

**Customer Preferences for High Involvement Goods: Washing Machines in  
Goa**

**Factors Influencing Purchase Decisions of Durable Goods: Microwave  
Ovens in Goa**

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by

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### **DECLARATION BY STUDENT**

I hereby declare that the data presented in this Internship report entitled, “**Customer Preferences for High Involvement Goods: Washing Machines in Goa and Factors Influencing Purchase Decisions of Durable Goods: Microwave Ovens in Goa**” is based on the results of investigations carried out by me in the Discipline of Management Studies at Goa Business School, Goa University, under the mentorship of Prof. Purva Hegde Dessai and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will be not be responsible for the correctness of observations/experimental or other findings given the internship report/work.

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Signature and Name of Student

Seat no: 22P0280024


Date: 2<sup>nd</sup> May 2024

Place: Goa University

## COMPLETION CERTIFICATE

This is to certify that the internship report "**Customer Preferences for High Involvement Goods: Washing Machines in Goa and Factors Influencing Purchase Decisions of Durable Goods: Microwave Ovens in Goa**" is a bonafide work carried out by **Mr. Vikash Gupta** under my mentorship in partial fulfilment of the requirements for the award of the degree of **Master's of Business Administration** in the Discipline of Management Studies at Goa Business School, Goa University.

Date: 2<sup>nd</sup> May 2024



Prof. Purva Hegde Dessai

Signature and Name of Mentor



Signature of Dean of School/HoD

Date: 2<sup>nd</sup> May 2024

Place: Goa University



School/Department Stamp

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Yours sincerely,



Vikash Gupta

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## **Executive Summary**

The research project titled "Customer Preferences of High Involvement Goods: Washing Machines in Goa" aims to investigate and evaluate the factors influencing the preferences of consumers in Goa regarding washing machines. Employing a comprehensive methodology involving pilot research, post hoc testing, reliability analysis, descriptive analysis, and MANOVA, this study provides valuable insights into the dynamics of the washing machine market and consumer behavior.

Initial assessment of research design feasibility and instrument reliability was conducted through a pilot study involving a small sample of respondents, yielding a strong Cronbach's Alpha rating indicative of instrument reliability. Additionally, demographic data including age, gender, income, ownership status, and brand preferences were analyzed to better understand the consumer profile in the region.

Significant variations were observed among brands (IFB, LG, and Samsung) across various marketing mix components such as product features, pricing strategies, distribution channels, promotional activities, customer service quality, operational efficiency, and product design. Post hoc testing, particularly Tukey's Honestly Significant Difference (HSD) test, further elucidated these differences in customer preferences among the brands.

The study underscores the importance of understanding consumer preferences in the high involvement goods industry, particularly in the context of washing machines, to develop effective marketing strategies and maintain a competitive edge in the market. Brands like IFB, LG, and Samsung exhibit distinct advantages and disadvantages in terms of brand perception,

pricing strategies, distribution networks, promotional efforts, customer service offerings, operational efficiency, and product design. Customized marketing approaches tailored to capitalize on these strengths and address weaknesses are essential for meeting customer demands effectively.

The findings of this study serve as a valuable resource for companies seeking to align their offerings with customer expectations and enhance overall market performance in the Goan region. By leveraging the insights gained from this research, businesses can develop targeted marketing plans that resonate with consumer preferences, thereby strengthening their market position and driving sustainable growth.

## **HOME APPLIANCES INDUSTRY IN INDIA**



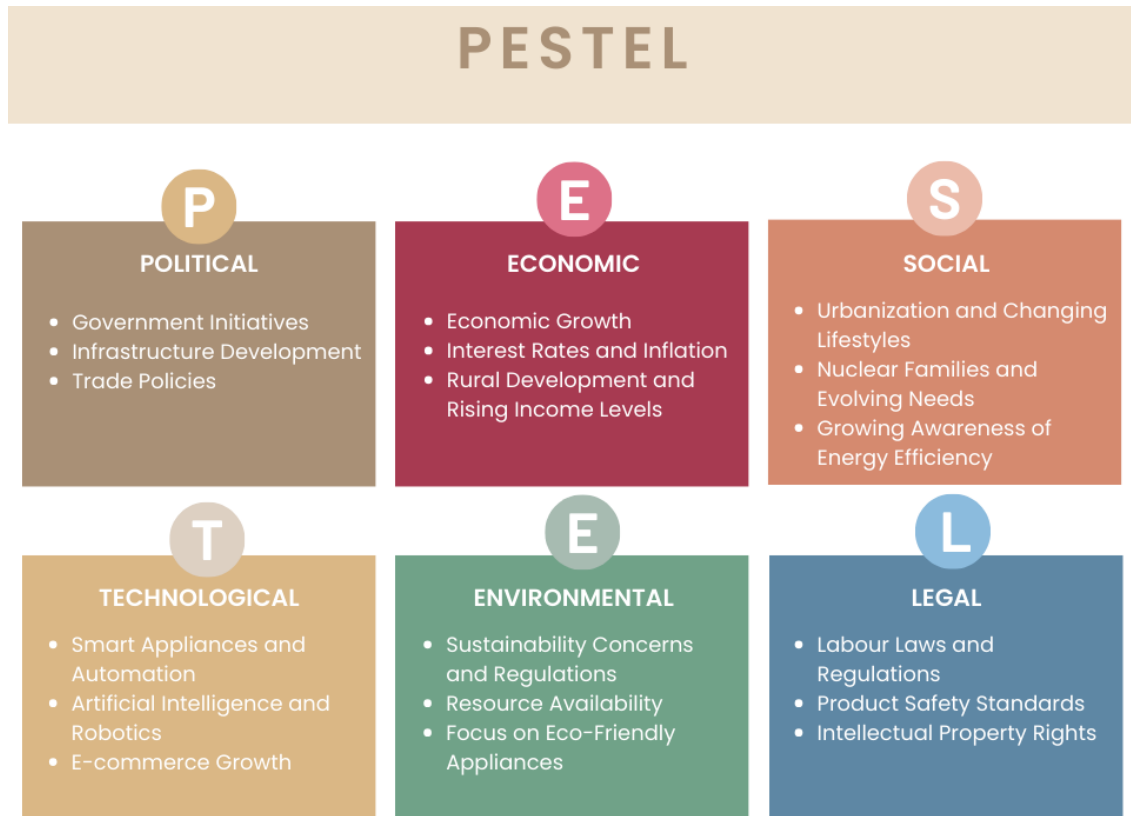
The home appliance industry in India is a vibrant, rapidly growing sector that contributes significantly to improving the comfort and convenience of many homes around the nation. This business is divided into Major Appliances and Small Appliances, with the former consisting of a wide variety of appliances that serve different household chores like cooking, cleaning, washing, and refrigeration. Major appliances, which include essential home equipment such as refrigerators, ovens, stoves, dishwashers, washing machines, air conditioners, and cookers, make up a sizeable portion of the market's overall income. These appliances, which are expected to be valued US\$37.67 billion in 2024, are necessary for modern homes to operate well. On the other hand, small appliances encompass a wide range of small gadgets intended for particular purposes, such as hair styling tools, vacuum cleaners, air fryers, grills, roasters, coffee makers, and toasters. Small appliances do not make up much of the industry's total income; instead, they cater to niche markets and increase consumer choice and diversity within

