1994), retail reputation is a crucial indicator of the product quality. Store image has a significant effect on the reputation of a brand. Consumers infer quality of products from image and reputation of a store. Promotional events carried out by stores and a positive word of mouth further helps in enhancing brand associations. Therefore, products should be distributed through vendors that have a good image.

Aaker and Álvarez del Blanco (1995) have put forth that brand awareness is a major component in the dimensions of brand equity. Brand awareness has a favourable effect on purchase intention of consumers. It has the ability to influence the attitude and perception of consumers towards a brand. If a product has a high degree of recall in the market, a company can use it as a tool to expand the product's base in market.

Hanna and Dodge (1995) have focussed on the importance of considering not only costs of production, but also customers' perception of value of a product with respect to its pricing. Customers have certain expectations in their mind regarding price, features, quality, specifications and value of a product/service before deciding to buy it. If their expectations meet reality for the product purchased or service encountered, they would be content and satisfied. Customers do not only want cheaper prices, they also look for value in products or services in accordance with their expectations.

Hallowell (1996) has defined consumer satisfaction as a function of product's quality, price and expectations. Consumer's perception of the value received has a significant influence on consumer satisfaction. Product quality and price also have a positive impact on satisfaction of consumers. Hence, it is essential for any firm to please and satisfy their consumers to improve its profitability.

Peter and Olson (1996) have established that generating awareness about a brand is as significant as enriching the experience of a consumer for any product or service. Consumers cannot purchase a brand without brand awareness. It is, because, they are ignorant about the brand's existence. The authors have concluded that though advertisements have a significant effect on brand awareness, various levels of brand awareness are needed by consumers when

they make a purchase decision. Other promotional tools such as personal selling, publicity, price promotion and sales promotion may also have an effect on brand awareness.

Long and Shiffman (2000) have propounded that a product is valued more when branded than when unbranded. Consumers generally value those brands more which have a positive image amongst the groups to which they have a sense of belongingness. The authors have specified that a wide range of value may effect behaviour of consumers because they can differ greatly in the nature of their association with a service provider.

Macdonald and Sharp (2000) have emphasized that brand awareness is a significant factor which has an influence on buying decision of a consumer. Their study has presented through empirical results that brand awareness has a significant impact on consumers' choice set. According to authors, brand awareness is the most prevalent choice tactic in consumers who are inexperienced and face a new decision task. Consumers who know one particular brand in their choice consideration set tend to experience lesser brands in a series of product trials and happen to select the familiar brand even though it is perceived to be lower in quality as compared to other brands. Advertisements target to increase brand awareness and may also be influential in increasing choice probabilities. The study has suggested that impact of awareness on the choice of product category may also persist beyond the consumer's initial preferences.

Yoo et al. (2000) have highlighted that consumer's ability to recognize and recall a brand can be improved through repeated brand exposure in stores. Degree of intensity with which a product has been distributed plays a significant role in influencing the decision of consumers. Brand awareness is significantly related to the advertising expenditure invested in brand. The authors have established a negative relationship between brand awareness and price promotion for consumer durables. It has also been concluded that consumers are equally familiar with low-priced and high-priced products. Consumers use high-price as a signal of quality to attain efficiency in their decisions, even though the products which are low-priced give more value to them.

Yoo, Donthu and Lee (2000) have extended marketing mix literature by theoretically and empirically examining the impact of selected marketing mix and brand equity. It has been observed that high advertising investment, high pricing of product, good imaging of store and high distributing intensity are significantly linked to high brand equity whereas recurrent price promotions, such as price deals, are related to low brand equity.

Oyewole (2001) has conducted a research on consumer satisfaction with airline services to determine whether demographic variables have an influence on consumer satisfaction. It has been observed that gender, education, occupation and marital status have a significant influence on consumer satisfaction, whereas, age and household income do not have a significant influence on consumer satisfaction.

Hoeffler & Keller (2002) have proposed that brand awareness can be distinguished from depth and width. Depth refers to making consumers recall or identify brand easily and width refers to the promptness with which a name of brand comes to consumer's mind while purchasing a product. Authors have concluded that if a product owns brand depth as well as brand width at the same time, specific brand's name will come to the mind of consumers when they want to purchase a product, hence, implying that the product has achieved high brand awareness.

Auh, Salisbury and Johnson (2003) have described that transaction-specific satisfaction is expected to differ from experience to experience, whereas, overall satisfaction is a moving average which is comparatively more steady and most similar to an overall attitude towards purchasing a brand.

Palmer (2004) has suggested that marketing mix is not a scientific theory, but purely a conceptual framework which helps in identifying the primary decision-making process and which marketing managers consider in constituting their offerings to suit the wants of their consumers. Such tools can also be employed to device long-term policies and short-term tactical programmes.

Shams (2004), in his study of young mobile users of Tehran city, has studied the relationship between selected elements of marketing mix and brand equity. In a conceptual framework which has been proposed, the marketing components have been linked to various dimensions of brand equity. These dimensions have then been further linked to brand equity. The author has specified a significant influence of elements of marketing mix on the dimensions of brand equity and a positive effect of these dimensions on brand equity.

Smitha, Gopalakrishna and Smith (2004) have examined the complementarities between two major elements of marketing communications mix (personal selling and trade shows) from an integrated marketing communications perspective. The authors have observed that follow-up sales efforts produce higher productivity in sales when consumers have been earlier exposed

to a firm's products at a trade show. Through a field study with a group of industrial distributors, the study has suggested that return-on sales figures are higher among show attendees than non-attendees. Overall profits have been found to be greater when the trade show is used in combination with optimal levels of sales effort. The trade show has a significant effect on customer purchase intentions. The study has also provided a significant accountability for trade show expenditures and has highlighted the valuable leverage being offered towards improving selling efficiency.

Hua (2005) has examined the effects of marketing mix on brand equity in the Australian market. This study has been carried out in three product categories, namely, orange juice, razor and soap to examine the proposed effects. It has been found that advertising in any media is significantly related to brand equity. The author has concluded that television advertising has more impact on brand equity as compared to publishing advertising. Impact of promotion on brand equity has been found to be complicated. It has also been observed that heavy promotions have a negative impact on brand equity.

Rajh (2005) has analyzed the impact of elements of marketing mix on brand equity but in a different context. Structural coefficient and estimated indirect effect coefficient have specified the direction and power of each of the marketing mix element analyzed. It has been indicated that a high price results in the positive brand image. The authors have observed that high intensity of marketing activities promote brand awareness and create a positive brand image. If the store image is positive in which a brand is sold, it results in forming a positive brand image as well. Recurrent price deals create a negative image of the brand. High brand awareness and positive brand image lead to high brand equity. Resulting indicators of indirect causal impact have indicated that high price, positive image of stores in which a brand is sold and high intensity of marketing activities indicate high brand equity. It has also been observed that frequent price deals have a negative effect on brand equity.

Villarejo-Ramos and Franco (2005) have documented the effects of marketing effort on brand awareness and brand image. It has been observed that there is a positive effect of brand awareness on perceived brand image for consumers through three marketing efforts, namely, perceived advertising spend, store image, distribution intensity. Perceived advertising spending has been found to have a favourable causal relationship with two components of brand equity, namely, brand image and brand awareness. Name recognition and brand

awareness in consumers favour the attitude towards brand and help in improving its image. Thus, brand awareness has a favourable effect on perceived brand image for consumers.

Pappu & Quester (2006) have analysed the awareness of retailer and consumer satisfaction for department and specialty stores. The authors have observed a significant and a positive relationship between awareness of retailer and consumer satisfaction for the department as well as specialty stores. Retail brand equity has been characterized as a four-dimensional construct which comprises of retailer perceived quality, retailer awareness, retailer associations and retailer loyalty. Retail brand equity has been found to vary with consumer satisfaction. Consumer-based retailer equity dimension has been observed to vary according to consumer satisfaction level with a retailer in the case of department stores. On the other hand, only retailer perceived quality, retailer awareness and retailer associations have been found to vary according to consumer satisfaction with a retailer for specialty stores.

Peng (2006) has indicated that brand awareness has the greatest total effects on brand loyalty. Whenever the business launches a new product or enters a new market, they should focus on generating brand awareness in order to yield positive and best results as brand awareness is positively related to brand loyalty.

Zarbi (2007) has evaluated the effect of selected marketing mix components on brand equity. Results of data analysis have supported the hypotheses of research for direct effects of parameters on each other by using a structural equation model. It has been indicated that selected marketing mix components have a strong and a significant effect on dimensions of brand equity and also on brand equity.

Keller (2008) has asserted that anything which causes exposure of a brand to consumers contributes in establishing brand awareness in their minds. Price promotions, in particular, play an important role in influencing brand switchers and encouraging product trials. It has also been observed that these product experiences enhance brand awareness.

Kim et al. (2008) have studied brand equity in hospital marketing. It has been observed that five factors namely, brand awareness, trust, customer satisfaction, relationship commitment and brand loyalty majorly influence brand equity through strong customer relationships. Through empirical test of the relationships between these factors, the authors have further suggested that hospitals can be effective in creating a positive image and high brand equity if they are able to handle and manage their customer relationships well.

Clark, Doraszelski and Draganska (2009) have concluded that expenditures on advertising have a significant and a positive impact on brand awareness but not on perceived quality. Since awareness is the most basic source of information that a consumer can have for a brand, it implies that an imperative role of advertising is to provide information. However, it has been observed that advertising is not likely to alter consumers' quality perceptions.

Chi, Yeh and Yang (2009) have studied the mediating effect of brand loyalty and perceived quality on brand awareness and consumer purchase intention. The study has verified that brand loyalty and perceived quality act as mediator variables between brand awareness and consumer purchase intention. It has been observed that brand awareness has a positive and a significant effect on perceived quality, brand loyalty as well as purchase intention. High brand awareness results in high purchase intention. Brand loyalty has also been found to be significantly related to perceived quality and purchase intention. The authors have also recommended that consumers will buy a familiar and a well-known product. Results of the study are the same as the findings of Peterson (1970) and Keller (1993).

Dominici (2009) has made an attempt to clarify two distinct approaches of marketing mix evolution with respect to e-marketing mix which focuses on growth of marketing mix theory in digital context. It has been widely discussed both in management theory and practice that the marketing mix paradigm of 4Ps has evolved all the way. Though it is a known fact that the concept of 4Ps of marketing mix has been a landmark of marketing literature, it also cannot be ignored that there is a need to assess the "controllable factors" which form the marketing mix. According to author, digital business has ignited a need for differentiation of the mix. Researchers have always been divided between the viewpoints of "conservatives" and "revisionists". The former advocates that 4Ps paradigm adapts to changes in environment as it keeps on adding new elements under each "P" and the latter believes that 4Ps paradigm is now outdated and proposes fresh paradigms. However, the pursuit for a new and assertive paradigm for various operational strategies in competitive atmosphere is still continuing. Researchers are still looking for a widely acceptable replacement or substitute of 4Ps' mix after almost half a century. One of the possible reasons could be an imperfect or half way comprehension of the full potential of new digital business skills and technologies. Online companies are still trying to reach their full maturity or potential, which industrial enterprises had reached when McCarthy proposed the 4Ps. The author has, thus, concluded that the basic structure of 4Ps is still valid, even after almost sixty years. It is also evident that, despite the

controversies between “conservatives” and “revisionists”, 4Ps mix is still essential for marketing decisions.

Valette-Florence et al. (2009) have assessed the relative effect of brand personality (long-term brand management instrument) and sales promotion (short-term marketing mix instrument) on the formation of brand equity. The authors have measured the consumers' perceptions towards brand personality and promotional intensity and have modelled their consequent impact on brand equity. It has been observed that brand personality has a significant effect on brand equity. Sales promotion intensity has been observed to have a negative impact on brand equity at aggregate level. The study has also shown that relative effect of these two components varied across the consumer groups. Three homogeneous consumer groups have been found to differ while evaluating the relative effect of brand personality and sales promotions on brand equity.

According to Goi (2009), a product is anything that could be offered in the market to satisfy needs or wants of consumers. Successful companies consider the product's features, form, functionality, quality and benefits from the view point of consumers. Therefore, each and every product must be produced in order to meet the needs and expectations of consumers of a particular target market.

Mangold and Faulds (2009) have argued that social media is a hybrid component of the integrated promotion mix. In a traditional sense, it enables companies to communicate to their customers, whereas in a non-traditional sense, it empowers customers to talk to one another directly. According to authors, the timing, content and frequency of the social media-based discussions which occur between customers have been seen to be beyond direct control of a manager. Conversely, in the traditional marketing communications paradigm, a relatively high degree of control has been observed to be present. The study has recommended that managers must focus on shaping conversations of customers in a way which is consistent with performance goals and mission of the company. It includes offering some common networking platforms to consumers. Customers can be engaged by using blogs, promotional and social media tools.

Martínez, Montaner and Pina (2009) have proposed and estimated a theoretical model using structural equation methodology. It has been observed that the attitude, based on initial brand beliefs and the coherence of a new product, towards the extension has a significant influence on brand image. A multi-sample analysis has also revealed that when the brand extensions

are introduced through suitable advertising, they constitute an efficient and effective way of conserving image of the brand.

O'Guinn, Allen and Semenik (2009) have reviewed that brand awareness is an essential measure and also an indicator of knowledge of consumers about a brand. According to authors, brand awareness is a strength of presence of brand in the minds of consumers and how easily that particular knowledge can be retrieved from the memory of consumers.

Arham (2010) has emphasized on importance of ability to fulfil and deliver promises made during promotion, whether through advertising, direct selling, sales promotion, or by any other mode. The author has postulated that the incapability of a company to fulfil promises made during promotional campaigns, would decrease customer satisfaction of one's business. Therefore, providing customers with sincere, transparent, honest and true information in promotional events increase customer satisfaction and promote brand loyalty.

Camarero, Vicente and Garrido (2010) have explored determinants of brand equity from the perspective of internal and external visitors for cultural activities in a region of Spain. In the case of an itinerant art exhibition staged in last two decades, the analysis has considered four elements for brand equity, namely, loyalty, brand image, perceived quality and brand values. It has been found that external visitors emphasize more importance to brand image as a determinant of value than internal visitors, whereas for the internal visitors, brand values are the major determinant of value.

Chattopadhyay, Dutta and Sivani (2010) have developed and empirically tested a model to study the effects of advertising frequency in building brand equity for first time and repeat car buyers in India. Effects of selected media mix elements on dimensions of brand equity has been analyzed. The authors have observed that not every media mix element has a significant impact on brand equity. For the first time car buyers, television advertisement has been found to be a good medium to advertise, however, it has not been found to be a suitable medium for repeat car buyers. Press advertisement has been found to be a good medium for repeat buyers and not for first car time buyers. Source of information for first time and repeat car buyers is also likely to be distinct. First time car buyers are expected to have lesser knowledge of category than repeat buyers. Therefore, it is reasonable to assume that they both have different ways of processing information related to a product or a brand.

Farris et al. (2010); Liu, Liston-Heyes and Ko (2010) have differentiated brand awareness in two types, namely, 'aided awareness' and 'top-of-mind awareness'. 'Aided awareness' occurs when consumers have been given a list of brand names and they can recognise the brand from a given set whereas 'top-of-mind awareness' occurs when consumers are able to automatically recollect the brand name because they can very promptly associate brand with the product category. Both types of brand awareness are valuable in their respective areas of application, despite their inherent differences. According to authors, brand awareness also comprises of brand recognition and brand recall. Consumer's ability to confirm that they have been exposed previously to that particular brand is brand recognition. On the other hand, brand recall reflects consumer's ability to name a particular brand on the mention of category need, particular product category or some other similar hint like brand logos.

Homburg et al. (2010) have focussed on the importance of brand awareness in business-to-business (B2B) environment. The creation of brand awareness is a significant aim for various B2B branding strategies. It is also imperative to engage customers and develop long-term relationships with them in a two-way dialogue with the help of tools such as offline interactions, insight communities and social media platforms. In a cross-industry study of more than 300 business-to-business firms, the authors have analysed that brand awareness helps significantly in driving the market performance.

Hyun and Kim (2010) have proposed a model which has evaluated the effects of marketing mix efforts and company image on brand equity in the software section of information technology. The authors have highlighted that all three dimensions of brand equity have a significant effect on the overall value of brand equity. Perceived quality has been found to be significantly related to brand loyalty whereas brand awareness with associations has been observed to be not significantly related to brand loyalty and perceived quality. It has been further highlighted that efforts of marketing mix have an effect on overall value of brand equity, which is a proxy of market performance, through perceived quality, brand loyalty and brand awareness with associations.

According to Keller (2010), today's market environment offers diverse ways through which marketing programs can be created and influenced while enhancing brand equity. Various policies like communication strategies, distribution network strategies, pricing strategies and other marketing activities can be responsible for weakening or strengthening the brand.

According to Osman and Subhani (2010), brand awareness has a positive and a significant effect on decision-making and loyalty of consumers. The authors have established that formation and strength of brand associations in brand image can be influenced by brand awareness which has been formed through information attached to the brand in consumer's memory.

Alom and Haque (2011) have highlighted the significance of distribution networks for satisfying and retaining the consumers. It is a vehicle that connects the products and services from producer to the end consumers. The authors have recommended that the marketing managers must discourage anything that brings discomfort for consumers. In terms of distributing products to consumers, it should aim to create value and improve standard of living of the people.

According to Karatepe (2011), examining age and gender relationships is substantial. Without sound evidence and guidelines of demographic profile of consumers, managers might run the risk of making wrong decisions. Ignoring the differences in age and gender may be problematic if there are such differences existing. On the other hand, age and gender sensitive approach may even create problem if there are no such differences existing in the buying approach of consumers.

Krishnan and Hari (2011) have studied factors that determine satisfaction of customers in white durable goods in Chennai, Tamilnadu. According to authors, customer satisfaction measures how well services or products of a company fulfil or exceed the expectations of customer. Hence, it is important to understand customers and their expectations from the organization. Through factor analysis model, factors have been identified which are responsible for customer satisfaction in white durable goods. It has been observed that fourteen factors, namely, product compatibility, worthiness, repair, competitive price, reliability, overall quality, after-sales services, pre-sales, usage experience, loyalty programs, responsiveness, warranty, sales person's behaviour and customer services influence customer satisfaction.

Vyas (2011) has focused on important factors and sources of information in purchase of consumer durables. It has been revealed that brand name, price, guarantee, warranty and after sales services are significant factors in purchase of the durables. Regarding source of information, influence of friends, neighbours or relatives, authorized dealers' or shops, technical expert advice through media have been observed to be significant factors

influencing the purchase of consumer durables. It has become quite important to improve the core product, along with value addition, in the similar price range for satisfaction of consumers.

According to Koniewski (2012), consumer satisfaction is an outcome of experience of attributes as well as that of interface with organization. Strength of consumer's emotional link with brand is better indicated by the brand named first in unprompted and spontaneous recall.

Huang and Sarigöllü (2012) have emphasized that significant customer relationship management programs can be conducted for generating and improving brand awareness. A meaningful relationship between a brand and its customers can lead to deeper considerations and greater sales volumes as they become more conscious of the product and loyal towards the brand.

Madhu-Mohan and Jayanthi (2012) have highlighted that, in most of the markets, successful companies are shifting their focus towards the adoption of various pricing tactics such as rewarding better single price points only on the multiple purchases made, providing cash discounts for the purchase of 'suite of products', offering discounts on fuel for purchases made in-store and any other strategy to generate repeat purchases, inspiring larger orders and taking customers out of the market on key items.

Rafiei et al. (2012) have conducted a study, in which company image acts as a mediator variable, playing the most significant part in building brand equity. Dimensions of brand equity are affected by price, promotion and after-sale services due to company image. Among dimensions of brand equity, brand loyalty and perceived quality have a significant impact on brand equity. The authors have concluded that companies need to focus and emphasize strongly on quality of product and brand loyalty. The company can enhance brand image through ongoing relationship with customers, balancing price and quality and increasing after sales services.

Rahmani, Mojaveri and Allahbakhsh (2012) have studied the effects of sales promotion and advertisements on brand equity. It has been observed that sales promotion is important for building strong brand equity. Brand awareness and mental association of consumers increase the positive perception of brand when they are continuously exposed to advertising. Most of the consumers have tendency to believe the comments in advertisements and presume that the actual functioning is in accordance with what they proclaim.

Sawant (2012) has studied the impact of advertisement on brand awareness and consumer preference with reference to men's wear. It has been observed that although price no longer dominates when choicest garments are to be purchased, yet only some of the consumers are willing to spend exorbitant money for the eye-catching brands. Hence, price factor cannot be ignored totally. Further, print media has been found to be most effective for men as they see it repeatedly which forms a permanent impression of the brand, followed by visual media which informs that brand is available in city. Men have also been found to be paying attention to brands suggested by friends and close ones although final choice is based on self-assessment only. Although advertising has been found to be majorly responsible for popularizing a brand, however, it has been found to be meaningful only in generating brand awareness and eliciting interest.

Sedaghat et al. (2012) have examined effect of promotional mix elements, namely, sales promotion, personal selling, advertising, direct marketing and public relations on brand equity dimensions and brand equity. It has been observed that promotional mix elements significantly influence brand equity. Extensively investing in advertising, diversifying advertisement, concentrating on training of sales persons' in various fields such as selling technical knowledge, social communications and having apprised of products' attributes, presenting repetitive rewards, participating in various social events boost brand awareness and brand loyalty. The authors have concluded that sales promotion, personal selling, advertising, direct marketing and public relations should be upgraded and established as brand creating factors.

Nair (2013) has observed that customers are more likely to be satisfied if the brands are able to develop a psychological attachment. Such customers would, in turn, share their experiences of brand with others who might be attracted towards it. The author has further stated that rather than being mere bundles of features, brands trigger the feeling of association in memory and mind of customers motivating them to buy and experience it. High brand satisfaction and its presence in the customer's range of unprompted recall can strengthen brand loyalty.

Sivesan and Karunanithy (2013) have revealed that there is no significant effect of personal demographic factors such as gender and marital status on consumer satisfaction. However, there is a significant effect of income, age and education level on satisfaction of the consumers.

Dhurup, Mafini, Dumasi (2014) have observed that there is a positive and a significant influence of price, packaging and brand awareness on brand loyalty. The authors have suggested that the management should introduce and execute effective pricing, packaging and brand awareness for strengthening brand loyalty of consumers.

Ahmed and Rahman (2015) have analysed that product differentiation can be used to increase satisfaction of customers. When a firm produces a range of products based on the requirements of customers, then the customers get privilege of selecting their products from various options. Further, it has been observed that if the company can improve the product's quality at the same price, the customers feel pleased, satisfied and motivated to buy the same product or brand again and again.

Masud (2015) has studied the impact of marketing tools, namely, advertising and sale promotion on dimensions of brand equity of telecommunication companies in Bangladesh. It has been concluded that advertising has a significant and a positive impact on brand equity. On the other hand, it has been found that sale promotions do not have a significant impact on brand equity.

Nasrabadi and Zandi (2015) have established a significant and a positive effect of elements of marketing mix on brand equity. Impact of elements of marketing mix on perceived quality, brand equity and brand loyalty have been found to be significant. Media advertising and advertisement through agencies and billboards have a positive impact on brand awareness. The authors have observed the importance of quality control laboratories in order to maintain product's quality at an optimum price.

Abril and Rodriguez-Cánovas (2016) have analyzed the relationship between private label brand equity and selected marketing mix elements, namely, price, in-store promotion, monetary promotions, in-store communication, advertising activity and distribution intensity. It has been observed that private labels distribution, in-store communication and perceived price are instrumental in building private label brand equity. The importance of in-store communication has been highlighted as opposed to advertising which has shown no effect on private labels brand equity.

Amegbe (2016) has examined the impact of brand equity on consumers' willingness to pay price premiums, consumers' attitude towards brand preference and purchase intention. It has been found that brand preference and purchase intention are significantly related to brand

equity. However, consumers' willingness to pay price premiums and brand equity have not been found to be significantly related, indicating that having a brand name is not a guarantee to place premiums on the product.

Pham et al. (2016) have studied the effect of brand equity and perceived value on customer's revisit intention. It has been observed that brand loyalty is significantly related to customer's perceived value and revisit intention. Among all components of brand equity, brand loyalty has the most significant impact on perceived value and revisit intention. It has been further observed that perceived quality has a positive effect on perceived value and does not have an impact on revisit intention. Brand awareness with brand associations has a significant effect on revisit intention but not on perceived value. Further, perceived value has been observed to have a positive effect on revisit intention.