the sector. Many well-known domestic and foreign firms dominate the Indian home appliance market, which promotes fierce rivalry, product innovation, and variety. International giants such as Samsung, LG, Whirlpool, Electrolux, Midea Group, and Haier Group compete with domestic leaders like Godrej, IFB, Blue Star, and so forth. The dynamic competitive environment fosters ongoing enhancement and adjustment to fulfill the changing needs of Indian customers.

With the development of e-commerce platforms, the Indian home appliance industry, which had previously relied on offline retail channels including brick-and-mortar stores and authorized dealerships, has seen a significant transformation. Online sales are expected to account for 5.4% of market revenue in 2024, demonstrating customers' increasing preference for easy online buying options. With a predicted market size of US\$58.64 billion in 2024 and a projected compound annual growth rate (CAGR) of 6.47% from 2024 to 2028, the Indian home appliance business is expected to grow sustainably. This growth pattern represents a number of important growth drivers, such as middle class disposable income rising, urbanization trends, and changing nuclear family lifestyles. Government initiatives like "Make in India" and the National Policy on Electronics (NPE) encourage local manufacture and expand the supply of reasonably priced home appliances for customers, which further supports the industry's growth prospects. The overall objective of promoting economic growth and improving the standard of living for Indian residents is in line with these objectives. With shifting customer dynamics and advancing technology, the Indian home appliance market offers a promising landscape full of opportunities for manufacturers who embrace innovation, stay in line with consumer preferences, and take advantage of emerging distribution channels. This dynamic sector holds significant potential for development and expansion in the years to come.



## **PESTEL Analysis of the Home Appliances Industry in India**



Due to shifting customer preferences, urbanization, and increased disposable income, the Indian home appliance market is expanding significantly. But the sector also has to deal with difficulties brought about by other outside forces. The primary political, economic, social, technological, environmental, and legal elements influencing the sector are examined in this PESTEL analysis:

### **Political:**

The government's initiatives, such as "Make in India" and the National Policy on Electronics (NPE), are supportive of domestic manufacturing and have the potential to lower appliance costs.

Infrastructure Development: Government spending on upgraded electrical grids and other infrastructure makes it easier for people to adopt more appliances, particularly in rural regions.

Trade Policies: The competitiveness and pricing in the Indian market are influenced by trade agreements and import taxes on appliances.

### **Economic:**

Economic Growth: The demand for advanced and costly household appliances is rising as a result of India's robust and expanding economy and rising disposable income.

Interest Rates and Inflation: Changes in these two variables have an effect on consumer purchasing power and manufacturing investment choices.

Rural Development and Rising Income Levels: The demand for home appliances is rising in rural areas due to economic expansion and rising disposable income.

**Social:**

Changing Lifestyle and Urbanization: The demand for appliances that improve convenience and save time is being driven by the swift increase in the urban population as well as the rise in the number of working professionals.

Nuclear Families and Changing Needs: People are choosing more compact and multipurpose appliances as a result of the development of nuclear families and smaller living areas.

Growing Environmental Consciousness among Consumers: As environmental awareness among consumers rises, so does the need for energy-efficient equipment.

**Technological:**

Smart Appliances and Automation: Internet-connected appliances with increased functionality and convenience are becoming more and more popular thanks to developments in smart home automation and appliances.

Robotics and Artificial Intelligence: Using robotics and AI in manufacturing can result in cheaper production costs, better product quality, and enhanced productivity.

E-commerce Growth: As online retail becomes more prevalent, consumers have more options and convenience, which could have an effect on traditional brick-and-mortar establishments.

### **Environmental:**

**Sustainability Concerns and Regulations:** The design and production processes of household appliances are being impacted by government rules that seek to reduce pollution and promote energy efficiency.

**Resource Availability:** A shortage of raw materials utilized in the production of appliances could raise production costs and cause price fluctuations.

**Focus on Eco-Friendly Appliances:** Water conservation and energy efficiency are two examples of the eco-friendly characteristics that consumers are increasingly seeking for in appliances.

### **Legal:**

**Labor Laws and Regulations:** Strict labor laws and regulations may have an effect on the cost of production as well as general business operations.