2.3 Research gap

Since every organization strives hard in a competitive environment for the satisfaction of its consumers, therefore, a better understanding of their behavior is essential to allocate the limited resources effectively. It may help the organizations to design, produce, communicate, deliver and improve the products in accordance with needs and wants of different consumer groups.

As observed from the preceding review of literature, most of the studies have primarily focussed on examining the impact of marketing mix elements on perceived quality, brand loyalty and purchase intention in different contexts. Earlier studies have explored the effect of promotion mix elements on brand equity and its dimensions. There are limited studies on the relationship between elements of marketing mix and brand awareness conducted in north India, and specifically Punjab, in the context of consumer durables sector. Moreover, there is a lack of studies which focus on the mediating role of brand awareness between elements of marketing mix and satisfaction of consumers.

The purpose of the present study is to study the effect of elements of marketing mix on brand awareness. It examines the impact of elements of marketing mix on consumer satisfaction. It analyses the relationship between elements of marketing mix and consumer satisfaction in the light of brand awareness. It also explores the relationship between elements of marketing mix and consumer satisfaction through brand recognition and brand recall. Therefore, the present study attempts to bridge the identified gap and contribute theoretically to the literature.

Concluding remarks

This chapter presents a brief summary of literature related to elements of marketing mix, brand awareness and consumer satisfaction. It demonstrates the studies on relationship of elements of marketing mix with brand equity, brand loyalty, brand preferences, brand awareness and consumer satisfaction in different contexts. Based on review of literature, research gap has also been presented.

Chapter - III

Research Methodology

3.1 Introduction

This chapter essentially deals with the methodology used to carry out research study as a systematic and scientific investigation. It introduces overall research design of the study which includes the methodology adopted for carrying out the research study and various phases of this research. The details of research design, including the methodology adopted for carrying out research work, have been discussed. It incorporates research objectives, research design and sampling techniques, sample size and methods of data collection. The collected data has been analyzed with the help of SPSS version 20.0 and AMOS version 20.0 to validate the research framework. The statistical tools used for data analysis and limitations of the study have been reported.

3.2 Phases of research

The complete research process has been carried out in the following four phases:-

Phase I: Understanding the existing perspective

Existing literature on marketing mix and brand awareness in different contexts has been explored in this phase. The literature includes relationship of elements of marketing mix with brand equity, brand loyalty, brand preferences, brand awareness and consumer satisfaction. It has been reviewed thoroughly to understand the impact of marketing mix on various dimensions of brand equity and consumer satisfaction. Simultaneously, identification and analysis of the variables have been done in this phase.

Phase II: Assessment of consumers' perspective

This phase of research involves designing of a well-structured questionnaire to assess the impact of 4Ps on brand awareness of consumers and their satisfaction while purchasing consumer durables. It lays emphasis on brands recently purchased, effect of influencers on decision-making, point of purchase opted, mode of payment chosen and demographic profile of respondents. The questionnaire has been designed after extensive literature review and validated through discussions with academicians and industry experts.

Phase III: Pilot testing of study instrument

The third phase of research pertains to pilot testing of study instrument before its use for final data collection. It has helped in modifying the questionnaire usefully. Validity and reliability of the instrument have been tested on a sample of 60 respondents. Data has been collected by administering the questionnaires to the consumers. The respondents have been approached personally in various districts. They have been explained the purpose of questionnaire and help has been extended to them, wherever required, for filling the questionnaire. The consumers have also been assured anonymity and that the requirement of information is for academic purposes only. After collecting the data, values of factor loadings for each statement and Cronbach's alpha for the main constructs have been recorded.

Phase IV: Developing a strategic framework

In the last phase of present study, an endeavor has been made to study the impact of elements of marketing mix on brand awareness and also on consumer satisfaction in the context of consumer durables sector. A framework representing the effect of elements of marketing mix on consumer satisfaction through brand awareness has been proposed. Primary data has been collected and analyzed with the help of SPSS (20.0) and AMOS (20.0). Outcomes have been presented.

3.3 Research design

A number of techniques are available for collecting primary information from respondents. For this study, a well-structured questionnaire based on a five-point Likert type scale has been used as the prime instrument for data collection. In order to achieve various research objectives, an exploratory and descriptive survey design has been used.

Various statistical tools, namely, regression, mediation analysis, structural equation modeling have been applied to study the relationship between marketing mix elements, brand awareness and consumer satisfaction. A structural model of the indirect effects of elements of marketing mix on consumer satisfaction through brand awareness has also been developed. Kruskal-wallis, t-test and chi-square analysis have also been employed for analysis. These tools have been helpful in examining the relationship amongst variables.

Consumers' responses to the statements representing elements of marketing mix, brand awareness and consumer satisfaction have been studied and analyzed. An aim of all

marketing strategies is to ensure consumer satisfaction. Therefore, the effect of elements of marketing mix on consumer satisfaction has also been analyzed. On the basis of these results, a framework representing the effect of elements of marketing mix on consumer satisfaction through brand awareness has been developed.

3.3.1 Research questions

The present research seeks to address following questions:-

1. What is the effect of marketing mix elements on brand awareness?
2. What is the effect of marketing mix elements on consumer satisfaction?
3. What is the relationship between marketing mix elements and consumer satisfaction through brand awareness?

3.3.2 Research objectives

The research objectives of this study are:-

1. To examine the effect of marketing mix elements on brand awareness
2. To explore the relationship between marketing mix elements and consumer satisfaction
3. To analyze the relationship between marketing mix elements and consumer satisfaction through brand awareness

3.3.3 Research hypotheses

The following hypotheses have been framed to achieve the research objectives:-

H1 (a): Marketing mix elements positively affect brand awareness.

H2 (a): Marketing mix elements positively affect consumer satisfaction.

H3 (a): Marketing mix elements have an indirect effect on consumer satisfaction through brand awareness.

Aaker (1991) has identified brand recognition and brand recall as levels of brand awareness. Percy and Rossiter (1992) have classified brand recognition and brand recall as types of brand awareness. Therefore, the following two hypotheses have been framed additionally.

H3 (b): Marketing mix elements have an indirect effect on consumer satisfaction through brand recognition.

H3 (c): Marketing mix elements have an indirect effect on consumer satisfaction through brand recall.

3.3.4 Population and respondents

The consumer durable industry is growing at a phenomenal rate. Various companies like Blue Star, Daikin, Godrej, Hitachi, LG, Videocon, Samsung, Voltas, Sony, Philips and Whirlpool have flooded the market with numerous product categories like televisions, air conditioners, washing machines, microwave ovens, DVD players, home theatre systems and refrigerators.

In the present study, the scope of consumer durables market has been confined to four product categories, namely, air conditioners, refrigerators, washing machines and televisions whose buyers have been selected as respondents. Four brands which have a market share of around 70-80% in the market of each of the product category have been studied. Brands, namely, LG, Samsung, Voltas and Hitachi have been included in the product category of air conditioners; LG, Samsung, Whirlpool and Godrej in case of refrigerators; LG, Samsung, Whirlpool and Videocon in the category of washing machines; and Sony, LG, Samsung and Videocon in the televisions' category.

Consumers from the state of Punjab and union territory of Chandigarh have been selected for this study. Industry experts have suggested that six districts of Punjab, namely, Ludhiana, Jalandhar, Amritsar, Bathinda, Patiala, Mohali and union territory of Chandigarh together account for around 70-80% of consumption of consumer durables in the selected region. Therefore, consumers of only these six districts and union territory of Chandigarh have been included in the study.

3.3.5 Sampling and data collection

The population of this research study is very large and enumeration of all the members is nearly impossible. Jain (2012) has opined that there may be situations and circumstances when it is not possible, practically or theoretically, to do random sampling in applied social sciences researches. Therefore, convenience sampling has been used to select the respondents. This technique is often used for exploratory research work in social sciences where population is very large (Babbie, 1990; Zikmund, 1997). Due care has been taken to include respondents of both the genders belonging to all age-groups, income-groups, educational levels and occupation categories.

A pre-tested, structured and non-disguised questionnaire, based on a five-point Likert type scale, has been administered to the respondents to collect primary data. A total of 500 questionnaires have been administered between July and October, 2014, out of which 350 completely-filled questionnaires comprise the sample of the study.

3.3.6 Structure of the questionnaire

After a systematic and thorough review of existing literature and panel discussion with experts, the researcher has developed a study instrument. A sequence of questions has been decided to collect the information considering the objectives of present study. The questionnaire has been divided in seven different sections.

Table 3.1 presents the structure of the questionnaire. Information collected from respondents has been compiled in an excel format according to standardized manuals of statistical tests. The questionnaire has been included as an appendix (I) in the thesis.

Section 1 of table 3.1 shows the gist of questions used in the questionnaire captured from consumers regarding the product categories and the corresponding brands purchased in three years prior to data collection. The list of factors which influence the decision-making of consumers while purchasing the consumer durables has been depicted in section 2 of the table. Sections 3 and 4 respectively display the gist of questions used to collect information relating to the point of purchase and mode of payment. Information with respect to level of success in creating awareness by various brands has been captured in section 5. The gist of questions related to responses of consumers on parameters of their purchase experiences is shown in section 6. Section 7 shows the demographic profiles of the respondents.

Table 3.1 Structure of questionnaire

| <i>Section No.</i> | <i>Gist of question</i> | <i>Response method</i> | <i>Purpose</i> |
|--------------------|--|--|---|
| 1 | Recently purchased consumer durable product, along with the brand | Tick one option out of given different options | To identify the product and brand more frequently purchased by consumers |
| 2 | Factors which influence decision-making of consumers | Rank 1-6 (1 is maximum influence and 6 is minimum influence) | To rank the factors which influence the decision-making |
| 3 | Point of purchase chosen by consumers | Tick one option out of given different options | To study the consumer's preference for point of purchase |
| 4 | Mode of payment preferred by consumers | Tick one option out of given different options | To study the consumer's preference for mode of payment |
| 5 | Brands of air conditioners in terms of their success in creating awareness Brands of refrigerators in terms of their success in creating awareness Brands of washing machines in terms of their success in creating awareness Brands of televisions in terms of their success in creating awareness | Rank 1-4 (1 is maximum influence and 4 is minimum influence) | To identify which brand has been most successful in creating awareness |
| 6 | Product attributes Pricing Promotion Place Satisfaction Brand Awareness | Rate 1-5 (1 is strongly disagree and 5 is strongly agree) | To know the consumers' responses to various parameters related to their purchase experience |
| 7 | Age Gender Marital Status Educational qualification Occupation Family income Buyer type Background District | Please tick one option out of given different options | To collect the demographic information of study respondents |

3.4 Data validity and reliability

A study is valid if its measures actually measure what they claim to and if there are no logical errors in drawing conclusions from the data (Garson, 2002). Hence, different steps have been taken to ensure validity of the study. The study instrument has passed face validity test by

experts. Validity of the instrument can also be verified from the values of factor loadings for each statement. It is usually accepted that factor loading $\geq .04$ for each statement is good for validity of the statements and for the questionnaire (Hair, Black, Babin, Anderson and Tatham, 2006). Therefore, the statements and the constructs to which they belong can be considered as valid.

The objective of reliability analysis is to make sure that if another investigator follows the same procedures and uses the same case study objects, same conclusion would be made. Reliability is a measure of the extent to which an item, scale or instrument will yield same scores when administered in different times, location or population, when the two administrations do not differ in relevant variables (Garson, 2002). According to Cronbach (1951), reliability of a construct in the questionnaire can be verified from value of Cronbach's alpha calculated for each construct, which suggests high degree of inter correlation among the test items (Cronbach, 1951).

In the present study, reliability analysis has been carried out by using Cronbach's coefficient alpha which indicates internal consistency of the scale used in this study for the purpose of data collection. Cronbach's alpha is typically used when there are several Likert type items that are summed to take a composite score or a summated scale. It is based on an average correlation of each item in the scale with every other item. High value of Cronbach's coefficient alpha suggests that the scale possesses high internal consistency or high reliability of different items designed to measure multiple constructs and variables. Generally, as a rule of thumb, Cronbach's alpha ≥ 0.70 is considered as an acceptable reliability coefficient (Nunnally, 1978). In the present study, questionnaire has been pre-tested on a sample of 60 respondents.

A construct of 'marketing mix elements' has been proposed in the study. It consists of thirty statements representing four sub-constructs, namely, product (7), price (5), promotion (10) and place (8), taken together.

Tables 3.2, 3.3 and 3.4 show validity and reliability of the main constructs.

Table 3.2 Validity and reliability of the construct of ‘marketing mix elements’

| Name of the construct (Value of Cronbach’s coefficient alpha) | Name of the sub-constructs (Value of Cronbach’s coefficient alpha) | Statements | Factor loadings |
|--|---|---|-----------------|
| Marketing mix elements (.764) | Product (.774) | The product I have bought is a quality leader within its category | .563 |
| | | The reliability of the product is very high | .675 |
| | | The product is quite user-friendly | .653 |
| | | The product design is very attractive | .823 |
| | | The product has very appealing features | .718 |
| | | The company offers a variety of products | .653 |
| | | The company offers warranty on good terms | .573 |
| | Price (.736) | I have bought the product at a reasonable price | .578 |
| | | The overall price deal I have received is good | .656 |
| | | The point of purchase has provided me with more than one option of payment mode | .724 |
| | | The company offers options to buy on installments | .698 |
| | | The company offers credit | .577 |
| | Promotion (.791) | The company promotes its products through print media like newspapers & magazines | .531 |
| | | The company also promotes its products through outdoor advertising | .566 |
| | | The company communicates through TV and internet | .750 |
| | | It also uses social networking sites like Facebook, Twitter to advertise | .651 |
| | | The company advertises the product frequently | .764 |
| | | The company also sells directly through its sales force | .540 |
| | | The company often participates in exhibitions/trade fairs | .513 |
| | | The point of purchase carries out promotional activities | .605 |
| | | The salesperson has given me enough information about services | .486 |
| | | The website of the company provides sufficient information | .484 |
| | Place (.758) | The company sells its products through various channels | .572 |
| | | The point of purchase stocks other well-known brands as well | .652 |
| | | The company offers its products through factory outlets | .608 |
| | | The point of purchase offers appealing ambience | .616 |
| | | The product was available at the desired time | .498 |
| | | The company is giving good after sales services | .571 |
| The process for contacting for after sales is simple | | .676 | |
| The results of after sales services are satisfactory | | .674 | |

All the constructs, namely, ‘product’, ‘price’, ‘promotion’, ‘place’ and ‘marketing mix elements’ are valid because the factor loadings of each of the thirty statements is greater than 0.4. The values of Cronbach’s alpha of all constructs are greater than 0.7, indicating they are reliable too.

The construct of ‘brand awareness’ has also been studied. It consists of twelve statements representing two sub-constructs, namely, brand recognition (5) and brand recall (7), taken together.

Table 3.2 Validity and reliability of the construct of ‘brand awareness’

| Name of the construct (Value of Cronbach’s coefficient alpha) | Name of the sub-constructs (Value of Cronbach’s coefficient alpha) | Statements | Factor loadings |
|--|---|--|------------------------|
| Brand awareness (.920) | Brand recognition (.874) | I know what the brand looks like | .760 |
| | | I can recognize the brand among other competing brands | .730 |
| | | I am aware of the brand | .767 |
| | | I know the brand | .742 |
| | | The brand has a strong personality | .682 |
| | Brand recall (.836) | When I think of the product category, the brand that comes to my mind is the one I have bought | .774 |
| | | I am able to recall the symbol/logo of the brand | .648 |
| | | The company has been able to create brand awareness in minds of consumers | .708 |
| | | The company has been able to communicate the product features | .734 |
| | | The company has been able to differentiate the product from competing brands | .765 |
| | | The company has been able to generate a recall of brand benefits | .713 |
| | | When I think of the product category, the brand that comes to my mind is the one I have bought | .774 |

In table 3.2, the factor loadings of each of the statements is greater than 0.4, which indicates that constructs of ‘brand awareness’, ‘brand recognition’ and ‘brand recall’ are valid. The value of Cronbach’s alpha of all these constructs are greater than 0.7, indicating that all the constructs are reliable.

A construct of ‘consumer satisfaction’, consisting of four statements, has been proposed in the study. Table 3.4 shows the values of factor loadings of four statements and the value of Cronbach’s alpha for the construct.

Table 3.4 Validity and reliability of the construct of ‘consumer satisfaction’

| Name of the construct | Statements | Factor loadings | Cronbach’s coefficient alphas |
|------------------------------|--|------------------------|--------------------------------------|
| Consumer satisfaction | I am satisfied with the product I have bought | .767 | .712 |
| | I am satisfied with the price I have paid to buy the product | .833 | |
| | I am satisfied with the way the product is being promoted | .478 | |
| | I am satisfied with the distribution and availability of the product | .661 | |

In table 3.4, it has been seen that factor loadings of each of the statements is greater than 0.4, thereby, indicating that the construct of ‘consumer satisfaction’ is valid. The value of Cronbach’s alpha of this construct is also greater than 0.7. This indicates that the construct is also reliable.

3.5 Data analysis

Data were analyzed with the help of Statistical Package for Social Sciences (SPSS) version 20.0 and AMOS version 20.0. Statistical tools like regression, mediation analysis, structural equation modeling, kruskal-wallis, t-test and chi-square analysis have been applied to test various hypotheses.

3.5.1 Regression

Step-wise regression analysis has also been carried out, which endeavors to examine the relationship between elements of marketing mix and brand awareness by taking brand awareness as a dependent variable and elements of marketing mix as an independent variable. Also, with the help of this analysis, the relationship between elements of marketing mix and consumer satisfaction has been examined.

3.5.2 Mediation analysis

Mediation represents the consideration of how a third variable affects the relation between two other variables. In other words, it signifies the addition of a third variable (M) to the $X \rightarrow Y$ relation (X can be considered a possible cause of Y), whereby X causes the mediator, M, and M causes Y, so $X \rightarrow M \rightarrow Y$ (Baron and Kenny, 1986). A mediation model helps in identifying and explaining the mechanism or process that underlies an observed relationship between an independent variable and a dependent variable via the inclusion of a third

variable, known as a mediator variable (also a mediating variable). Rather than a direct causal relationship between the two variables (independent variable and dependent variable), a mediation model proposes that the independent variable influences the mediator variable, which in turn, influences the dependent variable. Thus, the mediator variable serves to clarify the nature of relationship between independent and dependent variables. Mediation analysis has been carried out in the present research to study the relationship between elements of marketing mix and consumer satisfaction through brand awareness.

3.5.3 Structural equation modeling

Structural equation modeling (SEM) is a powerful, yet complex, analytical technique (Shook et al., 2004). It is a family of statistical models that seek to explain the relationships among multiple variables and examines the structure of interrelationships expressed in a series of equations (Hair et al., 2006). It is a unique combination of both interdependence and dependence techniques. The series of statistical methods allow complex relationships between one or more independent variables and one or more dependent variables. It can be conceptually used to answer any research question involving direct or indirect observation of one or more independent variables or one or more dependent variables. It is particularly useful when one dependent variable becomes an independent variable in a subsequent dependence relationship and it makes the structural model interdependent. However, primary goal of SEM is to determine and validate a proposed causal process and/or model. Therefore, SEM is a confirmatory technique (Hair et al., 2006). In this analysis, two types of variables are used, namely, exogenous variables and endogenous variables. Variables that are not influenced by other variables in a model are called exogenous variables. Variables that are influenced by other variables in a model are called endogenous variables. In this research, a structural model of the indirect effects of elements of marketing mix on consumer satisfaction through brand awareness has been developed.

3.5.4 Kruskal-wallis

The kruskal-wallis H test (sometimes also called the "one-way ANOVA on ranks") is a rank-based nonparametric test that can be used to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable (Daniel, 1990). It tests whether the mean ranks are same in all groups. Like most non-parametric tests, it is performed on ranked data, so observations are converted to their ranks in the overall data set. In present research, it has

been used to rank the influencers which have an effect on decision-making of consumers and also, to rank the level of success in creating brand awareness by various brands of selected product categories.

3.5.5 t-test

According to Hair et al., (2006), a t-test is a statistical examination of two sample means. It is a parametric test and commonly used to examine the statistical differences between mean scores of two or more groups. It examines whether mean scores of two independent groups differ. It can be used when the variances of two normal distributions are unknown. This technique has been applied in the present study to compare mean scores of various categories of demographics of respondents.

3.5.6 Chi-square

Chi-square test is an important test amongst the several tests of significance. It is used to measure the differences between what is observed and what is expected. It enables to explain whether or not two attributes are associated (Greenwood and Nikulin, 1996).

3.6 Research flow diagram

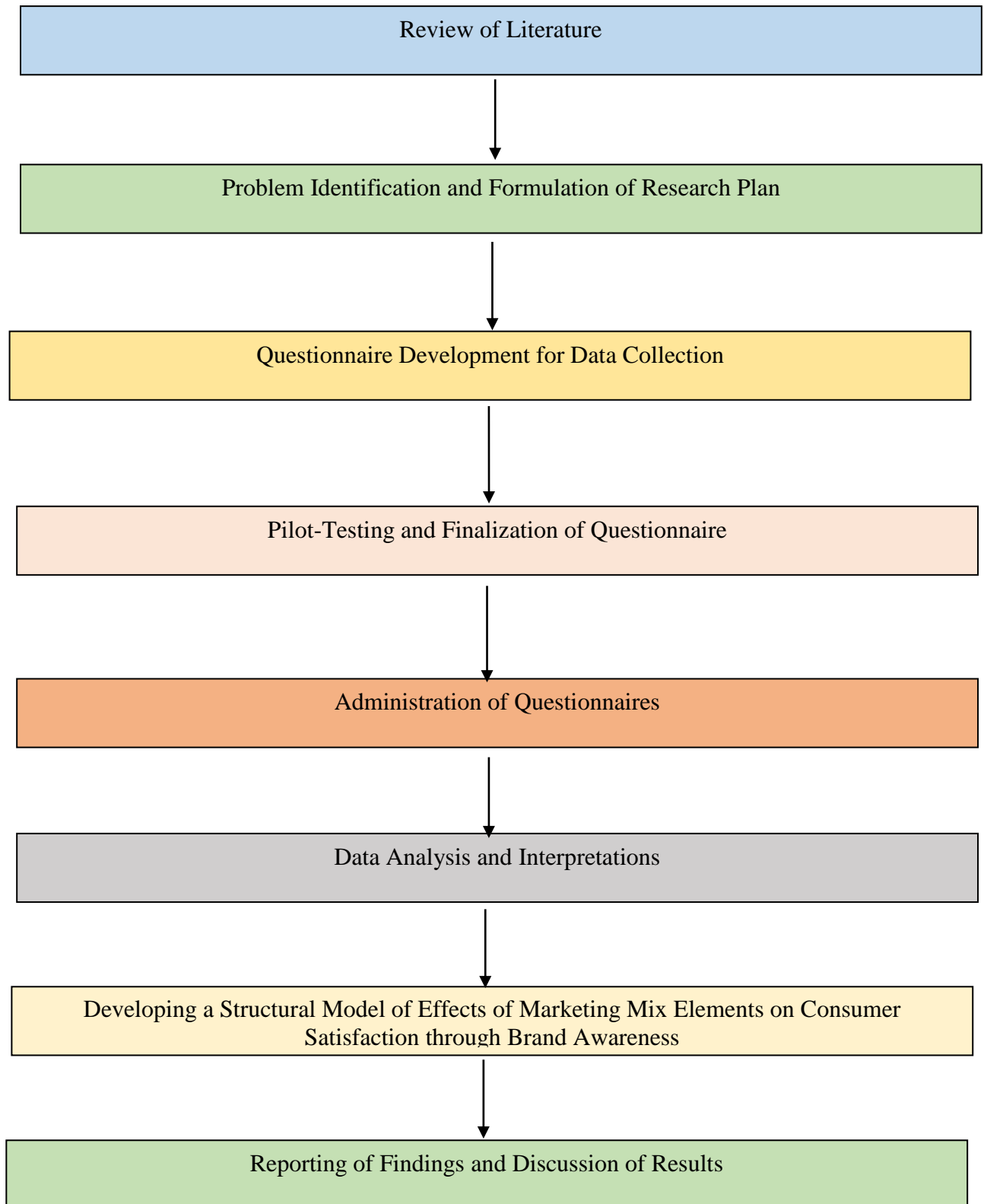


Figure 3.1 Research Flow Diagram

Concluding remarks

This chapter describes the details of step-by-step approach adopted for the present study. It explains the methodology applied at different phases of study. It outlines an overview of the rational of statistical methods such as regression, mediation analysis, structural equation modeling, t-test, kruskal-wallis and chi-square.