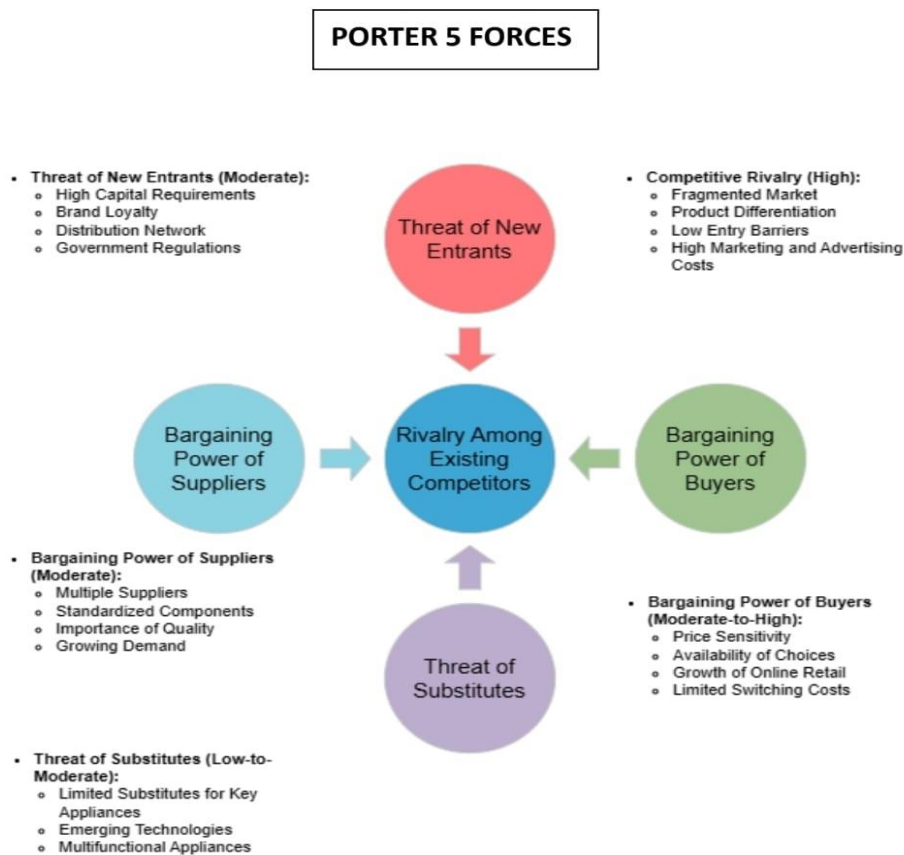
**Product Safety Standards:** Manufacturers must comply with changing home appliance safety regulations in order to operate within the law.

**Intellectual Property Rights:** Strong laws safeguarding intellectual property encourages creativity and the creation of novel appliance technology.

These PESTEL elements aid businesses in the Indian home appliance sector in creating winning plans to deal with the changing environment. They may succeed in this dynamic and expanding industry by embracing technological improvements, emphasizing sustainability and energy efficiency, and adapting to changing consumer tastes.

# **PORTER'S FIVE FORCES Analysis of the Home Appliances**

## **Industry in India**



Rising income, urbanization, and shifting lifestyles are driving the development in the Indian home appliance market. Serious competition is one of the many elements affecting the sector's profitability. We can understand the competitive environment of the Indian home appliance industry by using the Porter's Five Forces:

### **1. Threat of New Entrants (Moderate):**

High Need for Capital: Major appliance production facilities need to be established with large capital expenditures for infrastructure, technology, and machinery. This keeps small players out of the home appliance market.

Brand Loyalty: New entrants face challenges from established firms such as LG, Samsung, IFB, Godrej, and Whirlpool, who enjoy great brand awareness and consumer loyalty.

Distribution Network: New firms face a hurdle in creating a robust distribution network that spans various regions of India. Players in the game now have established channels.

Government Regulations: New entrants who are inexperienced with the Indian market face obstacles due to regulatory requirements such as safety standards and certifications.

## **2. Bargaining Power of Suppliers (Moderate):**

Multiple Suppliers: The Indian market is less dependent on any one supplier since it has a wide range of suppliers for raw materials including plastic, steel, and electronic components.

Standardized Components: A lot of appliance parts are standard, which enables manufacturers to change suppliers as needed.

Importance of Quality: Critical components and cutting-edge technology provided by reputable, experienced suppliers have some bargaining power in the market.

Growing Demand: As demand for appliances rises, suppliers will have greater influence when negotiating over prices for in-demand parts.

### **3. Bargaining Power of Buyers (Moderate-to-High):**

Price Sensitivity: Indian customers are extremely price-sensitive, particularly when it comes to lower-end products. They can negotiate lower appliance pricing.

Availability of Choices: Due to the abundance of brands and models, consumers have more options than ever before, which gives them more negotiating power.

Growth of Online Retail: By providing price comparisons and discounts, online platforms provide customers even more purchasing power.

Limited Switching Costs: There aren't many switching expenses associated with smaller appliances. Regarding big appliances, however, purchasers are hesitant to switch brands because of installation and after-sales service concerns.

#### **4. Threat of Substitutes (Low-to-Moderate):**

Limited substitutes for Key Appliances: There aren't many direct substitutes for necessities like air conditioners, washing machines, and refrigerators. One could argue that maintenance and repairs are preferable to buying a new appliance.

Emerging Technologies: In the future, technological innovations like energy-efficient water heating systems and solar cookers could be a threat, particularly in rural areas.

Multifunctional Appliances: Appliances with multiple functions can take the place of separate appliances.

#### **5. Competitive Rivalry (High):**

Fragmented Market: Several domestic and foreign companies are competing for market share in the fragmented Indian home appliance industry. There is fierce competition.

Product Differentiation: Some brands compete on affordability and value for money, while established brands emphasize luxury features and innovation. This increases competitiveness while serving a variety of consumer niches.