Chapter - IV

Data Analysis and Interpretations

Introduction

This chapter presents statistical analysis of data and reports the findings. Data has been analysed with the help of SPSS version 20.0 and AMOS version 20.0. Regression, mediation analysis and structural equation modeling have been employed to validate the research framework. Kruskal-wallis, t-test and chi-square analysis have also been applied to analyze the data. A framework to analyze the effect of elements of marketing mix on consumer satisfaction through brand awareness has been proposed.

Effect of marketing mix elements on brand awareness has been discussed in Section 4.1. Section 4.2 presents the relationship of marketing mix elements and consumer satisfaction. The relationship of marketing mix elements and consumer satisfaction through brand awareness as well as through brand recognition and brand recall has been reviewed in section 4.3. Section 4.4 displays the impact of age and gender on consumer satisfaction through brand recognition and brand recall. Sections 4.5, 4.6, 4.7 and 4.8 exhibit the impact of influencers on decision of consumers, level of success in creating brand awareness, choice of point of purchase and mode of payment, respectively.

Although many demographic and other variables have been used in the study, two variables, namely, gender (male and female) and background of respondent (rural and urban) have been chosen specifically for comparative analysis.

Demographic Profile of consumers

The demographic profile of consumers has been displayed in table 4.1

Table 4.1: Demographic profile of consumers

| Demographic profile | Code | Response |
|----------------------------|-------------|-----------------|
| Age-group | | |
| Up to 20 | 1 | 18 |
| 21-40 | 2 | 150 |
| 41-60 | 3 | 165 |
| 61 and above | 4 | 17 |
| Total | | 350 |
| Gender | | |
| Male | 1 | 167 |
| Female | 2 | 183 |
| Total | | 350 |
| Marital status | | |
| Married | 1 | 213 |
| Unmarried | 2 | 137 |
| Total | | 350 |
| Education | | |
| Undergraduate | 1 | 80 |
| Graduate | 2 | 117 |
| Post Graduate | 3 | 90 |
| Professional | 4 | 63 |
| Total | | 350 |
| Occupation | | |
| Government Service | 1 | 120 |
| Private Service | 2 | 57 |
| Self Employed | 3 | 50 |
| House-wife | 4 | 49 |
| Student | 5 | 26 |
| Retired | 6 | 48 |
| Total | | 350 |
| Monthly income | | |
| Less than ₹ 25,000 | 1 | 47 |
| ₹ 25,000 > ₹ 50,000 | 2 | 92 |
| ₹ 50,000 > ₹ 1,00,000 | 3 | 74 |
| ₹ 1,00,000 and above | 4 | 137 |
| Total | | 350 |
| Type of buyer | | |
| First-time | 1 | 172 |
| Repeat | 2 | 178 |
| Total | | 350 |
| Background | | |
| Rural | 1 | 123 |
| Urban | 2 | 227 |
| Total | | 350 |
| District | | |
| Bathinda | 1 | 63 |
| Patiala | 2 | 77 |
| Amritsar | 3 | 43 |
| Jalandhar | 4 | 47 |
| Ludhiana | 5 | 40 |
| Mohali | 6 | 37 |
| Chandigarh | 7 | 43 |
| Total | | 350 |

Consumer's profile analysis

Table 4.1 reflects the basic characteristics of the consumer households surveyed. Age composition of sampled respondents has indicated that 42.8 per cent of consumers are between 20 to 40 years of age in the surveyed group. Out of the 350 respondents surveyed, 52.3 per cent are female and 47.7 per cent are male. Almost 61 per cent of the respondents are married. Educational profile of respondents has shown that most of them are graduates or postgraduates. Almost 34 per cent of respondents are in government service followed by private service and others. Sample households falling in the income group of ₹ 1 lac and above have a dominant share of 39.2 per cent. Most of the respondents (51%) are repeat buyers. Background-wise distribution has shown that majority of consumers are urban consumers with a share of 65 per cent as compared to 35 per cent of rural consumers. 22 per cent of respondents are from Patiala district, followed by Bathinda and others.

The distribution of respondents on the basis of demographic categories is shown in figures 4.1 to 4.9.

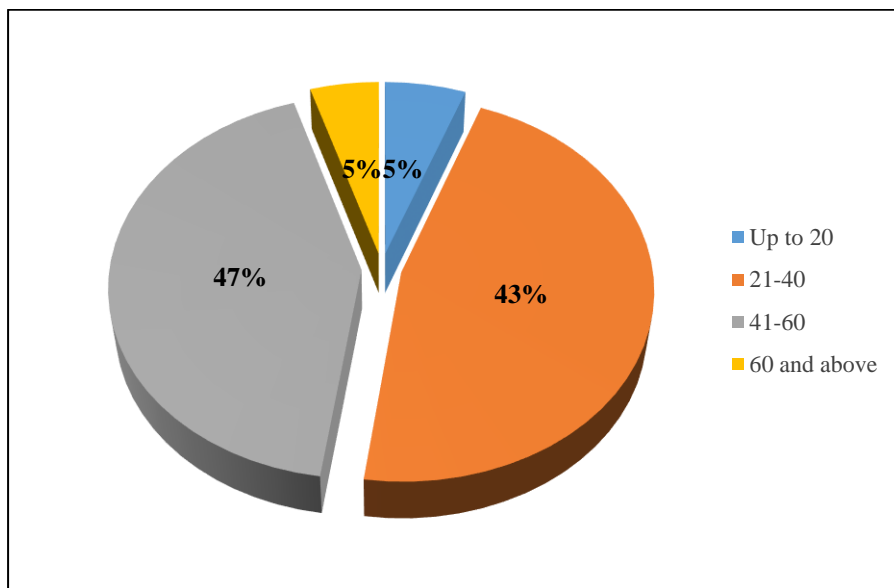


Figure 4.1: Age-Wise Distribution of Respondents

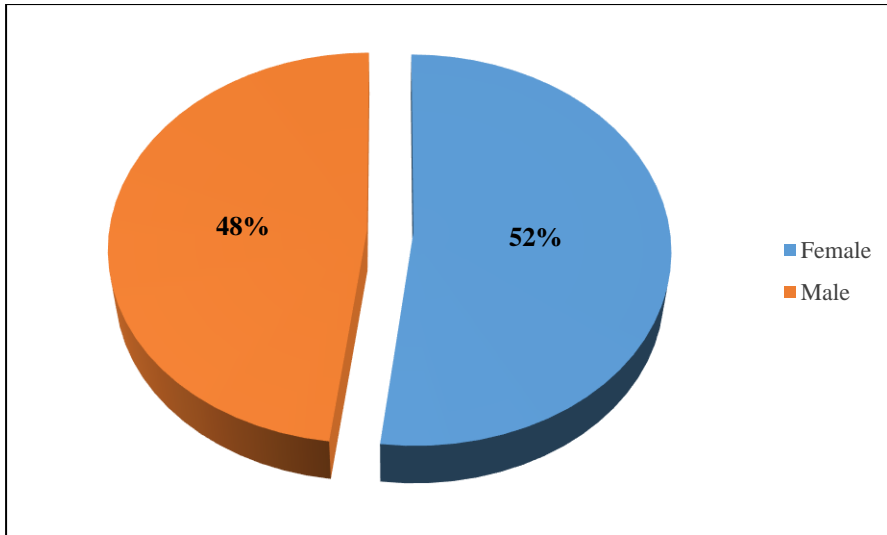


Figure 4.2: Gender-Wise Distribution of Respondents

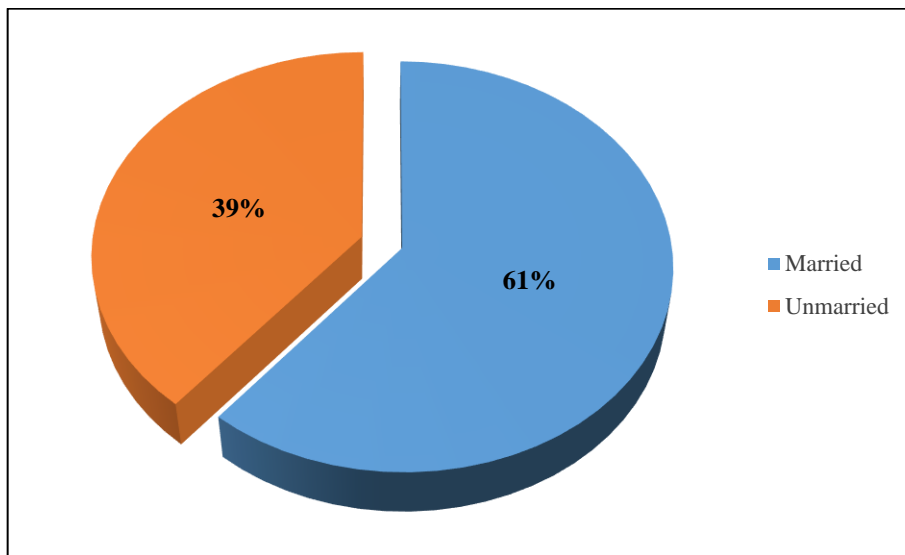


Figure 4.3: Marital Status-Wise Distribution of Respondents

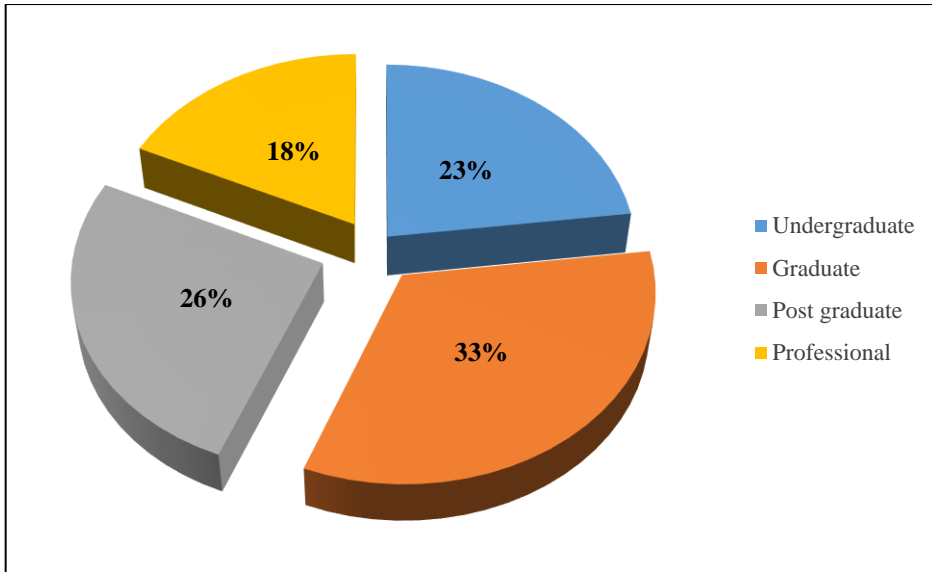


Figure 4.4: Education-Wise Distribution of Respondents

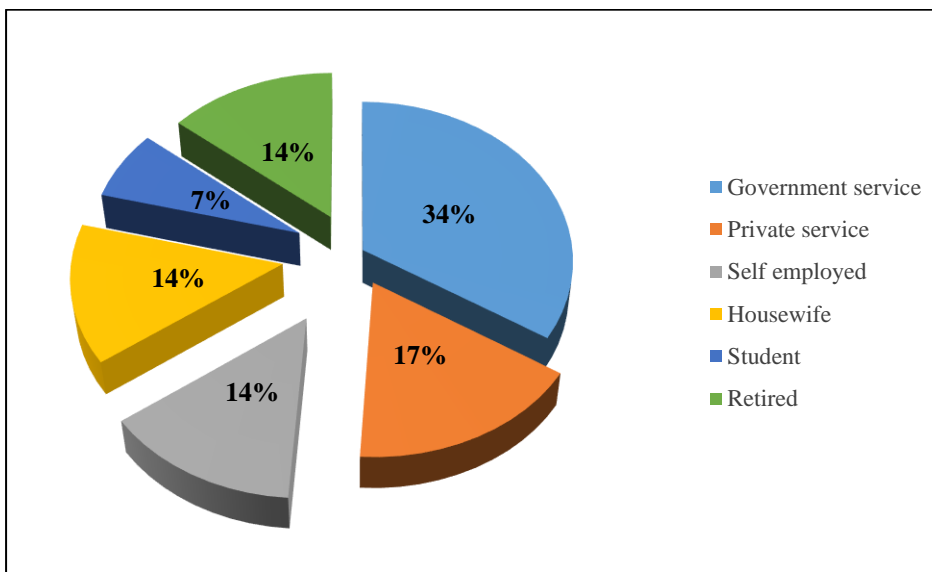


Figure 4.5: Occupation-Wise Distribution of Respondents

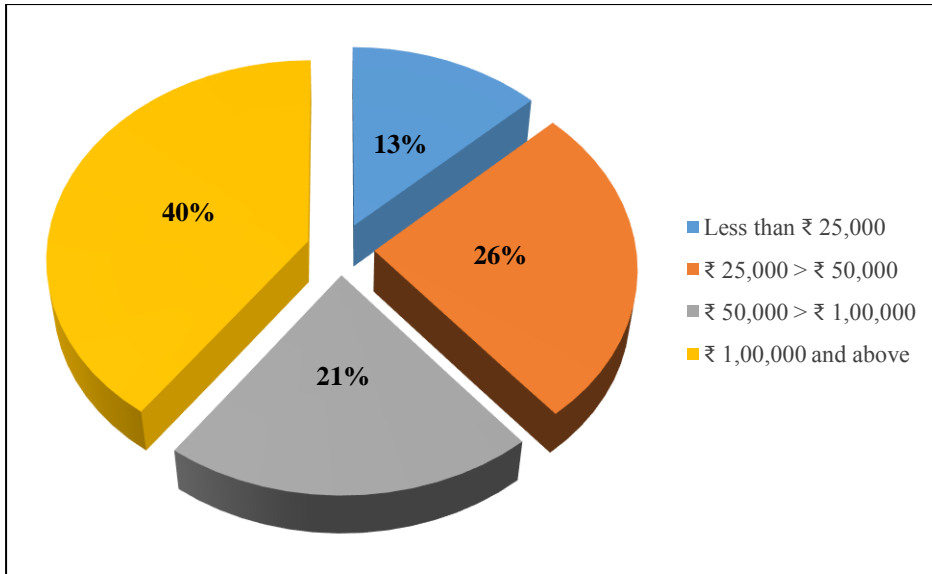


Figure 4.6: Income-Wise Distribution of Respondents

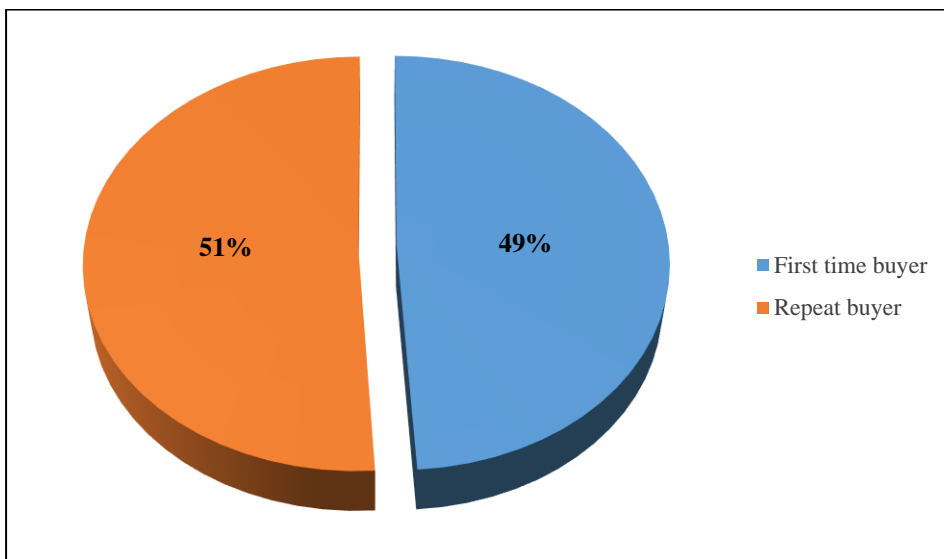


Figure 4.7: Nature-Wise Distribution of Respondents

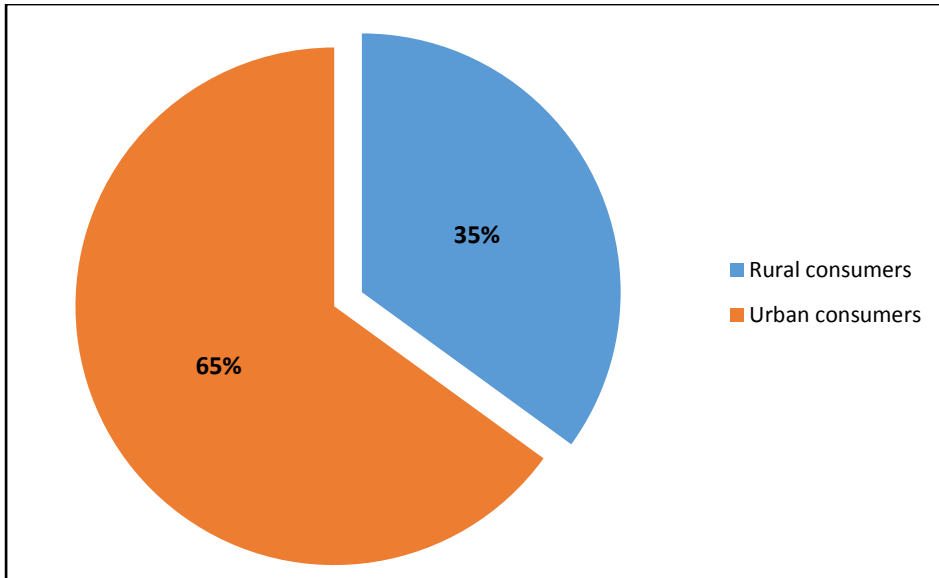


Figure 4.8: Background-Wise Distribution of Respondents

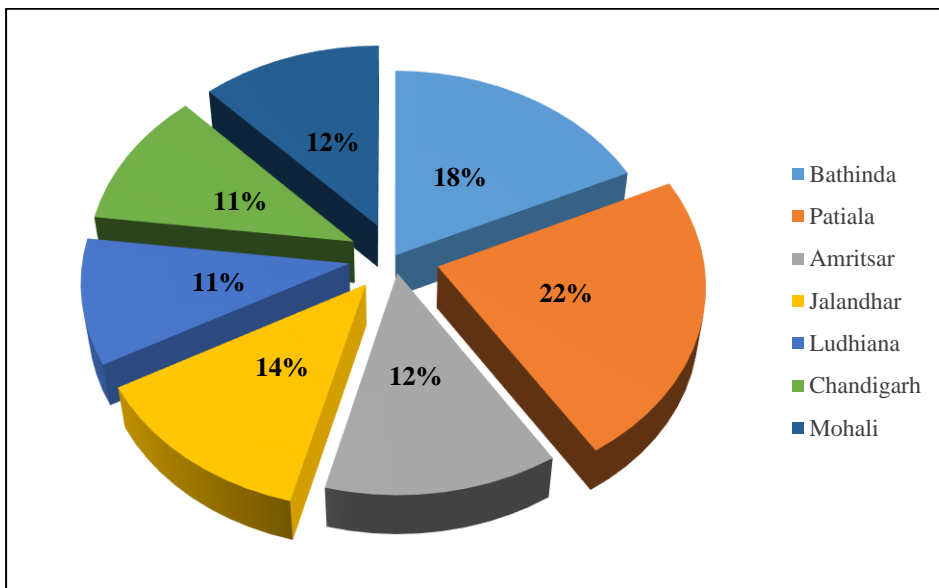


Figure 4.9: District-Wise Distribution of Respondents

4.1 Effect of marketing mix elements on brand awareness

Elements of marketing mix or 4Ps have been referred to as a construct ‘marketing mix elements’ in the present study. To investigate the effect of ‘marketing mix elements’ on ‘brand awareness’, regression analysis has been applied. Since ‘brand awareness’ is expected to be an outcome of ‘marketing mix elements’, it has been taken as the dependent variable and ‘marketing mix elements’ has been chosen as the independent variable. Before applying the

regression analysis, validity and reliability of the constructs of ‘marketing mix elements’ and ‘brand awareness’ have been tested. The constructs have been found to be valid and reliable, as discussed in Chapter 3.

Also, prior to applying the analysis, the assumptions regarding normality of both these variables have been checked. According to Hair et al., (2006), the value of mean, median and mode shall be more or less the same and the value of skewness must lie between -1 to $+1$ in order to consider normality in the data. The assumptions have been met with respect to ‘marketing mix elements’ (Mean=3.73, Median=3.71, Mode=3.68 and Skewness= -0.337) and ‘brand awareness’ (Mean=3.45, Median=3.43, Mode=3.27 and Skewness= -0.314). Thus, the distribution of these variables can be treated as approximately normal.

In order to examine if a relationship exists between ‘marketing mix elements’ and ‘brand awareness’, the following alternate hypothesis has been tested.

H1 (a): Marketing mix elements positively affect brand awareness.

On running the regression analysis, a model summary, as shown in Table 4.2, has been generated.

Table 4.2: Model summary of regression analysis

| Model | R | R Square | Adjusted R Square | Standard Error of Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.431 | 0.635 | 0.634 | .48080 |

a. Predictors (Constant), ‘Marketing mix elements’

b. Dependent Variable: ‘Brand awareness’

The $R=0.431$ signifies the correlation (relationship) between the dependent variable, namely, ‘brand awareness’ and the independent variable, namely, ‘marketing mix elements’ as predicted by the regression model.

In terms of variability in ‘brand awareness’ by the fitted model, this amounts to a proportion of $R\text{ Square}=0.635$. The value of Adjusted R Square is 0.634. Interpretation of this value is that 63.4% of variance in ‘brand awareness’ can be predicted from ‘marketing mix elements’.

Table 4.3 shows the ANOVA results generated on running the regression analysis.

Table 4.3: ANOVA table

| Model | Sum of Squares | Degree of Freedom | Mean Square | F | Sig. |
|------------|----------------|-------------------|-------------|-------|------|
| Regression | 139.516 | 1 | 139.516 | 60.84 | .000 |
| Residual | 80.081 | 347 | .231 | | |
| Total | 219.517 | 348 | | | |

a. Predictors (Constant), 'Marketing mix elements'

b. Dependent Variable: 'Brand awareness'

An ANOVA table provides F-test for hypothesis that the explanatory independent variable, namely, 'marketing mix elements' is related to the dependent variable, namely, 'brand awareness'. The table reveals that 'F' Value (60.84) is significant. This implies that the hypothesis has been accepted and the independent variable significantly predicts the dependent variable.

A table of coefficients generated on running the regression analysis showing the result of t-test has been shown in Table 4.4.

Table 4.4: Table of coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|------------------------|-----------------------------|-----------|---------------------------|--------|------|
| | B | Std.Error | Beta (β) | | |
| 1 (Constant) | .108 | .159 | | .680 | .000 |
| Marketing mix elements | 1.066 | .043 | .431 | 24.587 | .000 |

Value of β in the table tells to what degree each predictor affects the outcome. It is a measure of how strongly each predictor variable influences the criterion (dependent) variable. Since there is only one predictor, it tells the degree of predictor 'marketing mix elements' affecting the outcome of the dependent variable, namely, 'brand awareness'. t-test helps in measuring significant contribution of each and every predictor to the model. Since the significance of 'marketing mix elements' (predictor variable) is 0.000 (<0.05), it can be inferred that it is making a significant contribution to the model.

Hence, the hypothesis H1 (a) has been accepted. Therefore, it can be concluded that 'marketing mix elements' predicts or leads to 'brand awareness'.

4.2 Effect of marketing mix elements on consumer satisfaction

In order to examine the relationship between ‘marketing mix elements’ and ‘consumer satisfaction’, regression analysis has been performed. The prime objective of this analysis is to study the effect of independent variable, namely, ‘marketing mix elements’ on dependent variable, i.e., ‘consumer satisfaction’. Validity and reliability of the constructs of ‘marketing mix elements’ and ‘consumer satisfaction’ have been tested before applying regression analysis and these constructs have been found to be valid and reliable, as discussed earlier in Chapter 3.

Meanwhile, the assumptions regarding normality of both the variables have been checked. The value of mean, median and mode shall be more or less the same and the value of skewness must lie between -1 to $+1$ in order to consider normality in the data (Hair et al, 2006). Since the assumptions with respect to ‘marketing mix elements’ (Mean=3.73, Median=3.71, Mode=3.68 and Skewness= -0.337) and ‘consumer satisfaction’ (Mean=3.55, Median=3.53, Mode=3.37 and Skewness= -0.321) have been met, therefore, the distribution of these variables can be treated as approximately normal.

The following alternate hypothesis has been tested in order to examine if a relationship exists between ‘marketing mix elements’ and ‘consumer satisfaction’.

H2 (a): Marketing mix elements positively affect consumer satisfaction.

A model summary, as shown in Table 4.5, has been obtained on running the regression analysis.

Table 4.5: Model summary of regression analysis

| Model | R | R Square | Adjusted R Square | Standard Error of Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.118 | 0.424 | 0.421 | .42165 |

a. Predictors (Constant), ‘Marketing mix elements’

b. Dependent Variable: ‘Consumer satisfaction’

The $R=0.118$ signifies the correlation (relationship) between the dependent variable, namely, ‘consumer satisfaction’ and the independent variable, namely, ‘marketing mix elements’ as predicted by the regression model.

Further, in order to understand the variability in ‘consumer satisfaction’ by fitted model, this amounts to a proportion of $R\text{ Square}=0.424$. The value of $\text{Adjusted } R\text{ Square}=0.421$. It can,

thus, be interpreted from this value that 42.1% of variance in ‘consumer satisfaction’ can be predicted from ‘marketing mix elements’.

Table 4.6 shows the ANOVA results generated on running the regression analysis.

Table 4.6: ANOVA table

| Model | Sum of Squares | Degree of Freedom | Mean Square | F | Sig. |
|------------|----------------|-------------------|-------------|-------|------|
| Regression | 95.932 | 1 | 95.932 | 25.58 | .000 |
| Residual | 130.090 | 347 | .375 | | |
| Total | 226.022 | 348 | | | |

a. Predictors (Constant), ‘Marketing mix elements’

b. Dependent Variable: ‘Consumer satisfaction’

An ANOVA table provides F-test for hypothesis that the explanatory independent variable, namely, ‘marketing mix elements’ is related to the dependent variable, namely, ‘consumer satisfaction’. The table reveals that ‘F’ Value (25.58) is significant. This implies that hypothesis has been accepted and the independent variable significantly predicts the dependent variable.

A table of coefficients generated on running the regression analysis showing the result of t-test has been shown in Table 4.7.

Table 4.7: Table of coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|------------------------|-----------------------------|-----------|---------------------------|--------|------|
| | B | Std.Error | Beta (β) | | |
| 1 (Constant) | .503 | .203 | | 2.480 | .000 |
| Marketing mix elements | .884 | .055 | .118 | 15.996 | .000 |

Value of β in the table explains to what degree each predictor affects the outcome. Since there is only one predictor, it tells the degree of the predictor ‘marketing mix elements’ affecting the outcome of the dependent variable, namely, ‘consumer satisfaction’. t-test helps in measuring the significant contribution of each and every predictor to the model. Since the significance of ‘marketing mix elements’ (predictor variable) is 0.000 (<0.05), it can be inferred that it is making a significant contribution to the model.

Hence, the hypothesis H2 (a) has been accepted. Consequently, it can also be concluded that ‘marketing mix elements’ predicts or leads to ‘consumer satisfaction’.

4.3 Relationship between marketing mix elements and consumer satisfaction through brand awareness

In order to study the relationship between ‘marketing mix elements’ and ‘consumer satisfaction’ through ‘brand awareness’, the following hypothesis has been proposed.

H3 (a): Marketing mix elements have an indirect effect on consumer satisfaction through brand awareness

4.3.1 Mediation analysis

Mediation analysis has been conducted using AMOS (20.0) to analyze the relationship between these variables.

According to Mackinnon et al. (2007), there are three major approaches to statistical mediation analysis: (a) causal steps, (b) difference in coefficients and (c) product of coefficients. All of these methods use information from the following three regression equations:

i) $S = \beta_0 + cM + e_1$

ii) $S = \beta_0 + c'M + bB + e_2$

iii) $B = \beta_0 + aM + e_3$

S is the dependent variable, M is the independent variable, B is the mediator, c is the coefficient relating the independent variable and the dependent variable, c' is the coefficient relating the independent variable to the dependent variable adjusted for the mediator, b is the coefficient relating the mediator to the dependent variable adjusted for the independent variable, a is the coefficient relating the independent variable to the mediator and e1, e2 and e3 are residuals. Equations (ii) and (iii) are depicted in Figure 4.10.

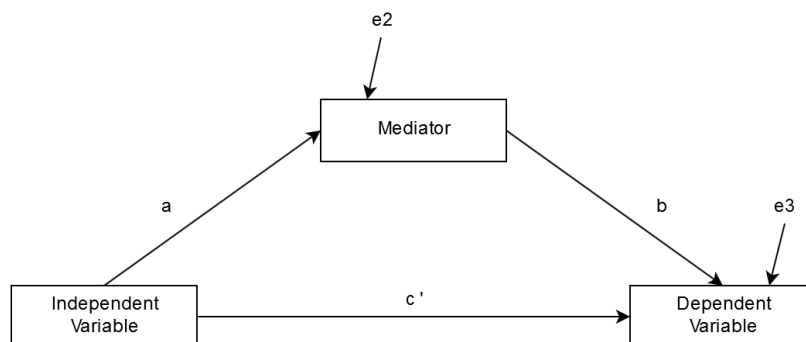


Figure 4.10: Mediation Model

According to Baron and Kenny (1986), four steps are involved in establishing mediation. First, a significant relation of the independent variable to the dependent variable is required in equation (i). Second, a significant relation of the independent variable to the hypothesized mediating variable is required in equation (iii). Third, the mediating variable must be significantly related to the dependent variable when both the independent variable and mediating variable are predictors of the dependent variable in equation (ii). Fourth, the coefficient relating the independent variable to the dependent variable must be larger (in absolute value) than the coefficient relating the independent variable to the dependent variable in the regression model with both the independent variable and the mediating variable predicting the dependent variable. This approach of causal steps to assessing mediation has been the most widely used method to assess mediation.

‘Marketing mix elements’ has been considered as the independent variable and ‘consumer satisfaction’ has been taken as dependent variable. Regression analysis has been applied to examine whether ‘marketing mix elements’ mediates ‘consumer satisfaction’ through ‘brand awareness’.

On running the regression analysis, the model summary has been generated as shown in Table 4.8.

Table 4.8: Model summary of regression analysis

| Variables | Model 1 | Model 2 | | Model 3 |
|--------------------|---------------------|-----------------------|-----------------------|-----------------------|
| | Brand awareness | Consumer satisfaction | Consumer satisfaction | Consumer satisfaction |
| Marketing mix | 0.431*** (0.000) | 0.118*** (0.000) | | 0.039*** (0.000) |
| Brand awareness | | | 0.240*** (0.000) | 0.182*** (0.000) |
| Adj.R ² | 0.634 | 0.421 | 0.515 | |
| F | 60.84 | 25.58 | 37.27 | |

*** Significant at p<0.001

It has been observed that ‘marketing mix elements’ ($\beta=0.431$, $p<0.001$) predicts ‘brand awareness’. It has been further exhibited that ‘marketing mix elements’ ($\beta=0.118$, $p<0.001$) and ‘brand awareness’ ($\beta=0.240$, $p<0.001$) significantly account for ‘consumer satisfaction’. It has been found that β value of ‘consumer satisfaction’ reduces from 0.118 to 0.039. As a consequence, the impact of ‘marketing mix elements’ on ‘consumer satisfaction’ has reduced because of addition of the mediator, namely, ‘brand awareness’. Hence, it has been concluded that ‘brand awareness’ partially mediates the effect of ‘marketing mix elements’ on ‘consumer satisfaction’.

4.3.2 Structural equation modeling

In order to further study these relationships, a conceptual framework has been proposed. Conceptual framework may be defined as an end result of bringing together a number of related concepts to explain or predict a given event, or give a broader understanding of the phenomenon of interest – or simply, of a research problem (Imenda, 2014). The general model has been presented in Figure 4.11.

The figure shows that ‘brand awareness’ is a mediating variable which links ‘marketing mix elements’ to ‘consumer satisfaction’. More specifically, it has been designed to investigate (i) the direct effect of ‘marketing mix elements’ on ‘brand awareness’, (ii) the direct effect of ‘marketing mix elements’ on ‘consumer satisfaction’, (iii) the direct effect of ‘brand awareness’ on ‘consumer satisfaction’ and (iv) the indirect effect of ‘marketing mix elements’ on ‘consumer satisfaction’ mediated by ‘brand awareness’. It attempts the linkage of ‘marketing mix elements’ to ‘consumer satisfaction’ through ‘brand awareness’ using AMOS statistics.

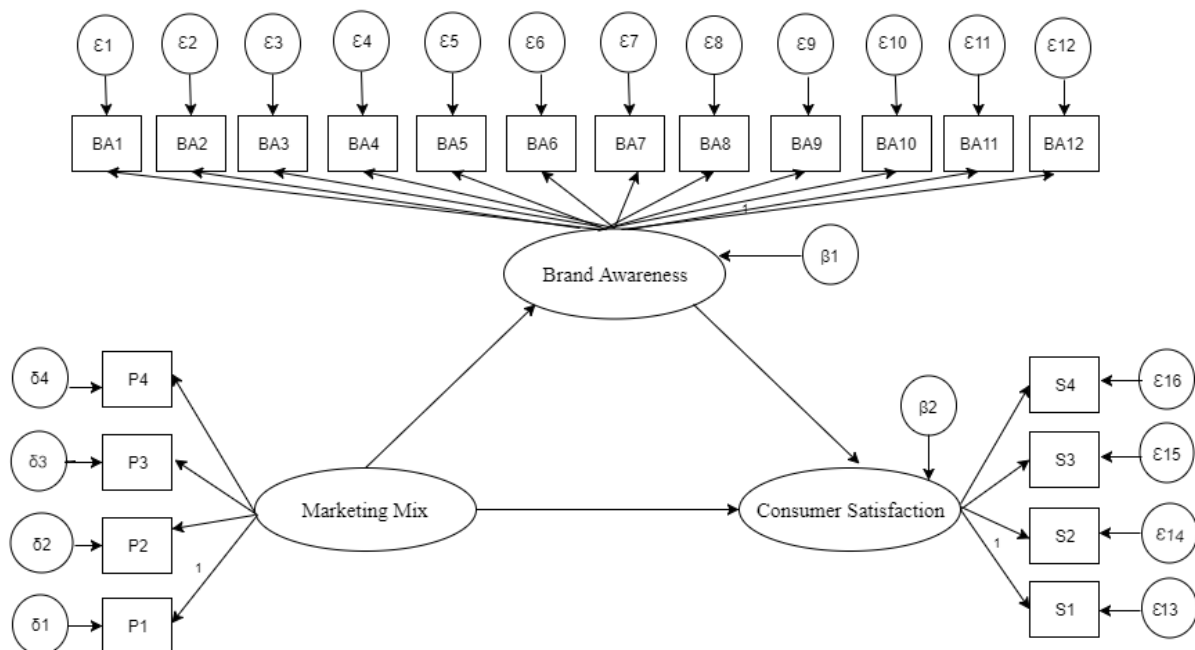


Figure 4.11: Proposed Structural Model of Effects of Marketing Mix Elements on Consumer Satisfaction

4.3.2.1 Initial measurement model fit and modification

Structural equation modeling has been used to estimate parameters of the structural model and to test research hypothesis. Prior to analysis, all assumptions for a successful application of the method have been checked and analyzed. The focus has been on all key findings in relation to initial measurement model fit along with confirmatory factor analysis (CFA). CFA incorporates the uni-dimensionality and evaluates a data set by confirming the underlying structure on basis of theoretical background. This simply suggests simplification, modification and any required refinement in the measurement for theory testing and examining the level of fit.

Although model identification is the requirement for CFA, modification and standardized loadings (standardized regression weights) in AMOS output were the options to verify the dimensionality of the measurement or to verify the model fit. Modification Indices (MIs) are comprised of variances, covariance and regression weights. These indices have been examined during the evaluation of model fit. Anderson and Gerbing (1988) have suggested that under unacceptable, but converged and proper solutions, relating or deleting the indicator from the model are the preferred basic ways to re-specify the model. This means deleting an item and adding new path indicators are the best ways to get a better fitting model.

4.3.2.2 Initial findings

- a) The construct of ‘marketing mix elements’ consists of 30 statements representing four sub-constructs, namely, product, price, promotion and place. These four sub-constructs have been subjected to CFA. The fit indices have suggested a good fit with regards to adequacy of fit elevated X^2 , GFI, NFI, TLI, IFI and RMSEA, as displayed in Table 4.9.
- b) ‘Brand awareness’ has been measured by a self-designed questionnaire which consisted of 12 statements subjected to CFA. The results have indicated a positive evaluation of the scale (Table 4.9).
- c) ‘Consumer satisfaction’ has also been measured with help of a questionnaire which consists of four statements subjected to CFA.

4.3.2.3 Testing the default model and fit indices

Following the evaluation and analysis of the measurement tools, an analysis of the structural model has been carried out. The default model has been proposed to verify the mediating role of ‘brand awareness’ between independent and dependent variable (i.e., ‘marketing mix

elements’ and ‘consumer satisfaction’, respectively). By using valid and reliable constructs, the default model has been tested and assessed. To achieve the parsimonious fit between data and default model, all possible exogenous variables have been allowed to co-vary in the proposed structural model. Thus, the complete SEM model, including all its indicators have been tested. The fit indices of initial SEM test have been presented in Table 4.9.

Table 4.9: Model fit indices of measurement model

| Model Fit Indices of Measurement Model | | | | | | |
|--|----------------------------|-------|-------|-------|-------|-------|
| Level of Model Fit | Overall Model Fit | | | | | |
| | Model Fit Model Comparison | | | | | |
| Fit Measures* | X ² /df | RMSEA | GFI | NFI | TLI | IFI |
| Marketing mix | 0.609 | 0.000 | 0.998 | 0.998 | 1.005 | 1.002 |
| Brand awareness | 1.953 | 0.052 | 0.960 | 0.954 | 0.966 | 0.977 |
| Consumer satisfaction | 2.458 | 0.065 | 0.993 | 0.985 | 0.973 | 0.991 |
| RMSEA: Root Mean Square Error of Approximation; GFI: Goodness of Fit Index; NFI: Normalised Fit Index; TLI: Tucker Lewis Index; IFI: Incremental Fit Index | | | | | | |

4.3.2.4 Path analysis

The path of ‘marketing mix elements’ influencing ‘consumer satisfaction’ through ‘brand awareness’ has been analyzed. The path analysis has been conducted using AMOS (20.0) software for structural equation modeling (SEM), to find the path coefficients for the variables. It provides various methods for estimating structural equation models such as Maximum likelihood estimates, Unweighted least squares, Generalized least squares, Browne’s asymptotically distribution-free criterion, Scale-free least squares and Bayesian estimation. It also provides various model fit indices such as goodness of fit, comparative fit indices and evaluates how well the model fits the data. Measurement scales for the constructs have satisfied minimum requirements of Cronbach’s alpha coefficient. The measurement models of SEM constructs have been evaluated using confirmatory factor analysis (CFA). They have been accepted on the basis of measures of fit, the statistical significance and signs of the coefficients.

Figure 4.11 shows that ‘brand awareness’ acts as mediator variables between the effects of ‘marketing mix elements’ and ‘consumer satisfaction’. It has been observed that default model moderately fits the data ($X^2/df=2.666$, $GFI=0.857$, $CFI=0.890$, $NFI=0.851$, $RMSEA=0.081$). Since RMSEA has not been found to be significant, standardized regression weights of each item have been analyzed. Items with value below 0.63 have not been included for further analysis. Standardized regression weights have been shown in Table 4.10. However, to further improve the fit, co-variance between error structures indicated in modification indices have been added. The co-variances have been added between $\varepsilon_1 \leftrightarrow \varepsilon_2$, $\varepsilon_4 \leftrightarrow \varepsilon_5$, $\varepsilon_1 \leftrightarrow \varepsilon_4$.

Table 4.10: Standardized regression weights

| Standardized Regression Weights | | | |
|---------------------------------|------|----------------|----------|
| Standardized Regression Weights | | | Estimate |
| BrandAwareness | <--- | MarketingMix | 0.915 |
| Satisfaction | <--- | BrandAwareness | 0.680 |
| Satisfaction | <--- | MarketingMix | 0.207 |
| SUMPLACE (P4) | <--- | MarketingMix | 0.807 |
| SUMPMOTION (P3) | <--- | MarketingMix | 0.750 |
| SUMPRICE (P2) | <--- | MarketingMix | 0.647 |
| SUMPRODUCT (P1) | <--- | MarketingMix | 0.755 |
| Satisfiedproduct (S1) | <--- | Satisfaction | 0.719 |
| Satisfiedprice (S2) | <--- | Satisfaction | 0.693 |
| Satisfiedpromotion (S3) | <--- | Satisfaction | 0.688 |
| Satisfiedplace (S4) | <--- | Satisfaction | 0.662 |
| BaLooksLike (BA1) | <--- | BrandAwareness | 0.692 |
| BaRecognize (BA2) | <--- | BrandAwareness | 0.694 |
| BaAware (BA3) | <--- | BrandAwareness | 0.718 |
| BaKnow (BA4) | <--- | BrandAwareness | 0.721 |
| BaStrongPersonality (BA5) | <--- | BrandAwareness | 0.700 |
| BaComeToMindQuickly (BA6) | <--- | BrandAwareness | 0.673 |
| BaComesToMindIBought (BA7) | <--- | BrandAwareness | 0.673 |
| BaRecallLogo (BA8) | <--- | BrandAwareness | 0.597 |
| BaCreateBrandAwareness (BA9) | <--- | BrandAwareness | 0.618 |
| BaCommunicateFeatures (BA10) | <--- | BrandAwareness | 0.626 |
| BaDifferentiate (BA11) | <--- | BrandAwareness | 0.578 |
| BaRecallBenefits (BA12) | <--- | BrandAwareness | 0.674 |

After adding co-variances among error structures, the model has been found to be a good fit (Figure 4.12). The values for model fit have been displayed in Table 4.11. Data has confirmed that the model is good fit ($X^2/df= 2.412$, $GFI=0.923$ $CFI=0.922$, $NFI=0.916$, $TLI=0.949$, $AGFI= 0.894$, $RMSEA=0.064$). An overall acceptability of the analyzed structural model has also been indicated since $RMSEA < 10\%$ and GFI and $NFI > 90\%$ (Hu and Bentler, 1999). A bias-corrected bootstrap with 95% Confidence Interval (CI) has validated that the indirect effect of ‘marketing mix elements’ on ‘consumer satisfaction’ [.052, .171] is significant.

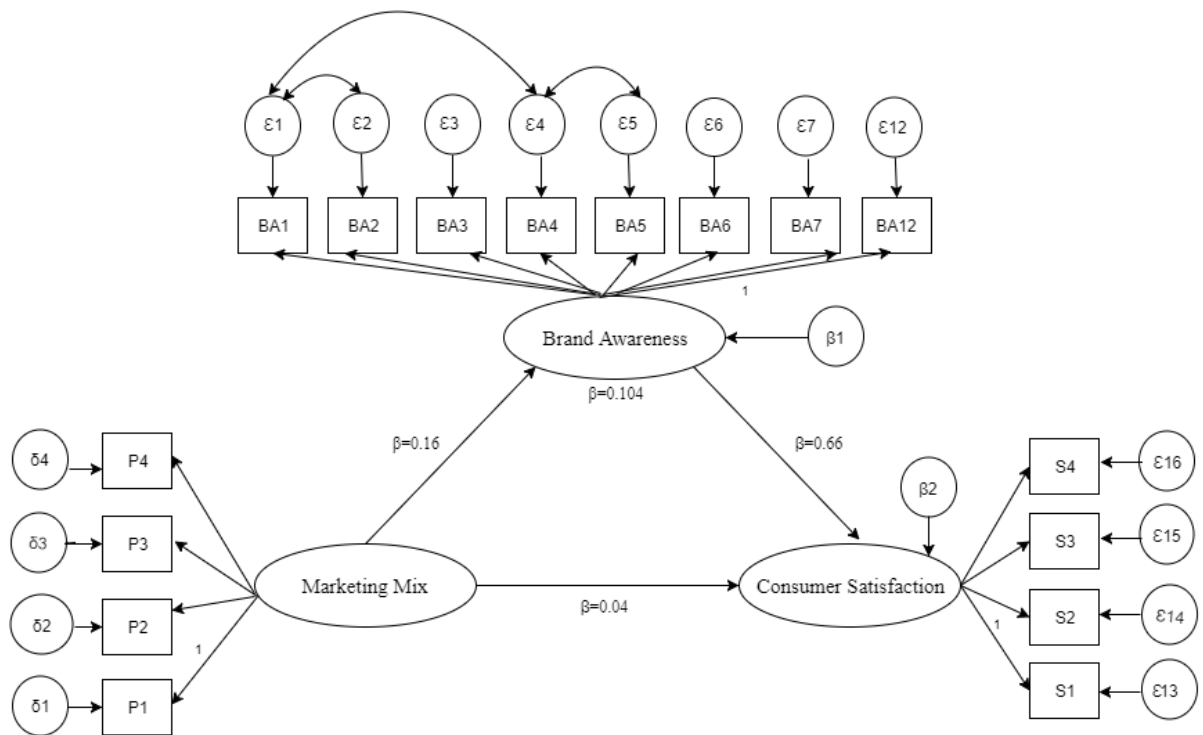


Figure 4.12: Structural Model of Effects of Marketing Mix Elements on Consumer Satisfaction

Table 4.11: Structure model estimates

| Structure Model Estimates | |
|---------------------------|---|
| Fit Measures | $X^2/df= 2.412$, GFI=0.923 CFI=0.922, NFI=0.916, TLI=0.949, AGFI= 0.894, RMSEA=0.064 |

RMSEA: Root Mean Square Error of Approximation; GFI: Goodness of Fit Index; AGFI: Adjusted GFI; NFI: Normalised Fit Index; CFI: Comparative Fit Index; TLI=Tucker Lewis Index.

‘Marketing mix elements’ has been found to be a significant predictor of ‘brand awareness’ ($\beta=0.162$, $p<0.001$). It has also been seen that ‘brand awareness’ significantly influences ‘consumer satisfaction’ ($\beta=0.671$, $p<0.001$). It has been observed that ‘marketing mix elements’ does not have a significant direct effect on ‘consumer satisfaction’ ($\beta=0.038$, $p>0.001$) but has an indirect effect ($\beta=0.104$, $p<0.001$) on it, as shown in Table 4.12. It has been interpreted that it is a mediated model.

Table 4.12: Regression weights

| Regression Weights | | | | |
|-----------------------------------|----------|-------|--------|-------|
| | Estimate | S.E. | C.R. | P |
| Brand awareness <---Marketing mix | 0.162 | 0.013 | 12.610 | 0.000 |
| Satisfaction<---Brand awareness | 0.671 | 0.174 | 3.861 | 0.000 |
| Satisfaction<---Marketing mix | 0.038 | 0.030 | 1.256 | 0.209 |

S.E: Standard Error, C.R: Critical Ratio

Therefore, the hypothesis H3 (a) has been accepted. It has been concluded that ‘marketing mix elements’ has an indirect effect on ‘consumer satisfaction’ through ‘brand awareness’.

4.3.3 Marketing mix elements as a determinant of consumer satisfaction through brand recognition and brand recall

Aaker (1991) has identified brand recognition and brand recall as levels of brand awareness. Percy and Rossiter (1992) have classified brand recognition and brand recall as types of brand awareness. Therefore, the following two hypotheses have been framed additionally.

H3 (b): Marketing mix elements have an indirect effect on consumer satisfaction through brand recognition.

H3 (c): Marketing mix elements have an indirect effect on consumer satisfaction through brand recall.

‘Marketing mix elements’ has been studied as exogenous variable and ‘brand recognition’, ‘brand recall’ and ‘consumer satisfaction’ as endogenous variables. Mediation analysis has been conducted using AMOS (20.0) to find path coefficients for all variables. The conceptual model has provided quantification of relationship between each of the exogenous as well the endogenous variables according to following equations:

$$\text{i) } REG_i = \beta_0 + \beta_1 D_{i,MM} + e;$$

$$\text{ii) } REC_i = \beta_0 + \beta_1 D_{i,MM} + e$$

$$\text{iii) } CS_i = \beta_0 + \beta_1 D_{i,MM} + e;$$

$$\text{iv) } CS_i = \beta_0 + \beta_1 D_{i,REC} + e;$$

$$\text{v) } CS_i = \beta_0 + \beta_1 D_{i,REG} + e$$

Where MM_i is marketing mix for respondent i , REG_i is consumer’s brand recognition, REC_i is consumer’s brand recall and CS_i is the consumer satisfaction score for respondent i calculated on the basis of answers to the relevant questions in the questionnaire, attached as Appendix (I).