Low Entry Barriers: The entrance barriers for smaller appliances are comparatively low, which facilitates the rapid entry of new companies into the market.



High Marketing and Advertising Costs: As a result of the competition for brand awareness, profit margins are under pressure to make large investments in marketing and advertising.

For existing companies, the Indian home appliance market offers a reasonable degree of profitability. Competition is impacted by rising consumer demand for eco-friendly features, energy-efficient appliances, and smart appliances. The high capital requirements and strong brand loyalty make new entrants a minor danger. Due to price sensitivity and the growth of online retail, buyer power might be strong in some markets while supplier strength is moderate. While there isn't much of a threat from substitutes at the moment, new technologies may provide difficulties later on. The primary factors include fierce competition, which is fueled by a segmented market, tactics for product differentiation, and expensive marketing expenditures. Initiatives to "Make in India" save costs for Indian firms, but import restrictions also drive up prices. Knowing these forces, businesses can may create efficient plans to obtain a competitive advantage in the Indian home appliance market.

## **COMPANY INTRODUCTION OF IFB INDUSTRIES LTD.**



One major player in the Indian home appliance market is IFB Industries Limited. It was established in 1974, and Kolkata, West Bengal, serves as its headquarters. The company has established itself as one of the leading manufacturers and distributors of a broad range of home appliances, satisfying the needs of Indian households. IFB Industries Limited has successfully carved out a distinct market niche for itself in the industry because of its robust product line and well-known brand.

IFB Industries Limited provides a wide selection of home appliances designed to make its clients' daily tasks easier and more comfortable. IFB provides an extensive array of items to cater to the varied requirements of its clientele, encompassing everything from washing machines and dishwashers to hair dryers, microwaves, kitchen appliances, living spaces, and modular kitchens. The company's product offerings, which are packed with cutting-edge features and capabilities meant to bring superior performance and efficiency, clearly demonstrate its focus on innovation and technology. With regard to processes, components, or

technologies, IFB Industries Limited is proud of its zero-compromise philosophy, which emphasizes its dedication to providing exceptional performance without sacrificing any of these. With the use of advanced design and analytical software, the company's in-house Research & Development (R&D) division is at the forefront of innovation, producing products that meet internationally verified standards. IFB Industries Limited embodies the spirit of Made in India with its cutting-edge production facilities spread across the nation. It guarantees effective solutions that promote sustainability and are supported by a national service network. Focusing on the welfare of its customers is one of IFB Industries Limited's main advantages. With features intended to address issues that Indian consumers frequently encounter such as hard water, voltage fluctuations, stubborn stains, greasy food, and unhealthy cooking habits the company places a high priority on health and hygiene in its product offerings.

IFB creates technologies that solve these issues by utilizing its in-depth understanding of Indian conditions, guaranteeing that its goods are specially suited to the demands of the Indian market. IFB Industries Limited is a well-known player in the Indian home appliance sector, having gained a reputation for high quality and technological know-how over the years. The brand's commitment to innovation and customer satisfaction has earned the trust of over six million people countrywide. By putting a strong focus on quality, durability, and technology, IFB has become a household name that represents performance and dependability.

IFB Industries Limited is a home appliance manufacturer, but it also operates in a variety of other industries, including Travel Systems, Automotive components, Fine Blanking and Motor Production, and Agro industries. IFB maintains its standing as a leader in technology and engineering know-how through its affiliate partners and divisions. The company's foray into emerging markets is indicative of its commitment to seeking out novel prospects for growth and development.

## **Vision**

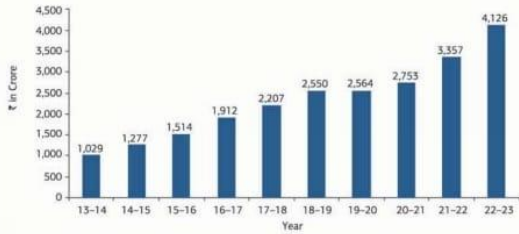
IFB Industries Limited operates with a clear vision aiming **to be the customer's first choice** by delivering the best products, innovative solutions, and outstanding service.

## **Mission**

IFB's mission is to be the best in the eyes of their customers, employees, business partners and shareholders., The company places a strong emphasis on customer relationships, prioritizing long-term partnerships over short-term profits. With a focus on corporate transparency and shareholder value, IFB strives to maintain the highest standards of corporate governance and integrity.

## Financial Graphs

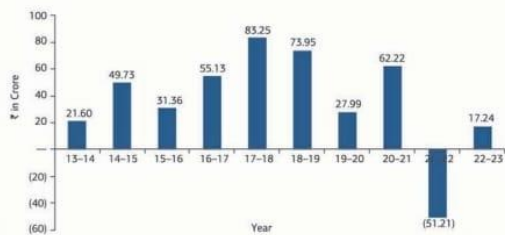
**Total Revenue**  
(₹ in Crore)



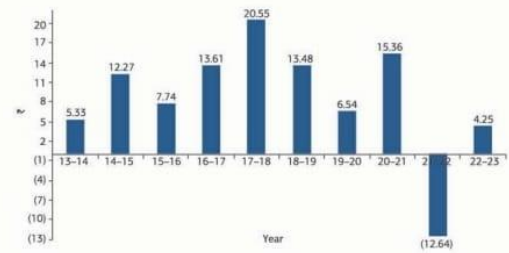
**Profit Before Tax and  
Exceptional Items** (₹ in Crore)



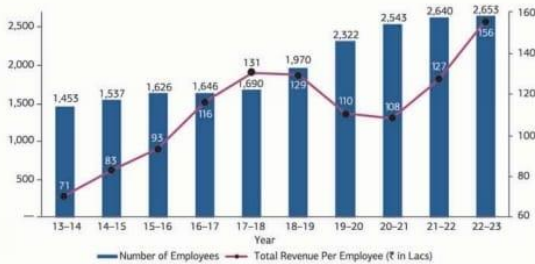
**Profit After Tax**  
(₹ in Crore)