On running the correlation and regression, it has been observed that there is a significant correlation of ‘marketing mix elements’ with ‘brand recognition’ ($r=.224, 350$) and ‘brand recall’ ($r=.133, 350$). It has also been found that ‘marketing mix elements’ is significantly correlated with ‘consumer satisfaction’ ($r=.190, 350$). It has been seen that ‘marketing mix elements’ is a significant predictor of ‘brand recognition’ ($B=.151$), ($F(1,350)=18.89, p<.001$),

‘brand recall’ ($B=.162$), ($F(1,350)=6.445, p<.05$) and ‘consumer satisfaction’ ($B=.182$), ($F(1,350)=13.38, p<.05$), on the basis of linear regression.

Two categories namely, females and males, of 350 consumers have been surveyed and their behaviour has been studied. The extent of brand recognition, brand recall and consumer satisfaction of all these participants has been measured through mean scores (MS) of responses of males and females to the statements representing ‘brand recognition’, ‘brand recall’, ‘consumer satisfaction’.

Through t-test analysis, it has been observed that differences in ‘brand recognition’ between female consumers ($MS=12.47$) and male consumers ($MS=14.35$) are significant ($t(350)=2.28, p<.05$). Significant differences ($t(350)=4.66, p<.001$) have also been observed in ‘brand recall’ between female consumers ($M=13.38$) and male consumers ($MS=15.73$). Differences between female ($MS=12.17$) and male consumers ($M=14.46$) have been found to be significant ($t(350)=3.23, p<.01$) for ‘consumer satisfaction’ as well. It has been seen that male consumers show higher levels of brand recognition and brand recall as compared to female consumers. Male consumers have also been found to be more satisfied with their purchase decisions as compared to female consumers.

Table 4.13 shows mean scores and standard deviation scores of endogenous variables, i.e., brand recognition, brand recall and consumer satisfaction.

Table 4.13: Descriptive statistics

| | Females | Males |
|------------------------------|----------------|--------------|
| Brand recognition | N=170 | N=180 |
| | MS=12.47 | MS=14.35 |
| | SD=8.27 | SD=6.33 |
| Brand recall | N=170 | N=180 |
| | MS=13.38 | MS=15.73 |
| | SD=9.03 | SD=8.74 |
| Consumer satisfaction | N=170 | N=180 |
| | MS=12.17 | MS=14.46 |
| | SD=8.24 | SD=6.44 |

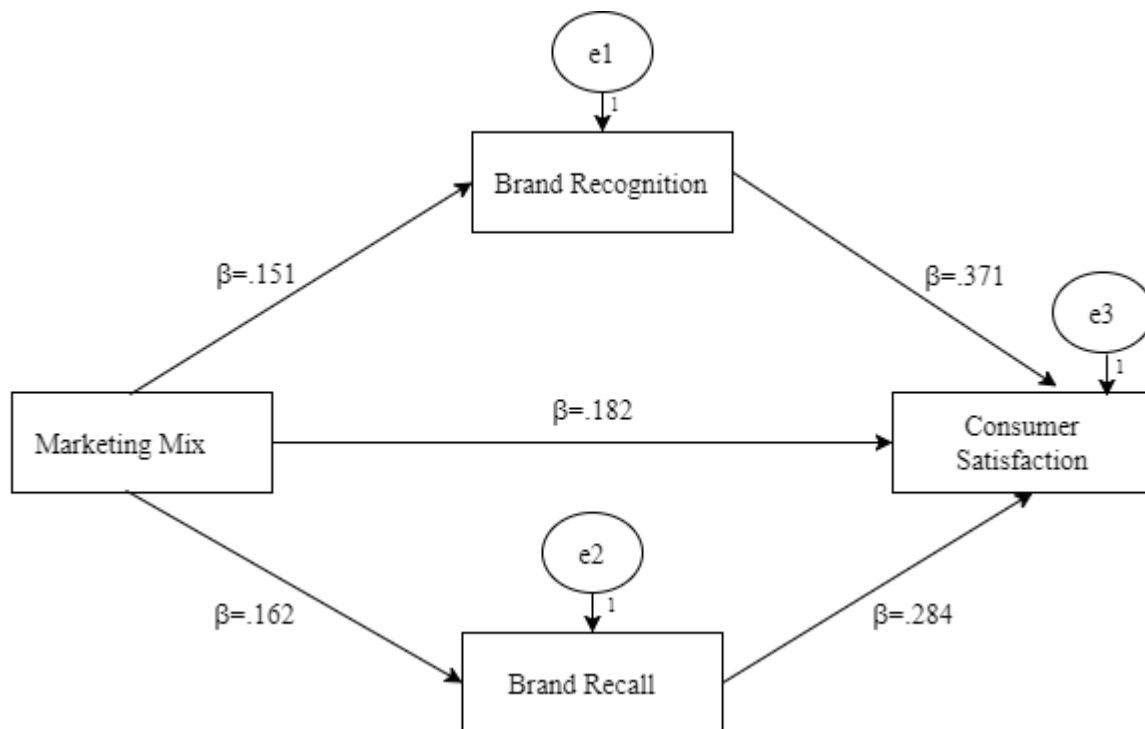


Figure 4.13 Path Values for Marketing Mix and Consumer Satisfaction through Brand Recognition and Brand Recall

Figure 4.13 has shown that ‘brand recognition’ and ‘brand recall’ act as mediator variables between effects of ‘marketing mix elements’ on ‘consumer satisfaction’. Data has confirmed that the model is good fit ($X^2/df=2.149$, $GFI=0.923$, $CFI=0.922$, $NFI=0.916$, $TLI=0.097$, $RMSEA=0.004$), as shown in table 4.14.

Table 4.14: Structure model estimates

| Structure Model Estimates | |
|---------------------------|--|
| Fit Measures | $X^2/df=2.149$, $RMSEA=0.004$, $GFI=0.923$, $NFI=0.916$, $TLI=0.097$, $CFI=0.922$ |

RMSEA: Root Mean Square Error of Approximation; GFI: Goodness of Fit Index; NFI: Normalised Fit Index; TLI: Tucker Lewis Index; CFI: Comparative Fit Index

It has been observed that the construct of ‘marketing mix elements’ is a significant predictor of ‘brand recognition’ ($\beta=0.151$, $p<0.05$) and ‘brand recall’ ($\beta=0.162$, $p<0.05$), as shown in table 4.15. In addition to this, it has been highlighted that ‘brand recognition’ significantly influences ‘consumer satisfaction’ ($\beta=0.371$, $p<0.01$). ‘Brand recall’ has also been observed to have a significant effect on ‘consumer satisfaction’ ($\beta=0.284$, $p<0.001$). Further, it has been found that ‘marketing mix elements’ does not have a direct effect on ‘consumer satisfaction’ ($\beta=0.182$, $p>0.01$) but has an indirect effect on it through ‘brand recognition’ and ‘brand recall’.

The indirect effect of ‘marketing mix elements’ on ‘consumer satisfaction’ through both ‘brand recognition’ and ‘brand recall’ has been further verified by 95% confidence intervals [.037, .127].

Table 4.15: Regression weights

| | Estimate | S.E. | C.R. | P |
|--|-----------------|-------------|-------------|----------|
| Brand recognition <--- Marketing mix | 0.151 | .012 | 2.610 | .016 |
| Brand recall<---Marketing mix | 0.162 | .047 | 2.542 | .000 |
| Consumer satisfaction <--- Marketing mix | 0.182 | .030 | 1.256 | .019 |
| Consumer satisfaction <--- Brand recognition | 0.371 | .174 | 3.861 | .001 |
| Consumer satisfaction <--- Brand recall | 0.284 | .165 | 4.253 | .000 |

S.E: Standard Error, C.R: Critical Ratio

Hence, the hypotheses H3 (b) and H3 (c) have been accepted. It has been concluded that ‘marketing mix elements’ has an indirect effect on ‘consumer satisfaction’ through ‘brand recognition’ and ‘brand recall’.

4.4 Effect of age and gender on consumer satisfaction through brand recognition and brand recall

The main goal of this analysis has been to propose a mediational model for explaining the path between age, gender and ‘consumer satisfaction’. In order to examine the relationship between these variables, the following alternate hypotheses have been tested.

H-4.4(i): Age is positively related to brand recognition.

H-4.4(ii): Age is positively related to brand recall.

H-4.4(iii): Gender is positively related to brand recognition.

H-4.4(iv): Gender is positively related to brand recall.

H-4.4(v): Brand recognition is positively related to consumer satisfaction.

H-4.4(vi): Brand recall is positively related to consumer satisfaction.

H-4.4(vii): Age is positively related to consumer satisfaction.

H-4.4(viii): Gender is positively related to consumer satisfaction.

H-4.4(ix): Age and gender have an effect on consumer satisfaction through brand recognition and brand recall.

Age and gender are exogenous variables in this model. ‘Brand recognition’, ‘brand recall’ and ‘consumer satisfaction’ are endogenous variables. Path analysis has been conducted using

AMOS (20.0) statistics to find the path coefficients for all variables. The conceptual model has also provided quantification of relationship between each of the exogenous as well as endogenous variables according to the following specification:

- i) $RECi = \beta_0 + \beta_1 D_{i,AGE} + \beta_2 D_{i,GENDER} + e$
- ii) $REGi = \beta_0 + \beta_1 D_{i,AGE} + \beta_2 D_{i,GENDER} + e$
- iii) $CSi = \beta_0 + \beta_1 D_{i,AGE} + \beta_2 D_{i,GENDER} + e$
- iv) $CSi = \beta_0 + \beta_1 D_{i,REC} + e;$
- v) $CSi = \beta_0 + \beta_1 D_{i,REG} + e$

Where, $RECi$ is brand recall for respondent i , $REGi$ is brand recognition for respondent i , CSi is consumer satisfaction level for respondent i calculated based on the responses received in questionnaire (A). D_i GENDER, a dummy variable taking the value of unity if the respondent is female and zero for male for the respondent i . Similarly, D_i AGE, a dummy variable taking the value of unity if the respondent is of the age group 41-60 years and zero for the age group 21-40 years for the respondent i .

Demographics have revealed the consumer's profile which helps in customizing the requirement of consumers. The levels of 'brand recognition' have been observed to be higher among males in age-group of 21-40 years ($MS=15.35$) as compared to the males in age-group of 41-60 years ($MS=13.35$). The levels of 'brand recall' have also been observed to be higher among males in age-group of 21-40 years ($MS=16.40$) as compared to the males in age-group of 41-60 years ($MS=15.26$). On the other hand, levels of 'brand recognition' have been observed to be higher among females in age-group of 41-60 years ($MS=12.94$) as compared to the females in age-group of 21-40 years ($MS=12.04$). The levels of 'brand recall' have also been observed to be higher among females in age-group of 41-60 years ($MS=13.56$) as compared to the females in age-group of 21-40 years ($MS=13.30$).

Similarly, for 'consumer satisfaction', relatively higher mean scores of levels of satisfaction of males in age-group of 21-40 years ($MS=15.70$) has indicated that they are more satisfied as compared to the males in age-group of 41-60 years ($MS=13.22$). The analysis has shown that females in age-group of 41-60 years ($MS=13.20$) are more satisfied as compared to females in age-group of 21-40 years ($MS=12.07$).

Table 4.16 shows mean scores and standard deviation of endogenous variables, namely, 'brand recognition', 'brand recall' and 'consumers satisfaction'.

Table 4.16: Descriptive statistics

| | Males | | Females | |
|------------------------------|-----------|-----------|-----------|-----------|
| | Age 21-40 | Age 41-60 | Age 21-40 | Age 41-60 |
| Brand recognition | N=70 | N=80 | N=80 | N=85 |
| | MS=15.35 | MS =13.35 | MS =12.04 | MS =12.94 |
| | SD=8.90 | SD=9.89 | SD=10.82 | SD=10.71 |
| Brand recall | N=70 | N=80 | N=80 | N=85 |
| | MS =16.40 | MS =15.26 | MS =13.30 | MS =13.56 |
| | SD=8.92 | SD=9.83 | SD=11.87 | SD=11.05 |
| Consumer satisfaction | N=70 | N=80 | N=80 | N=85 |
| | MS =15.70 | MS =13.22 | MS =12.07 | MS =13.20 |
| | SD=4.72 | SD=6.86 | SD=8.91 | SD=7.91 |

Differences in ‘brand recognition’ for male consumers, between age-groups of 21-40 and 41-60 years, have been found to be significant ($t(150)=3.15, p<.05$). Significant differences have also been observed in ‘brand recognition’ for female consumers between age-groups of 21-40 and 41-60 years ($t(165)=2.18, p<.05$). In case of ‘brand recall’, statistically significant differences have not been found for males between age-groups of 21-40 and 41-60 years ($t(150)=1.21, p>.05$). However, significant differences have been observed for females between age-groups of 21-40 and 41-60 years ($t(165)=1.39, p<.05$).

Male consumers, between age-groups of 21-40 and 41-60 years, have been found to differ significantly ($t(150)=4.18, p<.05$) with respect to levels of satisfaction. Differences in level of satisfaction for female consumers, between age-groups of 21-40 and 41-60 years, have also been found to be significant ($t(165)=1.73, p<.05$).

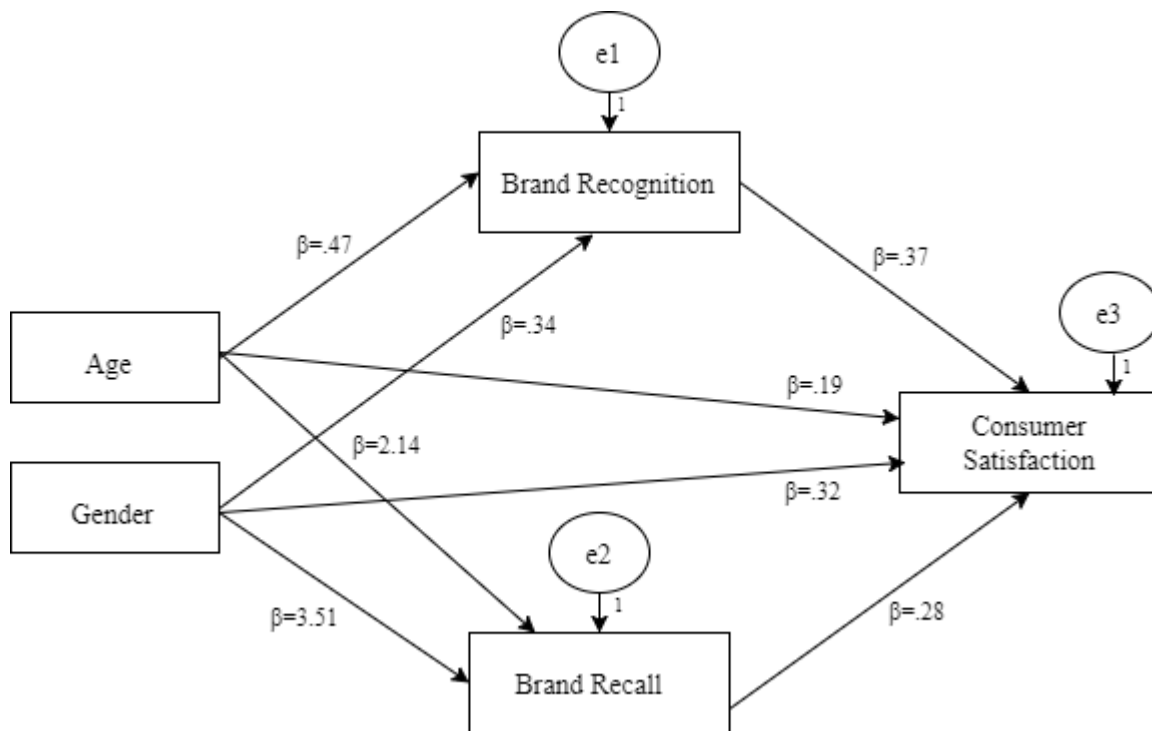


Figure 4.14 Impact of Age and Gender on Consumer Satisfaction through Brand Recognition and Brand Recall

Figure 4.14 has shown that ‘brand recognition’ and ‘brand recall’ act as mediator variables between effects of age and gender on ‘consumer satisfaction’. Data has established it to be a good fit model ($X^2/df=2.758$, $GFI=0.97$, $CFI=0.99$, $NFI=0.98$, $TLI=0.97$, $RMSEA=0.032$), as shown in table 4.17.

Table 4.17: Structure model estimates

| Structure Model Estimates | |
|---------------------------|--|
| Fit Measures | $X^2/df=2.758$, $GFI=0.97$, $CFI=0.99$, $NFI=0.98$, $RMSEA=0.032$, $TLI=0.97$ |

RMSEA: Root Mean Square Error of Approximation; GFI: Goodness of Fit Index; NFI: Normalised Fit Index; TLI: Tucker Lewis Index; CFI: Comparative Fit Index

Age affects ‘consumer satisfaction’ (H-4.4(vii): $\beta=0.19$, $p<0.001$) directly, and also through ‘brand recognition’ and ‘brand recall’. Age has been found to be a significant predictor of ‘brand recognition’ (H-4.4(i) $\beta=0.47$, $p<0.01$) and ‘brand recall’ (H-4.4(ii): $\beta=2.14$, $p<0.001$). In addition to this, it has also been observed that ‘brand recognition’ significantly influences ‘consumer satisfaction’ (H-4.4(v): $\beta=0.37$, $p<0.01$). ‘Brand recall’, also, has a significant influence on ‘consumer satisfaction’ (H-4.4(vi): $\beta=0.28$, $p<0.001$). Similarly, gender affects ‘consumer satisfaction’ (H-4.4(viii): $\beta=0.32$, $p<0.001$) directly, and also through ‘brand recognition’ and ‘brand recall’. Gender has also been found to be a significant predictor of

‘brand recognition’ (H-4.4(iii): $\beta=0.34$, $p<0.01$) and ‘brand recall’ (H-4.4(iv): $\beta=3.51$, $p<0.001$).

Table 4.18 shows the estimates and standard errors of parameters.

Table 4.18: Regression weights

| | Estimate | S.E. | C.R. | P |
|--|----------|------|-------|------|
| Brand recognition <-- Gender | .342 | .106 | 2.296 | .004 |
| Brand recognition <-- Age | .472 | .763 | 4.029 | .003 |
| Brand recall <-- Gender | 3.512 | .564 | 6.418 | .000 |
| Brand recall <-- Age | 2.142 | .539 | 3.564 | .000 |
| Consumer satisfaction <-- Gender | .322 | .329 | 5.400 | .000 |
| Consumer satisfaction <-- Age | .192 | .560 | 2.429 | .001 |
| Consumer satisfaction <- Brand recognition | .371 | .174 | 3.861 | .001 |
| Consumer satisfaction <-- Brand recall | .284 | .049 | 5.124 | .000 |

S.E: Standard Error, C.R: Critical Ratio

Hence, it can be concluded that all alternate hypotheses i.e., H-4.4(i)-H-4.4(ix) have been accepted. An integration of several important aspects of age, gender, ‘brand awareness’ and ‘consumer satisfaction’ has been observed by examining their interactions and relations. Variations in brand awareness have played a significant mediating role in the relationships of age, gender and consumer satisfaction. The results have confirmed the proposed model of analysis, pointing that the impact of age, gender on ‘consumer satisfaction’ operates through ‘brand awareness’ of consumers.

4.5 Influencers in decision-making of consumers

The respondents have been asked to rank, from one to six, the influencers which guide their decision to choose a consumer durable product. Options which have been given to them are ‘recommendations of known users’, ‘recommendations of salespeople’, ‘print advertisement’, ‘television advertisement’, ‘outdoor advertisement’ and ‘internet advertisement’. The respondents have been asked to give rank six to an option having ‘maximum influence’ and rank one to an option having ‘minimum influence’ in their decision to choose a consumer durable product.

Final ranks of options which influence the decision to choose the consumer durable product have been determined by the method of weighted ranking scores. A weight of ‘six’ has been assigned to rank one with ‘maximum influence’ and weight of ‘one’ has been assigned to rank six with ‘minimum influence’. A higher weight means more influence in the decision of consumers. Option with the highest weighted ranking score has been declared as having ‘maximum influence’ on the decision of consumers to choose a consumer durable product.

Option with the lowest score has been adjudged as having ‘minimum influence’ on the decision.

Table 4.19 gives Weighted Ranking Scores (WRS) of influencers guiding the decision to select a consumer durable product for overall, male and female consumers.

Table 4.19: Gender-wise weighted ranking scores (WRS) of influencers in decision-making of consumers

| Influencers | Overall Sample | Male | Female | Kruskal-wallis (H Test) | |
|--------------------------------|----------------|------|--------|-------------------------|----------|
| | | | | Statistics | P-Values |
| Recommendations of known users | 1598 | 767 | 831 | .017 | .897 |
| Recommendations of salespeople | 1126 | 539 | 587 | .037 | .848 |
| Print advertisement | 1101 | 556 | 545 | 4.052 | .044* |
| Television advertisement | 1339 | 601 | 738 | 6.278 | .012* |
| Outdoor advertisement | 1024 | 482 | 542 | .567 | .452 |
| Internet advertisement | 1139 | 541 | 598 | .000 | .997 |

* Significant at 0.05 level

The table reveals that ‘recommendations of known users’ (WRS=1598) have maximum influence, as compared to that of other influencers, in decision-making of consumers related to purchase of a durable product for overall sample. This is followed by ‘television advertisement’ (WRS=1339), ‘internet advertisement’ (WRS=1139), ‘recommendations of salespeople’ (WRS=1126), ‘print advertisement’ (WRS=1101) and ‘outdoor advertisement’ (WRS=1024), in that order.

For male consumers also, ‘recommendations of known users’ (WRS=767) have maximum influence, as compared to that of other influencers, in their decision-making. This is followed by ‘television advertisement’ (WRS=601), ‘print advertisement’ (WRS=556), ‘internet advertisement’ (WRS=541), ‘recommendations of salespeople’ (WRS=539) and ‘outdoor advertisement’ (WRS=482), in that order.

For female consumers also, ‘recommendations of known users’ (WRS= 831) have maximum influence, as compared to that of other influencers. in their decision-making, followed by ‘television advertisement’ (WRS=738), ‘internet advertisement’ (WRS=598),

‘recommendations of salespeople’ (WRS=587), ‘print advertisement’ (WRS=545) and ‘outdoor advertisement’ (WRS=542), in that order.

Kruskal-wallis (H Test) statistics have indicated that there are significant differences between male and female consumers with respect to the ranking towards ‘print advertisement’ and ‘television advertisement’. However, no significant differences have been observed between them with respect to the rankings of other influencers.

Table 4.20 displays background-wise Weighted Ranking Scores (WRS) of six influencers effecting the decision of consumers to choose a consumer durable product.

Table 4.20: Background-wise weighted ranking scores of influencers in decision-making of consumers

| Influencers | Rural | Urban | Kruskal-wallis (H Test) | |
|--------------------------------|-------|-------|-------------------------|----------|
| | | | Statistics | P-Values |
| Recommendations of known users | 572 | 956 | 3.533 | .060 |
| Recommendations of salespeople | 414 | 712 | 1.275 | .259 |
| Print advertisement | 387 | 714 | 5.424 | .020* |
| Television advertisement | 481 | 858 | 2.252 | .133 |
| Outdoor advertisement | 341 | 683 | .141 | .707 |
| Internet advertisement | 388 | 821 | 3.734 | .053 |

* Significant at 0.05 level

The table reveals that ‘recommendations of known users’ (WRS=572) have the maximum influence, as compared to that of other influencers, in decision-making related to purchase of a durable product for rural consumers. This is subsequently followed by ‘television advertisement’ (WRS=481), ‘recommendations of salespeople’ (WRS=414), ‘internet advertisement’ (WRS=388), ‘print advertisement’ (WRS=387) and ‘outdoor advertisement’ (WRS=341), in that order.

Similarly, for urban consumers, ‘recommendations of known users’ (WRS=956) have maximum influence, as compared to that of other influencers, in their decision-making. This is followed by ‘television advertisement’ (WRS=858), ‘internet advertisement’ (WRS=821), ‘print advertisement’ (WRS=714), ‘recommendations of salespeople’ (WRS=712) and ‘outdoor advertisement’ (WRS= 683), in that order.