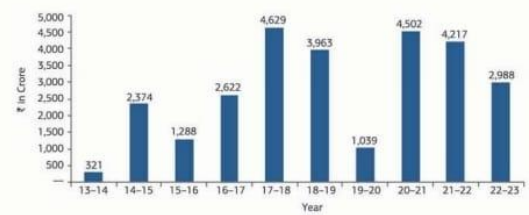
**Basic EPS Before  
Exceptional Items** (₹)



**Employees and Productivity**



**Market Capitalisation**  
(₹ in Crore)



### 10 YEAR HIGHLIGHTS OF IFB INDUSTRIES LTD.

## **Manufacturing Plants in Goa**



**Washers Plant**



**AC Plant**

In Goa, IFB Industries Ltd. has two production facilities. The Washers Plant is Plant 1. The Verna Industrial Estate in Verna, Goa, India, is home to this factory. In 1989, it started manufacturing fully automatic washing machines and other cutting-edge appliances. IFB is well-known for its home appliance technology, quality, and durability. The air conditioner plant is plant number two. Industrial Estate, Verna, Goa, India is also home to its headquarters. On March 17, 2020, it started producing split air conditioners commercially out of its Goa plant.

## **Industry Certifications**

The Goa branch of IFB Industries Ltd. is certified in several domains, indicating its commitment to quality and safety:

ISO 45001:2018 certification, the Goa unit is guaranteed to adhere to occupational health and safety regulations, fostering a safe and healthy work environment for each and every one of its employees.

The Goa unit has obtained ISO 14001:2015 certification for environmental management, signifying its commitment to sustainable practices and reducing its environmental impact.

## **IFB Points**



IFB Points are their own exclusive stores. It possesses about 530 IFB Points. There are roughly ten IFB Points spread throughout Goa. These IFB Points function as one-stop stores where

clients can shop the complete line of IFB goods which includes items in the Laundry, Living, and Kitchen categories under one roof.

**IFB Points in Goa:**

1. Porvorim
2. Mall de Goa, Porvorim
3. St. Inez, Panaji
4. Caranzalem, Panaji
5. Ponda
6. Old Goa
7. Dabolim
8. Vasco
9. Gogol, Margao
10. Margao

Leading the Indian home appliance market, IFB Industries Limited is renowned for its cutting-edge designs, excellent craftsmanship, and customer-focused philosophy. The organization has a solid foundation based on decades of experience and knowledge, making it well-positioned to take advantage of the opportunities given by India's expanding economy and changing customer tastes. IFB is dedicated to providing value to its clients, staff, partners in business, and shareholders even as it innovates and grows.



## **Competitor Analysis**

### **LG Corporation**

The second-biggest electronics, chemical, and telecommunications manufacturer in South Korea has the name LG. Products such as washing machines and refrigerators are produced by the Home Appliances section. It directly competes with IFB Industries Ltd. in Goa and holds a substantial market share in the Indian home appliance industry. In India, LG holds over 29% of the market for washing machines. It overthrows IFB Industries Ltd. to take the top spot in terms of market share in the Goan market. Along with other smaller products, it also manufactures cell phones and vacuum cleaners.

### **Samsung Electronics**

The largest electronics firm in the world, Samsung Electronics is based in Samsung Town, Seoul, South Korea. In addition to enjoying a sizable market share in India's consumer electronics industry, Samsung Electronics has earned notable market share in recent years. In India, it holds a about 18% market share in the washing machine industry. Samsung holds the third place in the Goan market and is a direct competitor of IFB Industries Ltd.

Other Competitors: Whirlpool, Electrolux, Godrej, Panasonic, Haier

## **SWOT Analysis of IFB Industries Ltd.**



### **Strengths:**

**Established Brand:** IFB has a well-known brand in India, especially in the premium market, which encourages client loyalty and confidence.

**Diverse Product Portfolio:** To meet the varied demands and tastes of its clientele, the company provides a large selection of home appliances in a number of areas.

**Manufacturing Capabilities:** IFB has some control over production prices and quality thanks to its own manufacturing facilities in India, which provides them a competitive advantage.

**Strong Distribution Network:** IFB has a strong distribution network across all of India. The company also operates a chain of retail locations called IFB Points, which helps it guarantee that its products are readily available to consumers.

**Weaknesses:**

**Limited Geographic Reach:** IFB's primary focus on India limits its capacity to take advantage of growth prospects in other places and limits its market potential.

**Heavy Reliance on Domestic Market:** IFB's financial performance may be impacted by its reliance on the Indian market, which exposes it to risk from domestic economic changes.

**High Competition:** IFB needs to consistently innovate and set itself apart in the very competitive Indian home appliance sector, which is crowded out by well-established domestic and foreign competitors.

**Limited Online Presence:** Despite having an online presence, IFB's online sales platform and strategy do not completely take advantage of the expanding e-commerce sector.

**Opportunities:**

**Growing Indian Market:** Rising disposable income, urbanization, and a growing desire for high-end, smart appliances are all projected to contribute to the ongoing expansion of the Indian home appliance market.

**Expansion into New Markets:** IFB has the ability to significantly develop and diversify its customer base by extending its operations to other nations in South Asia or outside.

**Expanding Online Market:** IFB may reach a larger clientele and broaden its reach by capitalizing on the growth of e-commerce by strengthening its online presence and sales approach.

**Focus on Innovation:** Investing in R&D to launch cutting-edge, intelligent appliances that satisfy changing customer tastes can provide a competitive edge.

**Threats:**

**Rising Input Costs:** IFB may need to discover ways to control expenses or modify their pricing strategy when the cost of labor and raw materials rises, which might have a major influence on their profitability.

**Changing Consumer Preferences:** IFB must constantly adapt and develop new products in response to changing consumer needs for smart, eco-friendly, and energy-efficient appliances.

**Government Regulations:** IFB's production costs, import procedures, and general business operations may be impacted by changes to government regulations pertaining to imports, duties, or environmental requirements.

**Intensifying Competition:** As new players join the market and as long-standing rivals employ aggressive tactics, the competitive environment may grow more intense, necessitating IFB to continue being cautious and flexible.

IFB Industries Ltd. will be able to create more effective plans to capitalize on its advantages, correct its shortcomings, seize new chances, and lessen any risks with the aid of these strengths, weaknesses, opportunities, and threats. Long-term competitiveness and smooth navigation of the ever-changing home appliance market will also be made possible by this for the company.

## **VRIO Analysis of IFB Industries Ltd.**

VALUABLE	RARE	INIMITABLE	ORGANIZED
V	R	I	O
Established Brand	Established Distribution Network	Brand Reputation	Efficient Production Processes
Diversified Product Portfolio	Strong Relationship with Suppliers	Organizational Culture	Skilled Workforce
Manufacturing Capabilities	Technical Expertise	Proprietary Technology	Strong Marketing and Distribution Strategy

### **Valuable:**

Well-known Brand: IFB's well-known brand is beneficial since it encourages customer loyalty, trust, and willingness to pay a higher price for its goods, especially in the premium market.

Diverse Product Portfolio: Having a large selection of home appliances increases market share and income potential by meeting the varied demands and tastes of customers.

Manufacturing Capabilities: Having a manufacturing facility gives business some control over the price and quality of your output, which could save IFB money and guarantee quality.

**Rare:**

Established Distribution Network: IFB's proven distribution network, combined with its retail locations, IFB Point, throughout India, is an unique asset, particularly for newcomers or businesses looking to grow into the Indian market.

Strong Supplier Relationships: IFB has long-standing relationships with important suppliers that give it access to premium materials, competitive pricing, and dependable supply chains that are difficult for rivals to match.

Technical Expertise: With its extensive experience in the business, IFB may have unique technical expertise and knowledge that gives them a competitive advantage in manufacturing and innovation.

**Inimitable:**

Brand Reputation: It takes time, consistent quality, and successful marketing to establish a strong brand reputation. For rivals, emulating IFB's well-established brand image and devoted consumer base can be costly and challenging.

Organizational Culture: Because it is deeply rooted in the company's principles and procedures, IFB's distinctive organizational culture, which promotes innovation, quality, and customer attention, is difficult for rivals to copy.

Proprietary Technology: IFB has a competitive advantage in particular product categories since any original patents, trade secrets, or private technology it develops cannot be copied.

**Organized:**

Effective Production Processes: IFB's capacity to effectively manage its resources and manufacturing sites results in a cost advantage and guarantees on-time product delivery.

Skilled Workforce: Given that IFB invests in training and development initiatives, having a competent workforce with industry-specific expertise and knowledge is a significant benefit.

Strong Distribution and Marketing Strategy: Reaching target consumers and guaranteeing product availability require making effective use of a variety of marketing channels and a strong distribution network.

Through the strategic utilization of its valuable, rare, imitable, and well-organized resources and capabilities, IFB Industries Ltd. could establish a long-term competitive edge within the Indian home appliance industry.

This can be achieved through:

1. Maintaining and enhancing its brand image by means of constant quality, innovative thinking, and client-focused service.

2. Optimizing its supply chain and manufacturing processes to guarantee timely, economical, and efficient product delivery.
3. Investing in R&D facilitates the introduction of unique and inventive products that meet changing consumer tastes.
4. Consistently refining its marketing and distribution tactics to expand its consumer base and take full advantage of the expanding online market.