Kruskal-wallis (H Test) statistics have revealed that there are significant differences between rural and urban consumers with respect to the ranking towards ‘print advertisement’. However, no significant differences have been observed between them with respect to the rankings of other influencers.

4.6 Level of success in creating brand awareness

The respondents have been asked to rank, from one to four, the level of success of various brands in creating brand awareness. Rank four refers to an option which has been ‘most successful’ and rank one corresponds to an option which has been ‘least successful’ in creating brand awareness. Final ranks have been determined by the method of weighted ranking scores. A weight of ‘four’ has been assigned to rank one (most successful) and weight of ‘one’ has been assigned to rank four (least successful). Higher the weight, greater the success in creating brand awareness. Option with highest weighted ranking score has been declared as ‘most successful’ in creating brand awareness and the option with lowest score has been adjudged as ‘least successful’ in creating brand awareness.

Level of success in creating brand awareness has been captured in all four product categories, namely, air conditioners, refrigerators, washing machines and televisions.

4.6.1 Air conditioners

Brands, namely, LG, Samsung, Voltas and Hitachi have been chosen for the product category of air conditioners.

Table 4.21 gives Weighted Ranking Scores (WRS) of the level of success of four air conditioner brands in creating awareness for overall, male and female consumers.

Table 4.21: Gender-wise weighted ranking scores of level of awareness for air conditioner brands

| Brand | Overall sample | Male | Female | Kruskal-wallis (H Test) | |
|---------|----------------|------|--------|-------------------------|----------|
| | | | | Statistics | P-Values |
| LG | 884 | 399 | 485 | 3.950 | .047* |
| Samsung | 860 | 405 | 455 | .155 | .694 |
| Voltas | 930 | 462 | 468 | .066 | .797 |
| Hitachi | 780 | 394 | 386 | 4.768 | .029* |

* Significant at 0.05 level

The table reveals that ‘Voltas’ (WRS=930) has been most successful in creating brand awareness for the overall sample. This is followed by ‘LG’ (WRS=884), ‘Samsung’ (WRS=860) and ‘Hitachi’ (WRS=780), in that order.

‘Voltas’ (WRS=462) has also been most successful in creating brand awareness for the male consumers, followed by ‘Samsung’ (WRS=405), ‘LG’ (WRS=399) and ‘Hitachi’ (WRS=394).

On the other hand, ‘LG’ (WRS=485) has been most successful in creating brand awareness among female consumers. This is followed by ‘Voltas’ (WRS=468), ‘Samsung’ (WRS=455) and ‘Hitachi’ (WRS=386).

Kruskal-wallis (H Test) statistics have suggested that there are significant differences, at 5 per cent level of significance, between the male and female consumers with respect to the ranking of ‘LG’ and ‘Hitachi’ in the product category of air conditioners.

Table 4.22 displays the Weighted Ranking Scores (WRS) of the level of success in creating brand awareness by four air conditioner brands for rural and urban consumers.

Table 4.22: Background-wise weighted ranking scores of level of awareness for air conditioner brands

| Brand | Rural | Urban | Kruskal-wallis (H Test) | |
|---------|-------|-------|-------------------------|----------|
| | | | Statistics | P-Values |
| LG | 331 | 553 | 3.814 | .051 |
| Samsung | 324 | 536 | 6.023 | .014* |
| Voltas | 324 | 642 | 2.388 | .122 |
| Hitachi | 251 | 529 | 4.526 | .033* |

* Significant at 0.05 level

The table suggests that both ‘Voltas’ and ‘Samsung’ (WRS=324) have been most successful in creating brand awareness for rural consumers as compared to ‘LG’ (WRS=331) and ‘Hitachi’ (WRS=251).

For urban consumers, ‘Voltas’ (WRS=642) has been found to be most successful in creating brand awareness. This is followed by ‘LG’ (WRS=553), ‘Samsung’ (WRS=536) and ‘Hitachi’ (WRS=529).

Statistically significant differences, at 5 per cent level of significance, have been observed between the rural and urban consumers with respect to the ranking of ‘Samsung’ and ‘Hitachi’ in the product category of air conditioners.

4.6.2 Refrigerators

LG, Samsung, Whirlpool and Godrej have been considered in this product category.

Table 4.23 gives the Weighted Ranking Scores (WRS) of the level of success in creating brand awareness by four refrigerator brands for overall, male and female consumers.

Table 4.23: Gender-wise weighted ranking scores of level of awareness for refrigerator brands

| Brand | Overall sample | Male | Female | Kruskal-wallis (H Test) | |
|-----------|----------------|------|--------|-------------------------|----------|
| | | | | Statistics | P-Values |
| LG | 907 | 430 | 477 | .003 | .957 |
| Samsung | 854 | 412 | 442 | .505 | .477 |
| Whirlpool | 978 | 445 | 533 | 3.775 | .052 |
| Godrej | 751 | 373 | 378 | 2.048 | .152 |

The table shows that ‘Whirlpool’ (WRS=978) has been most successful in creating brand awareness for the overall sample. This is followed by ‘LG’ (WRS=907), ‘Samsung’ (WRS=854) and ‘Godrej’ (WRS=751), in that order.

For male consumers also, ‘Whirlpool’ (WRS=445) has been most successful in creating brand awareness, followed by ‘LG’ (WRS=430), ‘Samsung’ (WRS=412) and ‘Godrej’ (WRS=373).

Similarly, for female consumers, ‘Whirlpool’ (WRS=533) has been most successful in creating brand awareness which is followed by ‘LG’ (WRS=477), ‘Samsung’ (WRS=442) and ‘Godrej’ (WRS=378).

Kruskal-wallis (H Test) statistics have highlighted that there are no significant differences, at 5 per cent level of significance, between male and female consumers with respect to ranking of brands for refrigerators.

Table 4.24 displays the Weighted Ranking Scores (WRS) of the level of success of in creating brand awareness by refrigerator brands for rural and urban consumers.

Table 4.24: Background-wise weighted ranking scores of level of awareness for refrigerator brands

| Brand | Rural | Urban | Kruskal-wallis (H Test) | |
|-----------|-------|-------|-------------------------|----------|
| | | | Statistics | P-Values |
| LG | 318 | 592 | .000 | .998 |
| Samsung | 310 | 544 | 1.181 | .277 |
| Whirlpool | 330 | 648 | 2.808 | .094 |
| Godrej | 272 | 476 | .724 | .395 |

The table reveals that ‘Whirlpool’ (WRS=330) has been most successful in creating brand awareness among rural consumers. This is followed by ‘LG’ (WRS=318), ‘Samsung’ (WRS=310) and ‘Godrej’ (WRS=272), in that order.

Likewise, for the urban consumers, ‘Whirlpool’ (WRS=648) has been most successful in creating brand awareness. This is followed by ‘LG’ (WRS=592), ‘Samsung’ (WRS=544) and ‘Godrej’ (WRS=476), in that order.

It has been observed that no significant differences exist between the rural and urban consumers with respect to the ranking of refrigerators’ brands.

4.6.3 Washing machines

In this product category, LG, Samsung, Whirlpool and Videocon have been included.

Table 4.25 gives the Weighted Ranking Scores (WRS) of the level of success of four washing machine brands in creating brand awareness for overall, male and female consumers.

Table 4.25: Gender-wise weighted ranking scores of level of awareness for washing machine brands

| Brand | Overall Sample | Male | Female | Kruskal-wallis (H Test) | |
|-----------|----------------|------|--------|-------------------------|----------|
| | | | | Statistics | P-Values |
| LG | 933 | 462 | 471 | 3.230 | .072 |
| Samsung | 882 | 431 | 451 | 2.254 | .133 |
| Whirlpool | 1004 | 462 | 542 | 2.214 | .137 |
| Videocon | 671 | 305 | 366 | .927 | .336 |

The table demonstrates that ‘Whirlpool’ (WRS=1004) has been most successful in creating brand awareness for the overall sample, followed by ‘LG’ (WRS=933), ‘Samsung’ (WRS=882) and ‘Videocon’ (WRS=671), in that order.

Both, ‘Whirlpool’ and ‘LG’ (WRS=462) have been most successful in creating brand awareness among male consumers as compared to ‘Samsung’ (WRS=431) and ‘Videocon’ (WRS=305).

For female consumers, ‘Whirlpool’ (WRS=542) has been most successful in creating brand awareness. This is followed by ‘LG’ (WRS=471), ‘Samsung’ (WRS=451) and ‘Videocon’ (WRS=366).

However, kruskal-wallis (H Test) statistics have shown that there are no significant differences between the male and female consumers with respect to the ranking of washing machine brands.

Table 4.26 shows the Weighted Ranking Scores (WRS) of the level of success in creating brand awareness by washing machine brands for rural and urban consumers.

Table 4.26: Background-wise weighted ranking scores of level of awareness for washing machine brands

| Brand | Rural | Urban | Kruskal-wallis (H Test) | |
|-----------|-------|-------|-------------------------|----------|
| | | | Statistics | P-Values |
| LG | 336 | 597 | .783 | .376 |
| Samsung | 315 | 567 | .209 | .648 |
| Whirlpool | 338 | 666 | 2.942 | .086 |
| Videocon | 241 | 430 | .506 | .477 |

‘Whirlpool’ (WRS=338) has been most successful in creating brand awareness among rural consumers. This is followed by ‘LG’ (WRS=336), ‘Samsung’ (WRS=315), ‘Videocon’ (WRS=241), in that order.

Similar results have been observed for urban consumers. ‘Whirlpool’ (WRS=666) has been most successful in creating brand awareness, followed by ‘LG’ (WRS=597), ‘Samsung’ (WRS=567) and ‘Videocon’ (WRS=430).

No significant differences have been found between the rural and urban consumers with respect to the ranking of washing machine brands.

4.6.4 Televisions

Sony, LG, Samsung and Videocon have been considered for televisions.

Table 4.27 gives the Weighted Ranking Scores (WRS) of the level of success of four television brands in creating brand awareness for overall, male and female consumers.

Table 4.27: Gender-wise weighted ranking scores of level of awareness for television brands

| Brand | Overall sample | Male | Female | Kruskal-wallis (H Test) | |
|----------|----------------|------|--------|-------------------------|----------|
| | | | | Statistics | P-Values |
| Sony | 1066 | 517 | 549 | .905 | .341 |
| LG | 860 | 400 | 460 | 1.299 | .254 |
| Samsung | 915 | 438 | 477 | .044 | .833 |
| Videocon | 649 | 305 | 344 | .105 | .746 |

The table highlights that for overall sample, ‘Sony’ has been most successful (WRS=1066) in creating brand awareness, followed by ‘Samsung’ (WRS=915), ‘LG’ (WRS=860) and ‘Videocon’ (WRS=649), in that order.

Similarly, for male consumers, ‘Sony’ (WRS=517) has been most successful in creating brand awareness. ‘Samsung’ (WRS=438), ‘LG’ (WRS=400) and ‘Videocon’ (WRS=305) have ranked second, third and fourth respectively.

‘Sony’ (WRS=549) has been most successful in creating brand awareness among female consumers as well. This is followed by ‘Samsung’ (WRS=477), ‘LG’ (WRS=460) and ‘Videocon’ (WRS=344), in that order.

According to kruskal-wallis analysis, it has been seen that there are no significant differences between male and female consumers with respect to the ranking of brands for televisions.

Table 4.28 exhibits the Weighted Ranking Scores (WRS) of the success in creating brand awareness by television brands for rural and urban consumers.

Table 4.28: Background-wise weighted ranking scores of level of awareness by television brands

| Brand | Rural | Urban | Kruskal-wallis (H-Test) | |
|----------|-------|-------|-------------------------|----------|
| | | | Statistics | P-Values |
| Sony | 356 | 710 | 3.752 | .053 |
| LG | 320 | 540 | 3.829 | .050 |
| Samsung | 312 | 603 | 1.154 | .283 |
| Videocon | 242 | 407 | 1.203 | .273 |

The table indicates that ‘Sony’ (WRS=356) has been most successful in creating brand awareness among rural consumers. This is followed by ‘LG’ (WRS=320), ‘Samsung’ (WRS=312) and ‘Videocon’ (WRS=242), in that order.

Likewise, for urban consumers, ‘Sony’ (WRS=710) has been most successful in creating brand awareness, followed by ‘Samsung’ (WRS=603), ‘LG’ (WRS=540) and ‘Videocon’ (WRS=407).

Statistically, no significant differences have been found to exist between the rural and urban consumers with respect to ranking of brands for televisions.

4.7 Choice of point of purchase

The decision of choosing a point of purchase by consumers has been analyzed, to determine if there are any significant differences in the responses between male and female consumers, and also between rural and urban consumers, for all product categories, namely, air conditioners, refrigerators, washing machines and televisions.

4.7.1 Air conditioners

The respondents have been asked separately about their preference to choose a point of purchase in buying air conditioners.

Gender-wise distribution of consumers regarding the decision of choosing a point of purchase in air conditioners has been shown in Table 4.29.

Table 4.29: Gender-wise distribution of consumers with respect to point of purchase in air conditioners

| Point of purchase | Male | Female | Total |
|---|-----------|-----------|---------|
| Company showroom | 21 (45.6) | 28 (51.8) | 49 (49) |
| Retail/mall showroom | 13 (28.2) | 15 (27.7) | 28 (28) |
| Other intermediaries like dealer, distributor | 4 (8.6) | 4 (7.4) | 8 (8) |
| Franchisee | 3 (6.5) | 3 (5.5) | 6 (6) |
| Online | 5 (10.8) | 4 (7.4) | 9 (9) |
| Total | 46 | 54 | 100 |
| Chi-Square value: 19.618 ; Significant at 5% level of significance | | | |

The table has revealed that most of the consumers (49%) prefer purchasing air conditioners from ‘company showroom’. This is followed by ‘retail/mall showroom’ (28%), ‘online’ (9%), ‘other intermediaries like dealer, distributor’ (8%) and ‘franchisee’ (6%), in that order.

Gender-wise analysis has indicated that most of the male consumers (45.6%) prefer purchasing from ‘company showroom’. This is followed by ‘retail/mall showroom’ (28.2%), ‘online’ (10.8%), ‘other intermediaries like dealer, distributor’ (8.6%) and ‘franchisee’ (6.5%).

More than half of the female consumers (51.8%) have reported that they also prefer purchasing from ‘company showroom’. This is followed by ‘retail/mall showroom’ (27.7%), ‘other intermediaries like dealer, distributor’ and ‘online’ both at (7.4%), ‘franchisee’ (5.5%), in that order.

Chi-square value has shown that there are significant differences, at 5 per cent level of significance, between male and female consumers with respect to decision of choosing a point of purchase for air conditioners.

Background-wise distribution of consumers with respect to decision of choosing a point of purchase in air conditioners has been displayed in Table 4.30.

Table 4.30: Background-wise distribution of consumers with respect to point of purchase in air conditioners

| Point of purchase | Rural | Urban | Total |
|--|-----------|-----------|---------|
| Company showroom | 20 (50) | 29 (48.3) | 49 (49) |
| Retail/mall showroom | 11 (27.5) | 17 (28.3) | 28 (28) |
| Other intermediaries like dealer, distributor | 4 (10) | 4 (6.6) | 8 (8) |
| Franchisee | 4 (10) | 2 (3.3) | 6 (6) |
| Online | 1 (2.5) | 8 (13.3) | 9 (9) |
| Total | 40 | 60 | 100 |
| Chi-Square value: 5.260 ; Not Significant at 5% level of significance | | | |

According to background-wise analysis, half of the rural consumers (50%) have reported that they prefer purchasing an air conditioner from ‘company showroom’. This is followed by ‘retail/mall showroom’ (27.5%), ‘other intermediaries like dealer, distributor’ and franchisee’ both at (10%), ‘online’ (2.5%) as point of purchasing, in that order.

In the case of urban consumers also, most of them (48.3%) prefer purchasing from ‘company showroom’. This is followed by ‘retail/mall showroom’ (28.3%), ‘online’ (13.3%), ‘other intermediaries like dealer, distributor’ (6.6%) and ‘franchisee’ (3.3%).

No significant differences, at 5 per cent level of significance, have been observed between rural and urban consumers with respect to decision of choosing a point of purchase.

4.7.2 Refrigerators

The male and female consumers, along with, rural and urban consumers have been asked separately about their preference to choose a point of purchase in buying refrigerators.

Gender-wise distribution of consumers regarding decision of choosing a point of purchase in refrigerators has been presented in table 4.31.

Table 4.31: Gender-wise distribution of consumers with respect to point of purchase in refrigerators

| Point of purchase | Male | Female | Total |
|---|-------------|---------------|--------------|
| Company showroom | 14 (36.8) | 22 (40.7) | 36 (39.1) |
| Retail/mall showroom | 11 (28.9) | 12 (22.2) | 23 (25) |
| Other intermediaries like dealer, distributor | 8 (21.1) | 11 (20.3) | 19 (20.7) |
| Franchisee | 3 (7.9) | 3 (5.6) | 6 (6.5) |
| Online | 2 (5.2) | 6 (11.1) | 8 (8.7) |
| Total | 38 | 54 | 92 |
| Chi-Square value: 11.559 ; Significant at 5% level of significance | | | |

The table has displayed that majority of the consumers (39.1%) prefer purchasing refrigerator from ‘company showroom’. This is followed by ‘retail/mall showroom’ (25%), ‘other intermediaries like dealer, distributor’ (20.7%), ‘online’ (8.7%) and ‘franchisee’ (6.5%), in that order.

Most of the male consumers (36.8%) also prefer purchasing from ‘company showroom’. It is followed by ‘retail/mall showroom’ (28.9%), ‘other intermediaries like dealer, distributor’ (21.1%), ‘franchisee’ (7.9%) and ‘online’ (5.2%).

In the case of female consumers also, most of them (40.7%) prefer purchasing from ‘company showroom’, followed by ‘retail/mall showroom’ (22.2%), ‘other intermediaries like dealer, distributor’ (20.3 %), ‘online’ (11.1%) and ‘franchisee’ (5.6%).

According to chi-square analysis, it has been found that there are significant differences, at 5 per cent level of significance, between male and female consumers with respect to decision of choosing a point of purchase for refrigerators

Background-wise distribution of consumers regarding decision of choosing a point of purchase in refrigerators has been presented in Table 4.32.

Table 4.32: Background-wise distribution of consumers with respect to point of purchase in refrigerators

| Point of purchase | Rural | Urban | Total |
|---|-----------|-----------|-----------|
| Company showroom | 12 (33.4) | 24 (40.7) | 36 (39.1) |
| Retail/mall showroom | 7 (21.2) | 16 (27.1) | 23 (25) |
| Other intermediaries like dealer, distributor | 6 (18.1) | 13 (22.1) | 19 (20.7) |
| Franchisee | 3 (9.1) | 3 (5.1) | 6 (6.5) |
| Online | 5 (15.1) | 3 (5.1) | 8 (8.7) |
| Total | 33 | 59 | 92 |
| Chi-Square value: 3.535; Not Significant at 5% level of significance | | | |

Background-wise analysis has indicated that one-third of the rural consumers (33.4%) prefer purchasing a refrigerator from ‘company showroom’. This is followed by ‘retail/mall showroom’ (21.2%), ‘other intermediaries like dealer, distributor’ (18.1%), ‘online’ (15.1%) and ‘franchisee’ (9.1%).

In the case of urban consumers also, most of them (40.7%) prefer ‘company showroom’ over ‘retail/mall showroom’ (27.1%), ‘other intermediaries like dealer, distributor’ (22.1%), ‘online’ and ‘franchisee’ both at (5.1%).

The analysis has shown that there are no significant differences between rural and urban consumers with respect to decision of choosing a point of purchase for refrigerators.

4.7.3 Washing machines

The males, along with, female respondents have been asked separately regarding their preferences about point of purchase in buying washing machines. Similarly, it has also been considered for rural and urban consumers.

Gender-wise distribution of consumers regarding decision of choosing a point of purchase in washing machines has been given in Table 4.33.

Table 4.33: Gender-wise distribution of consumers with respect to point of purchase in washing machines

| Point of purchase | Male | Female | Total |
|--|-----------|-----------|------------|
| Company showroom | 8 (17.8) | 13 (37.1) | 21 (26.25) |
| Retail/mall showroom | 11 (24.4) | 13 (37.1) | 24 (30) |
| Other intermediaries like dealer, distributor | 11 (24.4) | 2 (5.7) | 13 (16.25) |
| Franchisee | 5 (11.1) | 2 (5.7) | 7 (8.75) |
| Online | 10 (22.2) | 5 (14.2) | 15 (18.75) |
| Total | 45 | 35 | 80 |
| Chi-Square value: 9.438 ; Significant at 5% level of significance | | | |

The table has shown that most of the consumers (30%) prefer purchasing washing machines from ‘retail/mall showroom’. This is followed by ‘company showroom’ (26.25%), ‘online’ (18.75%), ‘other intermediaries like dealer, distributor’ (16.25%) and ‘franchisee’ (8.75%) as point of purchasing, in that order.

Gender-wise analysis has revealed that most of the male consumers (24.4%) prefer purchasing from retail/mall showroom’ or ‘other intermediaries like dealer, distributor’. This is followed by ‘online’ (22.2%), ‘company showroom’ (17.8%) and ‘franchisee’ (11.1%).

Most of the female consumers (37.1%) have reported that they prefer purchasing from ‘company showroom’ or ‘retail/mall showroom’, followed by ‘online’ (14.2%), ‘other intermediaries like dealer, distributor’ and ‘franchisee’ (5.7%).

Chi-square value has established that there are significant differences, at 5 per cent level of significance, between male and female consumers with respect to decision of choosing a point of purchase.

Background-wise distribution of respondents with respect to decision of choosing a point of purchase in washing machines has been shown in Table 4.34.

Table 4.34: Background-wise distribution of consumers with respect to point of purchase in washing machines

| Point of purchase | Rural | Urban | Total |
|---|-----------|-----------|------------|
| Company showroom | 4 (14.3) | 17 (32.7) | 21 (26.25) |
| Retail/mall showroom | 13 (46.4) | 11 (21.2) | 24 (30) |
| Other intermediaries like dealer, distributor | 4 (14.3) | 9 (17.3) | 13 (16.25) |
| Franchisee | 2 (7.1) | 5 (9.6) | 7 (8.75) |
| Online | 5 (17.9) | 10 (19.2) | 15 (18.75) |
| Total | 28 | 52 | 80 |
| Chi-Square value: 6.472; Not Significant at 5% level of significance | | | |

As per background-wise analysis, most of the rural consumers (46.4%) prefer purchasing from ‘retail/mall showroom’. This is followed by ‘company showroom’ and ‘other intermediaries like dealer, distributor’ both at (14.3%), ‘online’ (17.9%) and ‘franchisee’ (7.1%).

However, most of the urban consumers (32.7%) prefer purchasing from ‘company showroom’. This is followed by ‘retail/mall showroom’ (21.2%), ‘online’ (19.2%), ‘other intermediaries like dealer, distributor’ (17.3%) and ‘franchisee’ (9.6%).

No significant differences have been observed between rural and urban consumers with respect to decision of choosing a point of purchase for washing machines.

4.7.4 Televisions

All the respondents have been asked separately about their preference to choose a point of purchase in buying televisions.

Gender-wise distribution of respondents regarding decision of choosing a point of purchase in televisions has been presented in Table 4.35.

Table 4.35: Gender-wise distribution of consumers with respect to point of purchase in televisions

| Point of Purchase | Male | Female | Total |
|---|-----------|----------|-----------|
| Company showroom | 14 (36.8) | 12 (30) | 26 (33.3) |
| Retail/mall showroom | 14 (36.8) | 14 (35) | 28 (35.9) |
| Other intermediaries like dealer, distributor | 3 (7.9) | 6 (15) | 9 (11.5) |
| Franchisee | 4 (10.5) | 1 (2.5) | 5 (6.4) |
| Online | 3 (7.9) | 7 (17.5) | 10 (12.8) |
| Total | 38 | 40 | 78 |
| Chi-Square value: 4.506; Not Significant at 5% level of significance | | | |

The table has revealed that most of the consumers (35.9%) prefer purchasing from ‘retail/mall showroom’, followed by ‘company showroom’ (33.3%), ‘online’ (12.8%), ‘other intermediaries like dealer, distributor’ (11.5%) and ‘franchisee’ (6.4%) as a point of purchasing.

However, the male consumers (36.8%) have reported that they prefer purchasing from ‘retail/mall showroom’ or ‘company showroom’ over ‘franchisee’ (10.5%), ‘other intermediaries like dealer, distributor’ and ‘online’ both at (7.9%) as a point of purchasing.