# Product Portfolio

## Laundry Solutions

### 1. Washing machines

#### a) Front Load



#### b) Top Load



c) Washer Dryer Refresher



## 2. Clothes Dryer



## Kitchen Solutions

### 1. Refrigerators



### 2. Microwave Ovens

#### a) Solo



b) Grill



c) Convection



2. Dishwashers



### 3. Ovens



### 4. Quartz Ovens



## 5. Chimneys



## 6. Hobs



## 7. Built In Appliances



## 8. Beverage Makers



## 9. Kettles



## 10. Toasters



## 1. Modular Kitchen





## Living Solutions

### Air Conditioners



## Accessories

### 1. Stabilizer



## 2. Washing Machine Accessories



## Essentials

### 1. Fabric Care



## 2. Dish care



## 3. Machine care



#### 4. Kitchen Care



#### 5. Commercial care



## Commercial Laundry Solutions

### 1. Washers



### 2. Laundromatique



### 3. Dryers

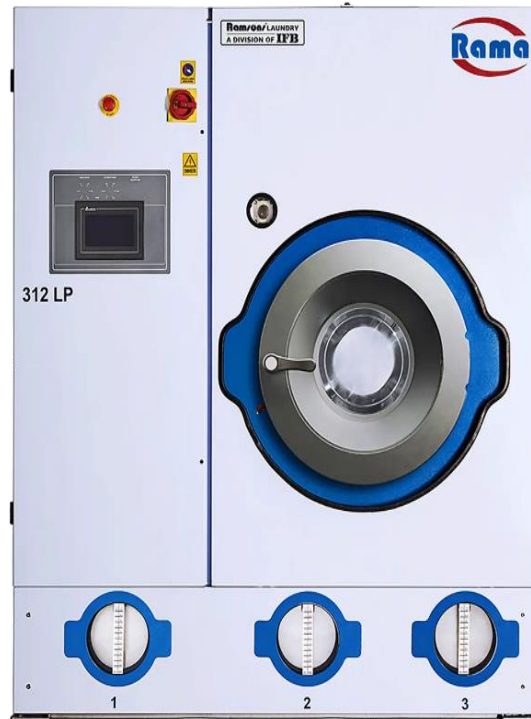


### 4. Ironers





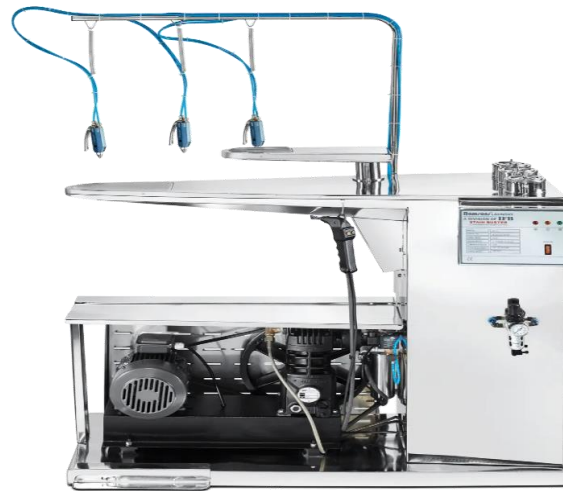
## 5. Dry Cleaning Machine



## 6. Steam generators



## 7. Finishing Equipment





## 8. Accessories



## Commercial Dishwashing Solutions

### 1. Under-Counter Glass Washers



## 2. Under-Counter Dishwashers



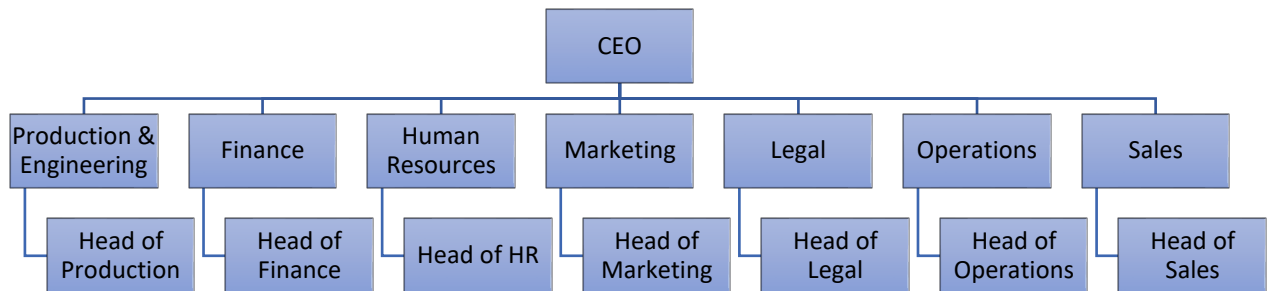
## 3. Hood Type Dishwashers



#### 4. Rack Conveyor Type Dishwashers



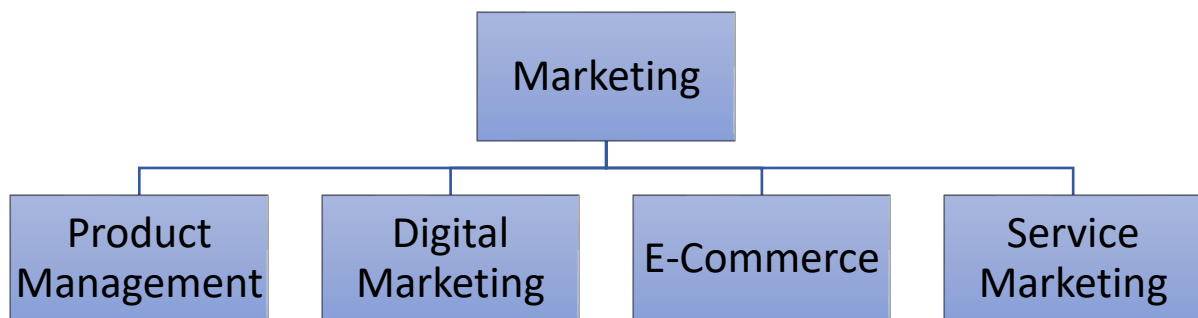
## **Department Overview**



## **IFB Organizational Chart**

### **Marketing Department**

The marketing department of IFB contributes significantly to the company's performance by raising brand awareness, communicating with consumers, and promoting the company's goods and services. There are four divisions within IFB's marketing department:



### **Product Management:**

Product Management department of IFB plant consists of a team of four individuals that are in charge of overseeing particular product categories within the company's portfolio. An explanation of their primary responsibilities is provided below:

1. Providing R&D with Market Research Inputs: The product management team is essential in bridging the gap between product development and market demand. They collect data from market research, comprehend consumer demands and preferences, and offer the Research and Development (R&D) team insightful information. Together with determining new model requirements, this also entails figuring out what customers expect from a product's price and converting market research into useful features.

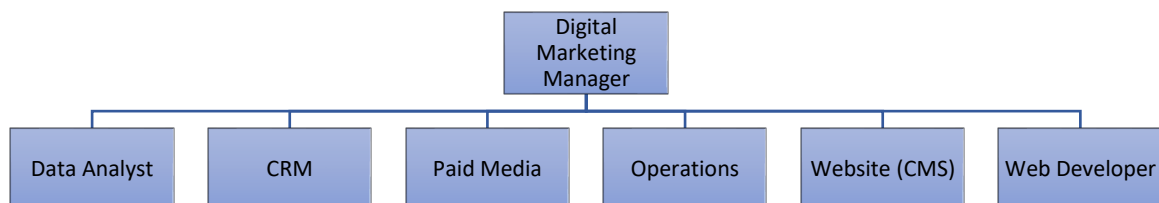
2. Converting Technical Features into Effective Marketing Communication: The product management team is in charge of translating the technical requirements into persuasive marketing messaging when the R&D team creates a new product model with certain technical features. They convert complex technical information into distinctive selling points (USPs) that are appealing to consumers. This entails developing product positioning strategies and marketing messaging that emphasize the advantages and features of the IFB appliances.