It has been observed that most of the female consumers (35%) also prefer purchasing from ‘retail/mall showroom’. This is followed by ‘company showroom’ (30%), ‘online’ (17.5%), ‘other intermediaries like dealer, distributor’ (15%) and ‘franchisee’ (2.5%) as a point of purchasing.

According to chi-square analysis, no significant differences, at 5 per cent level of significance, have been found between male and female consumers with respect to decision of choosing a point of purchase for televisions.

Background-wise distribution of respondents regarding decision of choosing a point of purchase in televisions has been given in Table 4.36.

Table 4.36: Background-wise distribution of consumers with respect to point of purchase in televisions

| Point of Purchase | Rural | Urban | Total |
|---|----------|-----------|-----------|
| Company showroom | 4 (18.2) | 22 (39.2) | 26 (33.3) |
| Retail/mall showroom | 9 (40.9) | 19 (33.9) | 28 (35.9) |
| Other intermediaries like dealer, distributor | 3 (13.6) | 6 (10.7) | 9 (11.5) |
| Franchisee | 3 (13.6) | 2 (3.6) | 5 (6.4) |
| Online | 3 (13.6) | 7 (12.5) | 10 (12.8) |
| Total | 22 | 56 | 78 |
| Chi-Square value: 4.954; Not Significant at 5% level of significance | | | |

Majority of rural consumers (40.9%) have indicated that they prefer purchasing from ‘retail/mall showroom’. This is followed by ‘company showroom’ (18.2%), ‘other intermediaries like dealer, distributor’, ‘online’ and ‘franchisee’ all at (13.6%) as point of purchasing, in that order.

Most of the urban consumers (39.2%), though, have indicated that they prefer purchasing from ‘company showroom’. This is followed by ‘retail/mall showroom’ (33.9%), ‘online’ (12.5%),

‘other intermediaries like dealer, distributor’ (10.7%) and ‘franchisee’ (3.6%) as point of purchasing.

With respect to decision of choosing a point of purchase for televisions between rural and urban consumers, no significant differences, at 5 per cent level of significance, have been observed.

4.8 Choice of mode of payment

The decision of choosing a mode of payment by consumers has been analyzed, to determine if there are any differences in responses between male and female consumers, and also between rural and urban consumers. It has been analysed for each of the four product categories, i.e., air conditioners, refrigerators, washing machines and televisions.

4.8.1 Air conditioners

The male as well as female respondents have been asked separately about their preferences to choose a mode of payment in buying air conditioners. Rural and urban consumers have also been asked about their preferences.

Gender-wise distribution of consumers with respect to decision of choosing the mode of payment in air conditioners has been shown in Table 4.37.

Table 4.37: Gender-wise distribution of consumers with respect to mode of payment in air conditioners

| Paid through | Male | Female | Total |
|--|-------------|---------------|--------------|
| Cash/Cheque/DD | 33 (71.7) | 39 (72.2) | 72 (72) |
| Debit card | 7 (15.2) | 5 (9.3) | 12 (12) |
| Credit card | 3 (6.5) | 5 (9.3) | 8 (8) |
| Online banking | 3 (6.5) | 5 (9.3) | 8 (8) |
| Total | 46 | 54 | 100 |
| Chi-Square value: 1.201 ; Not Significant at 5% level of significance | | | |

The table has revealed that most of the consumers (72%) prefer paying through ‘cash/cheque/DD’. This is followed by ‘debit card’ (12%), ‘credit card’ and ‘online banking’ both at (8%), in that order.

Gender-wise analysis has indicated that majority of male consumers (71.7%) also prefer paying through ‘cash/cheque/DD’. This is followed by ‘debit card’ (15.2%), ‘credit card’ and ‘online banking’ both at (6.5%).

Similar results have been observed for female consumers. Majority of them (72.2%) prefer paying through ‘cash/cheque/DD’, followed by ‘debit card’, ‘credit card’ and ‘online banking’ all at (9.3%).

Chi-square value has shown that there are no significant differences, at 5 per cent level of significance, between male and female consumers with respect to the mode of payment.

Background-wise distribution of decision of choosing the mode of payment in air conditioners has been given in Table 4.38.

Table 4.38: Background-wise distribution of consumers with respect to mode of payment in air conditioners

| Paid through | Rural | Urban | Total |
|--|--------------|--------------|--------------|
| Cash/Cheque/DD | 28 (70) | 44 (73.3) | 72 (72) |
| Debit card | 7 (17.5) | 5 (8.3) | 12 (12) |
| Credit card | 4 (10) | 4 (6.6) | 8 (8) |
| Online banking | 1 (2.5) | 7 (11.7) | 8 (8) |
| Total | 40 | 60 | 100 |
| Chi-Square value: 4.572 ; Significant at 5% level of significance | | | |

Most of the rural consumers (70%) have reported that they prefer paying through ‘cash/cheque/DD’. This is followed by ‘debit card’ (17.5%), ‘credit card’ (10%) and ‘online banking’ (2.5%).

In the case of urban consumers also, most of them (73.3%) prefer paying through ‘cash/cheque/DD’, followed by ‘online banking’ (11.7%), ‘debit card’ (8.3%) and ‘credit card’ (6.6%).

Through chi-square analysis, it has been observed that there are significant differences, at 5 per cent level of significance, between rural and urban consumers with respect to the mode of payment in the product category of air conditioners.

4.8.2 Refrigerators

The consumers have been separately asked regarding their preferences of payment modes for buying refrigerators.

Gender-wise distribution of consumers regarding their decision of choosing the mode of payment in refrigerators has been presented in Table 4.39.

Table 4.39: Gender-wise distribution of consumers with respect to mode of payment for refrigerators

| Paid through | Male | Female | Total |
|--|-------------|---------------|--------------|
| Cash/Cheque/DD | 29 (76.3) | 36 (66.7) | 65 (70.6) |
| Debit card | 1 (2.6) | 6 (11.1) | 7 (7.6) |
| Credit card | 5 (13.2) | 7 (13) | 12 (13.1) |
| Online banking | 3 (7.9) | 5 (9.3) | 8 (8.7) |
| Total | 38 | 54 | 92 |
| Chi-Square value: 2.450 ; Not Significant at 5% level of significance | | | |

The table has highlighted that majority of the consumers (70.6%) prefer paying through ‘cash/cheque/DD’. This is followed by ‘credit card’ (13.1%), ‘online banking’ (8.7%) and ‘debit card’ (7.6%) as a mode of payment for purchasing refrigerators.

More than three-fourth of male respondents (76.3%) have reported that they prefer paying through ‘cash/cheque/DD’. This is followed by ‘credit card’ (13.2%), ‘online banking’ (7.9%) and ‘debit card’ (2.6%).

In the case of female consumers also, most of them (66.7%) have stated that they prefer paying through ‘cash/cheque/DD’. This is followed by ‘credit card’ (13%), ‘debit card’ (11.1%) and ‘online banking’ (9.3%).

It has been observed that there are no significant differences, at 5 per cent level of significance, between male and female consumers with respect to the mode of payment for refrigerators.

Background-wise distribution of consumers regarding decision of choosing the mode of payment in refrigerators has been exhibited in Table 4.40.

Table 4.40: Background-wise distribution of consumers with respect to mode of payment in refrigerators

| Paid through | Rural | Urban | Total |
|--|--------------|--------------|--------------|
| Cash/Cheque/DD | 22 (66.7) | 43 (72.9) | 65 (70.6) |
| Debit card | 4 (12.1) | 3 (5.1) | 7 (7.6) |
| Credit card | 2 (6.1) | 10 (16.9) | 12 (13.1) |
| Online banking | 5 (15.1) | 3 (5.1) | 8 (8.7) |
| Total | 33 | 59 | 92 |
| Chi-Square value: 5.883 ; Not Significant at 5% level of significance | | | |

Majority of the rural consumers (66.7%) prefer paying through ‘cash/cheque/DD’, followed by ‘online banking’ (15.1%), ‘debit card’ (12.1%) and ‘credit card’ (6.1%), in that order.

Most of urban consumers also, (72.9%) prefer paying through ‘cash/cheque/DD’. This is followed by ‘credit card’ (16.9%), ‘debit card’ and ‘online banking’ both at (5.1%).

With respect to the mode of payment for purchasing refrigerators, no significant differences, at 5 per cent level of significance, between rural and urban consumers.

4.8.3 Washing machines

The respondents have been asked separately about their preference to choose mode of payment in purchasing washing machines.

Gender-wise distribution of consumers regarding decision of choosing the mode of payment in washing machines has been highlighted in Table 4.41.

Table 4.41: Gender-wise distribution of consumers with respect to mode of payment for washing machines

| Paid through | Male | Female | Total |
|---|-------------|---------------|--------------|
| Cash/Cheque/DD | 28 (62.2) | 24 (68.6) | 52 (65) |
| Debit card | 4 (8.9) | 7 (20) | 11 (13.8) |
| Credit card | 10 (22.2) | 3 (8.6) | 13 (16.3) |
| Online banking | 3 (6.7) | 1 (2.9) | 4 (5) |
| Total | 45 | 35 | 80 |
| Chi-Square value: 4.719; Not Significant at 5% level of significance | | | |

The table has pointed that most of the consumers (65%) prefer paying through ‘cash/cheque/DD’. This is followed by ‘credit card’ (16.3%), ‘debit card’ (13.8%) and ‘online banking’ (5%).

Gender-wise analysis has revealed that most of the male consumers (62.2%) prefer paying through ‘cash/cheque/DD’, followed by ‘credit card’ (22.2%), ‘debit card’ (8.9%) and ‘online banking’ (6.7%).

In the case of female consumers also, most of them (68.6%) also prefer paying through ‘cash/cheque/DD’. This is followed by ‘debit card’ (20%), ‘credit card’ (8.6%) and ‘online banking’ (2.9%).

No significant differences, at 5 per cent level of significance, have been observed between male and female consumers with respect to the mode of payment for washing machines.

Background-wise distribution of respondents regarding decision of choosing the mode of payment in washing machines has been shown in Table 4.42.

Table 4.42: Background-wise distribution of consumers with respect to mode of payment for washing machines

| Paid Through | Rural | Urban | Total |
|---|--------------|--------------|--------------|
| Cash/Cheque/DD | 17 (60.7) | 35 (67.3) | 52 (65) |
| Debit card | 5 (17.9) | 6 (11.5) | 11 (13.8) |
| Credit card | 5 (17.9) | 8 (15.4) | 13 (16.3) |
| Online banking | 1 (3.6) | 3 (5.8) | 4 (5) |
| Total | 28 | 52 | 80 |
| Chi-Square value: .894 ; Not Significant at 5% level of significance | | | |

It has been found in the background-wise analysis that most of the rural consumers (60.7%) prefer paying through ‘cash/cheque/DD’. This is followed by ‘debit card’ and ‘credit card’ (17.9%) and ‘online banking’ (3.6%).

For urban consumers also, the results have been same. Most of them (67.3%) prefer paying through ‘cash/cheque/DD’. This is followed by ‘credit card’ (15.4%), ‘debit card’ (11.5%) and ‘online banking’ (5.8%).

Chi-square value have indicated that there are no significant differences, at 5 per cent level of significance, between rural and urban consumers with respect to the mode of payment for washing machines.

4.8.4 Televisions

The respondents have been asked separately about their preference to choose mode of payment in buying televisions.

Gender-wise distribution of consumers with respect to decision of choosing the mode of payment in televisions has been presented in Table 4.43.

Table 4.43: Gender-wise distribution of consumers with respect to mode of payment for televisions

| Paid Through | Male | Female | Total |
|--|-------------|---------------|--------------|
| Cash/Cheque/DD | 12 (54.5) | 36 (64.3) | 48 (61.5) |
| Debit card | 4 (18.1) | 11 (19.6) | 15 (19.2) |
| Credit card | 5 (22.7) | 7 (12.5) | 12 (15.4) |
| Online banking | 1 (4.5) | 2 (3.6) | 3 (3.8) |
| Total | 22 | 56 | 78 |
| Chi-Square value: 1.374 ; Not Significant at 5% level of significance | | | |

The table has revealed that most of the consumers (61.5%) prefer paying through ‘cash/cheque/DD’. This is followed by ‘debit card’ (19.2%), ‘credit card’ (15.4%) and ‘online banking’ (3.8%).

Likewise, most of the male consumers (54.5%) also prefer paying through ‘cash/cheque/DD’. This is followed by ‘credit card’ (22.7%), ‘debit card’ (18.1%) and ‘online banking’ (4.5%).

Most of the female consumers (64.3%) have reported that they also prefer paying through ‘cash/cheque/DD’. This is followed by ‘debit card’ (19.6%), ‘credit card’ (12.5%) and ‘online banking’ (3.6%).

Chi-square value has shown that there are no significant differences, at 5 per cent level of significance, between male and female consumers with respect to the mode of payment for televisions.

Background-wise distribution of respondents with regards to decision of choosing the mode of payment in televisions has been displayed in Table 4.44.

Table 4.44: Background-wise distribution of consumers with respect to mode of payment for televisions

| Paid through | Rural | Urban | Total |
|--|--------------|--------------|--------------|
| Cash/Cheque/DD | 25 (75.8) | 23 (57.5) | 48 (61.5) |
| Debit card | 7 (18.4) | 8 (20) | 15 (19.2) |
| Credit card | 4 (10.5) | 8 (20) | 12 (15.4) |
| Online banking | 2 (5.3) | 1 (2.5) | 3 (3.8) |
| Total | 38 | 40 | 78 |
| Chi-Square value: 18.767; Significant at 5% level of significance | | | |

Approximately three-fourth of the rural consumers (75.8%) have stated that they prefer paying through ‘cash/cheque/DD’. This is followed by ‘debit card’ (18.4%), ‘credit card’ (10.5%) and ‘online banking’ (5.3%).

In the case of urban consumers also, most of them (57.5%) prefer paying through ‘cash/cheque/DD’. This is followed by ‘credit card’ and ‘debit card’ both at (20%) and ‘online banking’ (2.5%).

Significant differences, at 5 per cent level of significance, have been observed between rural and urban consumers with respect to the mode of payment in the product category of televisions.

Concluding remarks

This chapter discusses the analysis of respondents' demographic profile. It explores the effect of elements of marketing mix on brand awareness and consumer satisfaction. It also studies the relationship of elements of marketing mix and consumer satisfaction through brand awareness in consumer durables industry. It also discusses the relationship of elements of marketing mix and consumer satisfaction through brand recognition and brand recall. It presents the impact of age and gender on consumer satisfaction through brand recognition and brand recall. It also discusses the impact of influencers on decision-making of consumers, level of success in creating brand awareness, choice of point of purchase and mode of payment.

Chapter - V

Summary of Findings

5.1 Introduction

This chapter presents a summary of the present research. The study has been conducted to examine the effect of elements of marketing mix on brand awareness in consumer durables industry in Punjab. The effect of elements of marketing mix on consumer satisfaction has also been explored. The relationship between elements of marketing mix, brand awareness and consumer satisfaction has been analyzed. It is based on a survey of consumers of durable product categories, namely, air conditioners, refrigerators, washing machines and televisions. Primary data collected with the help of a structured questionnaire from 350 consumers has been analysed using SPSS version 20.0 and AMOS version 20.0. Statistical tools like regression analysis, mediation analysis, structural equation modeling, t-test, kruskal-wallis and chi-square have been employed to test the hypotheses.

Implications and recommendations based on the study have been listed. Limitations of the study have been pointed out. Research contributions have also been presented. Finally, the study throws light on future research directions.

5.2 Summary of results

A review of literature followed by findings of the present study have yielded insights into a number of important aspects of marketing like product and store attributes influencing consumers' choices, pricing tactics encouraging purchase decisions, promotional strategies to create brand awareness, amongst other aspects. Though some studies have already been conducted in India to cover different aspects of marketing mix and brand awareness, the present study attempts to present a comprehensive view from consumers' perspective. It focusses on the effect of elements of marketing mix on brand awareness levels and satisfaction levels of consumers. It analyses the relationship between elements of marketing mix and consumer satisfaction in the light of brand awareness. It also examines the level of brand awareness and consumer satisfaction, with respect to demographic variables. The impact of influencers on decision-making of consumers, level of success in creating brand awareness, choice of point of purchase and mode of payment have also been discussed.

5.2.1 Effect of marketing mix elements on brand awareness

Regression Analysis

As discussed in chapter 3, a construct of ‘marketing mix elements’ has been proposed in the study. It consists of thirty statements representing four sub-constructs, namely, product (7), price (5), promotion (10) and place (8), taken together. A construct of ‘brand awareness’, consisting of twelve items, has also been proposed.

In order to investigate the effect of ‘marketing mix elements’ on ‘brand awareness’, regression analysis has been applied. Since ‘brand awareness’ is expected to be an outcome of ‘marketing mix elements’, it has been taken as the dependent variable and ‘marketing mix elements’ has been taken as the independent variable. A significant correlation ($R=0.431$) between ‘brand awareness’ and ‘marketing mix elements’ has been seen. It has also been observed that 63.4% of the variance in ‘brand awareness’ can be predicted from ‘marketing mix elements’. It has been further observed that ‘marketing mix elements’ is a predictor of ‘brand awareness’ ($\beta=0.431$), ($F(1,350)=60.84, p<0.05$). This implies that focus on marketing mix elements can lead to a significant increase in brand awareness.

5.2.2 Impact of marketing mix elements on consumer satisfaction

Regression analysis

The construct of ‘consumer satisfaction’ consists of four statements, as discussed in chapter 3. Regression analysis has been applied to study the impact of ‘marketing mix elements’ on ‘consumer satisfaction’. It has been observed that a significant correlation exists between ‘marketing mix elements’ and ‘consumer satisfaction’. It has been seen that 42.1% of variance in ‘consumer satisfaction’ can be predicted from ‘marketing mix elements’. It has been further found that ‘marketing mix elements’ has a causal relationship with ‘consumer satisfaction’ ($\beta=0.118$), ($F(1,350)=25.58, p<0.05$).

5.2.3 Relationship between marketing mix elements on consumer satisfaction through brand awareness

Mediation analysis

Mediation analysis has been conducted using AMOS (20.0) to study the indirect effect of ‘marketing mix elements’ on ‘consumer satisfaction’ through ‘brand awareness’. ‘Marketing mix elements’ and ‘brand awareness’ have been considered as independent variables and ‘consumer satisfaction’ as a dependent variable. It has been revealed that ‘marketing mix

elements' ($\beta=0.431$, $p<0.001$) predicts 'brand awareness'. It has also been observed that 'marketing mix elements' ($\beta=0.118$, $p<0.001$) and 'brand awareness' ($\beta=0.240$, $p<0.001$) significantly account for 'consumer satisfaction'. It has been found that β value of 'consumer satisfaction' reduces from 0.118 to 0.039. As a consequence, the impact of 'marketing mix elements' on 'consumer satisfaction' has reduced because of mediating effect of 'brand awareness'. Hence, it has been concluded that 'brand awareness' partially mediates the effect of 'marketing mix elements' on 'consumer satisfaction'.

Structural equation modeling

To study the indirect effect of 'marketing mix elements' on 'consumer satisfaction' through 'brand awareness', a structural model has been proposed. Data has established it to be a good fit model ($X^2/df=2.412$, $GFI=0.923$ $CFI=0.922$, $NFI=0.916$, $TLI=0.949$, $RMSEA=0.064$). The structural model has been found to be acceptable since $RMSEA<10\%$ and GFI and $NFI>90\%$. A bias-corrected bootstrap with 95% Confidence Interval (CI) has validated that the indirect effect of 'marketing mix elements' on 'consumer satisfaction' [.052, 0.171] is significant.

It has been validated that 'marketing mix elements' does not have a direct effect on 'consumer satisfaction' ($\beta=0.038$, $p>0.001$) but has an indirect effect ($\beta=0.104$, $p<0.001$) on it. 'Marketing mix elements' has been found to be a significant predictor of 'brand awareness' ($\beta=0.162$, $p<0.001$). In addition to this, it has been observed that 'brand awareness' significantly influences 'consumer satisfaction' ($\beta=0.671$, $p<0.001$).

It has been observed that 'brand awareness' is a strong mediating variable between 'marketing mix elements' and 'consumer satisfaction' with respect to consumer durable sector. Consumer satisfaction has been found to increase with brand awareness. It implies that most of the consumers are satisfied to a greater extent when they are familiar with a brand than when they are not familiar. It has been concluded that marketers need to emphasize more on generating brand awareness by appropriate deployment of elements of marketing mix in order to achieve consumer satisfaction.

5.2.4 Marketing mix elements as a determinant of consumer satisfaction through brand recognition and brand recall

The construct of 'brand awareness' consists of twelve statements representing two sub-constructs, namely, brand recognition (5) and brand recall (7), taken together. It has been observed that there is a significant correlation of 'marketing mix elements' with 'brand

recognition' ($r=.224, 350$) and also with 'brand recall' ($r=.133, 350$). It has also been found that 'marketing mix elements' is significantly correlated with 'consumer satisfaction' ($r=.190, 350$). It has been seen on the basis of linear regression that 'marketing mix elements' is a significant predictor of 'brand recognition' ($B=.151$), ($F(1,350)=18.89, p<0.001$), 'brand recall' ($B=.162$), ($F(1,350)=6.445, p<0.05$) and 'consumer satisfaction' ($B=.182$), ($F(1,350)=13.38, p<0.05$).

The extent of brand recognition, brand recall and consumer satisfaction of all the participants has been measured through mean scores (MS) of responses of males and females to the statements representing 'brand recognition', 'brand recall', 'consumer satisfaction'. Gender-wise analysis has revealed that differences in 'brand recognition' between female consumers ($MS=12.47$) and male consumers ($MS=14.35$) are significant ($t(350)=2.28, p<0.05$). Significant differences ($t(350)=4.66, p<0.001$) have also been observed, with respect to 'brand recall', between female consumers ($MS=13.38$) and male consumers ($MS=15.73$). Differences between female consumers ($MS=12.17$) and male consumers ($MS=14.46$), with respect to satisfaction levels, have also been found to be significant ($t(350)=3.23, p<0.01$). It has been observed that male consumers show higher levels of 'brand recognition' and 'brand recall' as compared to the levels shown by female consumers. Male consumers have also been found to be more satisfied with their purchase decisions as compared to female consumers.

It has also been observed that 'brand recognition' and 'brand recall' act as mediator variables between the effects of 'marketing mix elements' on 'consumer satisfaction'. Data has established it to be a good fit model ($X^2/df=2.149, GFI=0.923, CFI=0.922, NFI=0.916, TLI=.097, RMSEA=0.004$). It has been observed that 'marketing mix elements' is a significant predictor of 'brand recognition' ($\beta=.151, p<0.05$) and 'brand recall' ($\beta=.162, p<0.05$). It has also been seen that 'brand recognition' significantly influences 'consumer satisfaction' ($\beta=.371, p<0.01$). 'Brand recall' has also been observed to have a significant effect on 'consumer satisfaction' ($\beta=.284, p<0.001$). Further, it has also been found that 'marketing mix elements' does not have a direct effect on 'consumer satisfaction' ($\beta=.182, p>0.01$), but has an indirect effect on it through 'brand recognition' and 'brand recall'. The indirect effect of 'marketing mix elements' on 'consumer satisfaction' through both 'brand recognition' and 'brand recall' has been further verified by 95% confidence intervals [.037, .127].

It has thus been concluded that 'marketing mix elements' does not have a direct effect on 'consumer satisfaction', but has an indirect effect on it through 'brand recognition' and 'brand recall'.

5.2.5 Impact of age and gender on consumer satisfaction through brand awareness

The levels of 'brand recognition' have been observed to be higher among males in age-group of 21-40 years (MS=15.35) as compared to the males in age-group of 41-60 years (MS=13.35). The levels of 'brand recall' have also been found to be higher among males in age-group of 21-40 years (MS=16.40) as compared to the males in age-group of 41-60 years (MS=15.26). On the other hand, levels of 'brand recognition' have been found to be higher among females in age-group of 41-60 years (MS=12.94) as compared to the females in age-group of 21-40 years (MS=12.04). The levels of 'brand recall' have also been observed to be higher among females in age-group of 41-60 years (MS=13.56) as compared to the females in age-group of 21-40 years (MS=13.30).

Similarly, for 'consumer satisfaction', relatively higher mean scores of levels of satisfaction of male consumers in age-group of 21-40 years (MS=15.70) have indicated that they are more satisfied as compared to males in age-group of 41-60 years (MS=13.22). The analysis has shown that females in age-group of 41-60 years (MS=13.20) are more satisfied as compared to females in age-group of 21-40 years (MS=12.07).

Differences in 'brand recognition' for male consumers, between age-groups of 21-40 and 41-60 years, have been found to be significant ($t(150)=3.15, p<0.05$). Significant differences have also been observed in 'brand recognition' for female consumers between age-groups of 21-40 and 41-60 years ($t(165)=2.18, p<0.05$). In case of 'brand recall', statistically significant differences have not been found for males between age-groups of 21-40 and 41-60 years ($t(150)=1.21, p>0.05$). However, significant differences have been observed for females between age-groups of 21-40 and 41-60 years ($t(165)=1.39, p<0.05$).

Male consumers, between age-groups of 21-40 and 41-60 years, have been found to differ significantly ($t(150)=4.18, p<0.05$) with respect to levels of satisfaction. Differences in level of satisfaction for female consumers, between age-groups of 21-40 and 41-60 years, have also been found to be significant ($t(165)=1.73, p<0.05$).

It has been observed that 'brand recognition' and 'brand recall' act as mediator variables between the effects of age and gender on 'consumer satisfaction'. Data has established it to be

a good fit model ($X^2/df=2.758$, $GFI=0.97$, $CFI=0.99$, $NFI=0.98$, $TLI=0.97$, $RMSEA=0.032$). Age affects consumer satisfaction ($\beta=.19$, $p<0.001$) directly, and also through 'brand recognition' and 'brand recall'. Age has been found to be a significant predictor of 'brand recognition' ($\beta=0.47$, $p<0.01$) and 'brand recall' ($\beta=2.14$, $p<0.001$). In addition to this, it has also been observed that 'brand recognition' significantly influences 'consumer satisfaction' ($\beta=0.37$, $p<0.01$). 'Brand recall', also, has a significant influence on 'consumer satisfaction' ($\beta=0.28$, $p<0.001$). Similarly, gender affects 'consumer satisfaction' ($\beta=0.32$, $p<0.001$) directly, and also through 'brand recognition' and 'brand recall'. Gender has also been found to be a significant predictor of 'brand recognition' ($\beta=0.34$, $p<0.01$) and 'brand recall' ($\beta=3.51$, $p<0.001$).

It has been observed that age and gender have a significant relationship with brand recognition, brand recall and consumer satisfaction. It has been concluded from the study that males in the age-group of 21-40 years have shown greater degree of brand recognition and brand recall, and have also reported higher levels of satisfaction, as compared to those of males in the age-group of 41-60 years. Similarly, females in the age-group of 41-60 have displayed greater degree of brand recognition and brand recall and have also reported higher levels of satisfaction, as compared to those of females in the age-group of 21-40 years. It has also been concluded that males have shown greater degrees of brand recognition and brand recall and also higher levels of satisfaction, as compared to those shown by female consumers.

5.2.6 Influencers in decision-making of consumers

Gender-wise weighted ranking scores (WRS) have revealed that 'recommendations of known users' have maximum influence, as compared to that of other influencers, in decision-making of consumers for the purchase of a durable product. For male consumers, this is followed by 'television advertisement', 'print advertisement', 'internet advertisement', 'recommendations of salespeople' and 'outdoor advertisement', in that order. 'Television advertisement', 'internet advertisement', 'recommendations of salespeople', 'print advertisement', 'outdoor advertisement', in that order, have been found to be influencing the decision of female consumers to purchase a durable product. Results of kruskal-wallis analysis have indicated that there are significant differences, at 5 per cent level of significance, between male and female consumers, with respect to ranking of 'print advertisement' and 'television advertisement'. However, no significant differences have been observed between them with respect to rankings of other influencers.

Similarly, background-wise analysis has also revealed that ‘recommendations of known users’ have maximum influence, as compared to that of other influencers, in decision-making related to purchase of a durable product. This is followed by ‘television advertisement’, ‘recommendations of salespeople’, ‘internet advertisement’, ‘print advertisement’ and ‘outdoor advertisement’, in that order, for rural consumers. In case of urban consumers, ‘television advertisement’, ‘internet advertisement’, ‘print advertisement’, ‘recommendations of salespeople’, ‘outdoor advertisement’, in that order, are other influencers in the decision to purchase a durable product. Kruskal-wallis (H Test) statistics have revealed that there are significant differences between rural and urban consumers with respect to ranking towards ‘print advertisement’. However, no significant differences have been observed between them with respect to rankings of other influencers.

5.2.7 Level of success in creating brand awareness

Level of success in creating brand awareness has been captured in all four product categories, namely, air conditioners, refrigerators, washing machines and televisions.

5.2.7.1 Air conditioners

A majority of male consumers have ranked ‘Voltas’ as most successful in creating brand awareness in the product category of air conditioners. Most of the female consumers, however, have ranked ‘LG’ as most successful in creating brand awareness. Kruskal-Wallis (H Test) statistics have suggested that there are significant differences, at 5 per cent level of significance, between male and female consumers with respect to ranking of ‘LG’ and ‘Hitachi’.

Rural consumers have ranked both ‘Voltas’ and ‘Samsung’ as most successful in creating brand awareness in the product category. Urban consumers have ranked ‘Voltas’ as most successful in creating brand awareness. Statistically significant differences, at 5 per cent level of significance, have been observed between rural and urban consumers with respect to ranking of ‘Samsung’ and ‘Hitachi’.

5.2.7.2 Refrigerators

It has been found that most of the consumers, irrespective of gender and background, have ranked ‘Whirlpool’ as most successful in creating brand awareness in the product category. However, kruskal-wallis (H Test) statistics have indicated that there are no significant differences, at 5 per cent level of significance, between male and female consumers or between rural and urban consumers, with respect to ranking of brands.

5.2.7.3 Washing machines

A majority of consumers, regardless of gender and background, have ranked 'Whirlpool' as most successful in creating brand awareness. No significant differences have been observed, at 5 per cent level of significance, between male and female consumers, with respect to ranking of brands in the product category. Similar findings have been observed for rural and urban consumers.

5.2.7.4 Televisions

'Sony' has been ranked as most successful in creating brand awareness by a majority of respondents, irrespective of gender and background. It has been observed that no significant differences exist, at 5 per cent level of significance, between male and female consumers or between rural and urban consumers, with respect to ranking of brands.

5.2.8 Choice of point of purchase

The decision of choosing a point of purchase by consumers has been analyzed, to determine if there are any significant differences in the responses between male and female consumers, and also between rural and urban consumers, for all product categories, namely, air conditioners, refrigerators, washing machines and televisions.

5.2.8.1 Air conditioners

A majority of consumers have expressed that they prefer purchasing an air conditioner from a 'company showroom'. Chi-square analysis has revealed that there are significant differences, at 5 per cent level of significance ($p < .05$), between male and female consumers with respect to the decision of choosing a point of purchase. However, there are no significant differences, at 5 per cent level of significance ($p > .05$), between rural and urban consumers with respect to the decision of choosing a point of purchase.

5.2.8.2 Refrigerators

Most of the consumers have reported that they prefer purchasing a refrigerator from a 'company showroom'. Gender-wise analysis has revealed that there are significant differences between male and female consumers with respect to the decision of choosing a point of purchase. On the other hand, background-wise analysis has revealed that there are no significant differences, at 5 per cent level of significance ($p > .05$), between rural and urban consumers with respect to the decision of choosing a point of purchase.

5.2.8.3 Washing machines

‘Company showroom’ has been found to be the most preferred point of purchase in this product category as well. Chi-square analysis has suggested that there are significant differences, at 5 per cent level of significance ($p < .05$), between male and female consumers with respect to the decision of choosing a point of purchase. No significant differences, at 5 per cent level of significance, have been observed between rural and urban consumers with respect to the decision of choosing a point of purchase.

5.2.8.4 Televisions

Most of the male, female and rural consumers have reported that they prefer a ‘retail/mall showroom’ for purchasing a television. However, most of the urban consumers prefer a ‘company showroom’ over a ‘retail/mall showroom’. No significant differences, at 5 per cent level of significance, have been found to exist between male and female consumers or between rural and urban consumers with respect to decision of choosing a point of purchase.

5.2.9 Choice of mode of payment

The decision of choosing a mode of payment by consumers has been analyzed, to determine if there are any significant differences in responses between male and female consumers, and also between rural and urban consumers. It has been analysed for each of four product categories.

5.2.9.1 Air conditioners

It has been revealed that most of the consumers, irrespective of gender or background, prefer paying through ‘cash/cheque/DD’. Chi-square analysis has shown that there are no significant differences, at 5 per cent level of significance, between male and female consumers with respect to the mode of payment. However, significant differences, at 5 per cent level of significance ($p < .05$), however, have been observed between rural and urban consumers with respect to the mode of payment.

5.2.9.2 Refrigerators

A majority of consumers prefer paying through ‘cash/cheque/DD’ rather than by using a ‘debit card’, ‘credit card’ or ‘online banking’ as a mode of payment for purchasing a refrigerator. It has been observed through chi-square analysis that there are no significant differences, at 5 per cent level of significance, between male and female consumers or between rural and urban consumers with respect to the mode of payment.

5.2.9.3 Washing machines

‘Cash/cheque/DD’ has been found to be the most preferred option by a majority of consumers for purchasing a washing machine. Chi-square analysis has revealed that there are no significant differences, at 5 per cent level of significance ($p > .05$), between male and female consumers with respect to the mode of payment. Similar findings have been observed for rural and urban consumers.

5.2.9.4 Televisions

In this product category also, a majority of the consumers have reported that they prefer paying through ‘cash/cheque/DD’. No significant differences, at 5 per cent level of significance, have been found to exist between male and female consumers with respect to the mode of payment. On the contrary, significant differences, at 5 per cent level of significance ($p < .05$), have been observed between rural and urban consumers with respect to the mode of payment.

5.3 Discussion of research objectives

A discussion of research objectives is crucial in understanding whether the same have been achieved. This study has three major research objectives.

The first objective is to study the effect of elements of marketing mix on brand awareness. A significant correlation has been observed between the constructs of ‘marketing mix elements’ and ‘brand awareness’. Through regression, it has been found that ‘marketing mix elements’ has a favourable causal relationship with ‘brand awareness’. Thus, it has been concluded that ‘marketing mix elements’ predicts or leads to ‘brand awareness’.

The second objective is to study the effect of elements of marketing mix on consumer satisfaction. It has been observed that ‘marketing mix elements’ also has a favourable causal relationship with ‘consumer satisfaction’.

The third objective is to study the relationship between elements of marketing mix and consumer satisfaction through brand awareness. Mediation analysis and structural equation modeling have been applied. It has been interpreted that ‘brand awareness’ partially mediates the effect of ‘marketing mix elements’ on ‘consumer satisfaction’. It has been observed that ‘marketing mix elements’ does not have a direct effect on ‘consumer satisfaction’ but has an indirect effect on it through ‘brand awareness’. It implies that consumers generally feel more contented if the brand is familiar.

The relationship between elements of marketing mix and consumer satisfaction has also been studied through brand recognition and brand recall. It has been found that ‘brand recognition’ and ‘brand recall’ act as mediating variables which influence linkage between ‘marketing mix elements’ and ‘consumer satisfaction’. ‘Marketing mix elements’ influences ‘brand recognition’ and ‘brand recall’. The present study has, thus, established a relationship between elements of marketing mix and consumer satisfaction through brand recognition and brand recall. It has also been observed that consumers reporting a high level of brand recognition and brand recall are generally more satisfied than those reporting a low level, as brands are able to develop feelings of associations in the minds of consumers.

5.4 Implications and recommendations

The aim and purpose of this study is to provide an insight and understanding of dynamics of the consumer durables market. The insight should help not only the existing organizations but also those intending to enter the consumer durables market arena. Organizations must endeavour to create a high level of brand awareness among targeted consumers. An implication is that advertisements should prominently showcase the brand and explain the value proposition clearly. It helps in generating interest in consumers and making the advertisements more noticeable and memorable. Steps can also be taken to enhance brand awareness through memorable experiences in order to create lasting mindshare in consumers. Improving the levels of brand awareness can also possibly lead to an increase in satisfaction levels of consumers.

It has been further observed that brand awareness mediates the relationship of marketing mix elements and consumer satisfaction. Therefore, practitioners must focus on various strategies to create interest and enhance brand recognition and brand recall. The organizations must concentrate on making decisions that centre around marketing mix elements in order to drive awareness, create value and generate a positive response. These endeavours are also expected to enhance satisfaction levels. Proactive marketing campaigns can also be carried out for addressing specific concerns of prospective consumers and enhancing their satisfaction levels. Increasing the number of distribution interfaces and the level of service provided can also increase satisfaction levels of consumers.

It has been found that demographic variables also have an effect on brand awareness and consumer satisfaction. Therefore, marketers need to devise different policies and practices to suit the age and gender profile of targeted groups with different approaches for male and female consumers. Results of demographic analysis can also be applied in revamping awareness

campaigns as per needs of different group of consumers. Marketers can also target consumers who appear to be responsive and sensitive to various promotional strategies.

It is important for any organization to delight existing consumers before earmarking huge resources for prospective consumers. It has been observed that ‘recommendations of known users’ have maximum influence on the decision-making of consumers, as compared to other influencers, in their purchase decisions. Based on this finding, it is recommended that consumer durables organizations need to concentrate first on their existing consumers and build a strong relationship with them. Word of mouth can influence expectations of consumers during the information search phase of the buying process. A positive word of mouth and favourable recommendation by loyal and satisfied consumers can spread fast and do wonders in attracting new consumers in a cost-effective manner.

Innovations in features and user-friendly interfaces can give consumers an opportunity to engage with the product and the brand. Ease and convenience of consumers with regard to location, point of purchase, payment modes should be emphasized. Extensive distribution of products in the market, payment options consisting of various modes or payment through instalments can help in increasing the purchase frequency and value.

It is important for companies to evaluate and regulate the effectiveness of their strategies. Therefore, companies must periodically evaluate their efforts towards increasing levels of brand awareness. In the current scenario of highly competitive market dynamics, practitioners need to keep conceiving and evolving new ideas to improve brand awareness levels of their product portfolio.

It is, therefore, recommended that practitioners must focus on improving brand awareness levels of their products through sales promotion efforts, advertising and related marketing activities. Brand awareness can have a huge impact on satisfaction of consumers. Thus, organizations which follow these approaches can increase their revenue and market share and also create a distinctive brand position in minds of consumers.

5.5 Research contribution

The present study highlights the importance of brand awareness on consumer satisfaction in the consumer durables sector. The effect of elements of marketing mix on brand awareness and consumer satisfaction has been studied. Also, the relationship of elements of marketing mix and consumer satisfaction has been analysed in the light of brand awareness. The study

attempts to provide meaningful inputs to the management of organizations in the sector of consumer durables with respect to brand awareness and satisfaction levels of consumers in a competitive market place. It might also be useful in understanding consumer behavior. It aims to address unexplored gaps and makes a meaningful contribution to the literature which may result in provision of inputs for further studies. Academicians and researchers may gain from this study while undertaking similar researches in future.

5.6 Limitations of the study

Like most research, a study can hardly be perfect. As such, this study also has a few limitations. However, these limitations also present opportunities for future research. One of the important limitations of this study, as it is there in most of the cases, all respondents did not fill the questionnaires. Out of 500 questionnaires circulated, only 350 were duly filled and fit to be considered. Another limitation is the use of convenience sampling method. Only the consumers of a few selected products and brands were included in the study. This study has also been specifically confined to only 4Ps of marketing mix. Impact of elements of marketing mix has also not been explored on higher levels of brand awareness like top-of-mind, brand dominance, brand knowledge and brand opinion. This research has been conducted in Punjab and its results concur with the results of many studies. However, there could be some differences in approach or results as compared to those of the studies conducted elsewhere.

5.7 Recommendations for future research

Though the present study has made an attempt to cover many important aspects of marketing mix elements, brand awareness and consumer satisfaction in consumer durables industry, still there is a huge scope for further research. Future studies may observe effect of individual Ps of marketing mix on brand awareness as well as consumer satisfaction. Top-of-mind, brand dominance, brand knowledge and brand opinion can be studied as dependent variables. More dependent variables in the context of some other industry, sector or region can also be studied. Brand identity, brand loyalty, perceived quality, purchase intention, brand equity or some other variables can also be studied as mediating variables. The research can also be extended to other regions of country on basis of proposed and validated framework and consumer durables in terms of product categories. The exploratory nature of this study can be given a conclusive shape by testing causal relationships among different variables. Reliability and validity can be augmented further. Future research can be based on a larger sample size and/or other methods of sampling.

Concluding remarks

This chapter comprises the summary of results. It discusses various research objectives with respect to findings of the study. It presents the theoretical discussion, implications, contributions and limitations of the present research. Recommendations for future research directions have also been highlighted.

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Appendix (I) - Research Questionnaire

Dear Respondent

The present questionnaire relates to a doctoral dissertation on the topic 'Effect of Marketing Mix elements on Brand Awareness of Consumer Durables'. This research is purely for academic purposes and your responses will be kept strictly confidential.

Please answer the following questions based on your recent (**last 3 years**) purchases of consumer durables.

Q1 Please select **ANY ONE** of the following products, along with the brand, purchased recently.

Air Conditioner → LG Samsung Voltas Hitachi **OR**
Refrigerator → LG Samsung Whirlpool Godrej **OR**
Washing Machine → LG Samsung Whirlpool Videocon **OR**
Television → Sony LG Samsung Videocon

Q2 Please rank the following six factors from 1 to 6, in the order of influence they have, in your decision to select the product. 6=Maximum Influence, 1=Minimum Influence. Options 2, 3, 4, 5 rank in between.

| | | | |
|---|--------------------------------|---|--------------------------|
| 1 | Recommendations of known users | 4 | Television advertisement |
| 2 | Recommendations of salespeople | 5 | Outdoor advertisement |
| 3 | Print advertisement | 6 | Internet advertisement |

Q3 I have bought from a

Company showroom Retail/mall showroom Other intermediaries like dealer, distributor
 Franchisee Online

Q4 I paid through

Cash/cheque/DD Debit card Credit card Online banking

Q5 Please rank the following brands of Air Conditioners as 1,2,3,4 in terms of their success in creating Brand Awareness, according to you. 4 = Most successful, 1 = Least successful, options 2, 3 rank in between.

LG Samsung Voltas Hitachi

Q6 Please rank the following brands of Refrigerators as 1,2,3,4 in terms of their success in creating Brand Awareness, according to you. 4 = Most successful, 1 = Least successful. Options 2, 3 rank in between.

LG Samsung Whirlpool Godrej

Q7 Please rank the following brands of Washing Machine as 1,2,3,4 in terms of their success in creating Brand Awareness, according to you. 4 = Most successful, 1 = Least successful. Options 2, 3 rank in between.

LG Samsung Whirlpool Videocon

Q8 Please rank the following brands of Television as 1,2,3,4 in terms of their success in creating Brand Awareness, according to you. 4 = Most successful, 1 = Least successful. Options 2, 3 rank in between.

Sony LG Samsung Videocon

Q9 Please circle 5, if you strongly agree and 1, if you strongly disagree. Options 2, 3, 4 rank in between.

| Product | | | | | | |
|------------------|---|---|---|---|---|---|
| 1 | The product I have bought is a quality leader within its category | 5 | 4 | 3 | 2 | 1 |
| 2 | The reliability of the product is very high | 5 | 4 | 3 | 2 | 1 |
| 3 | The product is quite user-friendly | 5 | 4 | 3 | 2 | 1 |
| 4 | The product design is very attractive | 5 | 4 | 3 | 2 | 1 |
| 5 | The product has very appealing features | 5 | 4 | 3 | 2 | 1 |
| 6 | The company offers a variety of products | 5 | 4 | 3 | 2 | 1 |
| 7 | The company offers warranty on good terms | 5 | 4 | 3 | 2 | 1 |
| Price | | | | | | |
| 8 | I have bought the product at a reasonable price | 5 | 4 | 3 | 2 | 1 |
| 9 | The overall price deal I have received is good | 5 | 4 | 3 | 2 | 1 |
| 10 | The point of purchase has provided me with more than one option of payment mode | 5 | 4 | 3 | 2 | 1 |
| 11 | The company offers options to buy on installments | 5 | 4 | 3 | 2 | 1 |
| 12 | The company offers credit | 5 | 4 | 3 | 2 | 1 |
| Promotion | | | | | | |
| 13 | The company promotes its products through print media like newspapers & magazines | 5 | 4 | 3 | 2 | 1 |
| 14 | The company also promotes its products through outdoor advertising | 5 | 4 | 3 | 2 | 1 |
| 15 | The company communicates through TV and internet | 5 | 4 | 3 | 2 | 1 |
| 16 | It also uses social networking sites like Facebook, Twitter to advertise | 5 | 4 | 3 | 2 | 1 |
| 17 | The company advertises the product frequently | 5 | 4 | 3 | 2 | 1 |
| 18 | The company also sells directly through its sales force | 5 | 4 | 3 | 2 | 1 |
| 19 | The company often participates in exhibitions/trade fairs | 5 | 4 | 3 | 2 | 1 |
| 20 | The point of purchase carries out promotional activities | 5 | 4 | 3 | 2 | 1 |
| 21 | The salesperson has given me enough information about services | 5 | 4 | 3 | 2 | 1 |
| 22 | The website of the company provides sufficient information | 5 | 4 | 3 | 2 | 1 |
| Place | | | | | | |
| 23 | The company sells its products through various channels | 5 | 4 | 3 | 2 | 1 |
| 24 | The point of purchase stocks other well known brands as well | 5 | 4 | 3 | 2 | 1 |

| | | | | | | |
|------------------------|--|---|---|---|---|---|
| 25 | The company offers its products through factory outlets | 5 | 4 | 3 | 2 | 1 |
| 26 | The point of purchase offers appealing ambience | 5 | 4 | 3 | 2 | 1 |
| 27 | The product was available at the desired time | 5 | 4 | 3 | 2 | 1 |
| 28 | The company is giving good after sales services | 5 | 4 | 3 | 2 | 1 |
| 29 | The process for contacting for after sales is simple | 5 | 4 | 3 | 2 | 1 |
| 30 | The results of after sales services are satisfactory | 5 | 4 | 3 | 2 | 1 |
| Satisfaction | | | | | | |
| 31 | I am satisfied with the product I have bought | 5 | 4 | 3 | 2 | 1 |
| 32 | I am satisfied with the price I have paid to buy the product | 5 | 4 | 3 | 2 | 1 |
| 33 | I am satisfied with the way the product is being promoted | 5 | 4 | 3 | 2 | 1 |
| 34 | I am satisfied with the distribution and availability of the product | 5 | 4 | 3 | 2 | 1 |
| Brand Awareness | | | | | | |
| 35 | I know what the brand looks like | 5 | 4 | 3 | 2 | 1 |
| 36 | I can recognize the brand among other competing brands | 5 | 4 | 3 | 2 | 1 |
| 37 | I am aware of the brand | 5 | 4 | 3 | 2 | 1 |
| 38 | I know the brand | 5 | 4 | 3 | 2 | 1 |
| 39 | The brand has a strong personality | 5 | 4 | 3 | 2 | 1 |
| 40 | The features and benefits of the product come to my mind quickly | 5 | 4 | 3 | 2 | 1 |
| 41 | When I think of the product category, the brand that comes to my mind is the one I have bought | 5 | 4 | 3 | 2 | 1 |
| 42 | I am able to recall the symbol/logo of the brand | 5 | 4 | 3 | 2 | 1 |
| 43 | The company has been able to create brand awareness in minds of consumers | 5 | 4 | 3 | 2 | 1 |
| 44 | The company has been able to communicate the product features | 5 | 4 | 3 | 2 | 1 |
| 45 | The company has been able to differentiate the product from competing brands | 5 | 4 | 3 | 2 | 1 |
| 46 | The company has been able to generate a recall of brand benefits | 5 | 4 | 3 | 2 | 1 |

Demographic Profile

Please tick at the appropriate ✓

A) Age (years)

upto 20 20-40

41-60 61 and above

B) Gender:

Male Female

C) Marital status:

Married Unmarried

D) Educational Qualification:

Undergraduate Graduate

Post Graduate Professional
(e.g MBA/BE/MBBS/CA)

E) Occupation:

Government service Private service

Self-Employed Housewife

Student Retired

F) Family Income: (₹ per month)

Less than 25,000 25,000-50,000

50,001-1,00,000 1,00,001 and above

G) You are a

First time buyer Repetitive buyer

H) You are a

Rural consumer Urban consumer

I) District

Bathinda Patiala Amritsar Jalandhar Ludhiana

Chandigarh Mohali

Thank You