3. Handling Model Placements and Marketing Strategies: The product management group is in charge of creating marketing plans for the product categories that they have been given. They collaborate closely with the marketing division to ascertain the target market, create price plans, and pinpoint efficient channels for product distribution and promotion. In order to guarantee

appropriate model placements, they also work in tandem with sales teams, considering variables including consumer demographics, retail channels, and competition analysis.

IFB's Product Management division is made up of a specialized team that is in charge of overseeing particular product categories. They are essential in helping the R&D team with market research, translating technical features into customer-focused marketing messaging, managing marketing strategy, and placing models. Their work helps ensure that IFB appliances are developed, positioned, and promoted successfully in the market.

### **Digital Marketing:**



In order to promote the products and services of the company and increase online sales via their website, IFB Industries Ltd.'s digital marketing department is essential to the development and execution of online marketing strategy. (IFB Appliances - Buy Latest Home & Kitchen Appliances Online), raise awareness of the brand and encourage traffic to the IFB Points. The manager of the department in charge of digital marketing is in charge of creating and carrying

out the business's digital marketing plans. The department of digital marketing is in charge of performance analysis, social media, SEO, websites, and campaigns. Additionally, they oversee the team's collaboration with other departments and keep aware of new trends to promote brand awareness and commercial expansion in the world of digital media.

In order to obtain insightful information that helps inform marketing decisions, the Data Analyst at IFB Appliances' digital marketing division gathers, analyzes, and interprets data. This involves monitoring campaigns to make sure they are operating efficiently and monitoring website traffic on the IFB to see which channels are attracting the most users. The data analyst also uses engagement indicators, click-through rates, and conversion rates to analyze customer behavior in-depth in order to assess the success of marketing campaigns and pinpoint areas for development.

The CRM team is in charge of creating and carrying out CRM strategies, maintaining customer information, improving customer interaction, and spearheading marketing campaigns that are focused on the needs of the customer. They conduct campaigns through platforms including WhatsApp, SMS, and emails.

The Paid Media department oversees and optimizes paid advertising programs on several digital platforms, including social media (Facebook Ads, Instagram Ads) and search engines (Google Ads). They work with the creative team to build captivating ad creatives and produce and construct material for the social media platforms. They carry out keyword research for search engine advertising in order to find popular and high-performing terms that are currently trending in the market.

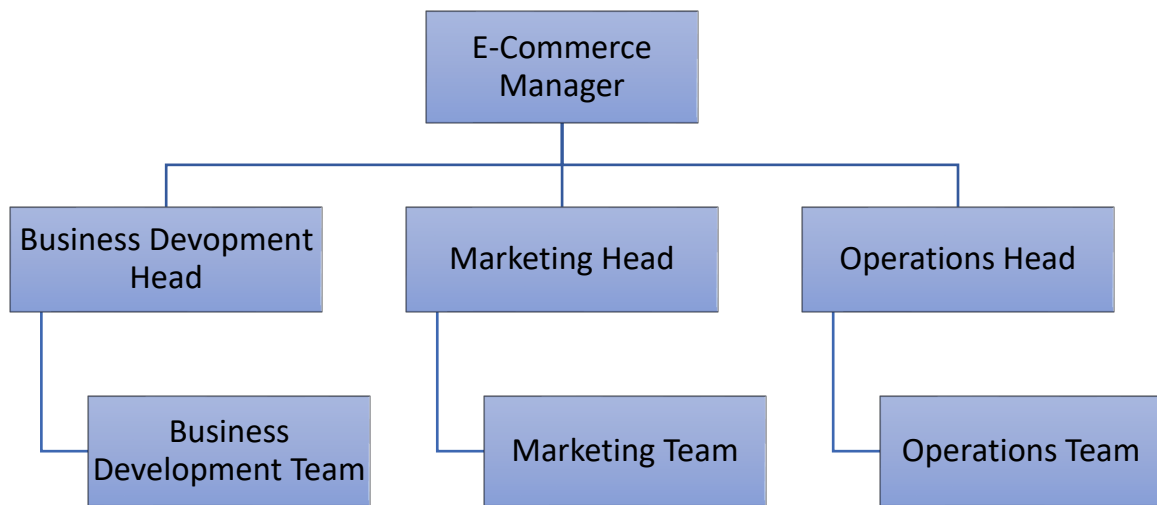
The Operations Executive is in charge of ensuring that product deliveries run smoothly and responding to any questions or issues that customers may have. Then, legitimate issues or inquiries are forwarded so that prompt, effective resolution is possible. An operations executive serves as a customer's point of contact, answering questions, giving them information, and making sure they are satisfied.

The company's content management system (CMS) is managed and supervised by the website management team. The group is also in charge of posting information on the IFB website and overseeing daily website modifications. She makes sure that material is appropriately examined, accepted, and released in accordance with procedures and timelines that have been set forth. Additionally, it makes ensuring that material follows best practices for online visibility and discoverability and is optimized for search engines (SEO). It may also help with the implementation of SEO strategies within the content management system (CMS), such as optimizing metadata, URL structures, and internal linking.

The infrastructure and backend features of the business website are managed and maintained by the web developer. It manages server setups, user authentication, and database interactions. Along with working with the CMS team, he examines and enhances the overall efficiency, speed, and responsiveness of websites by decreasing server requests, adding caching methods, and optimizing code.



## **E-Commerce:**



The e-commerce division of IFB is essential to increasing the company's online sales on Flipkart and Amazon, growing its online footprint, and improving the general online consumer experience. The department is essential to using e-commerce's potential to increase market share and boost sales.

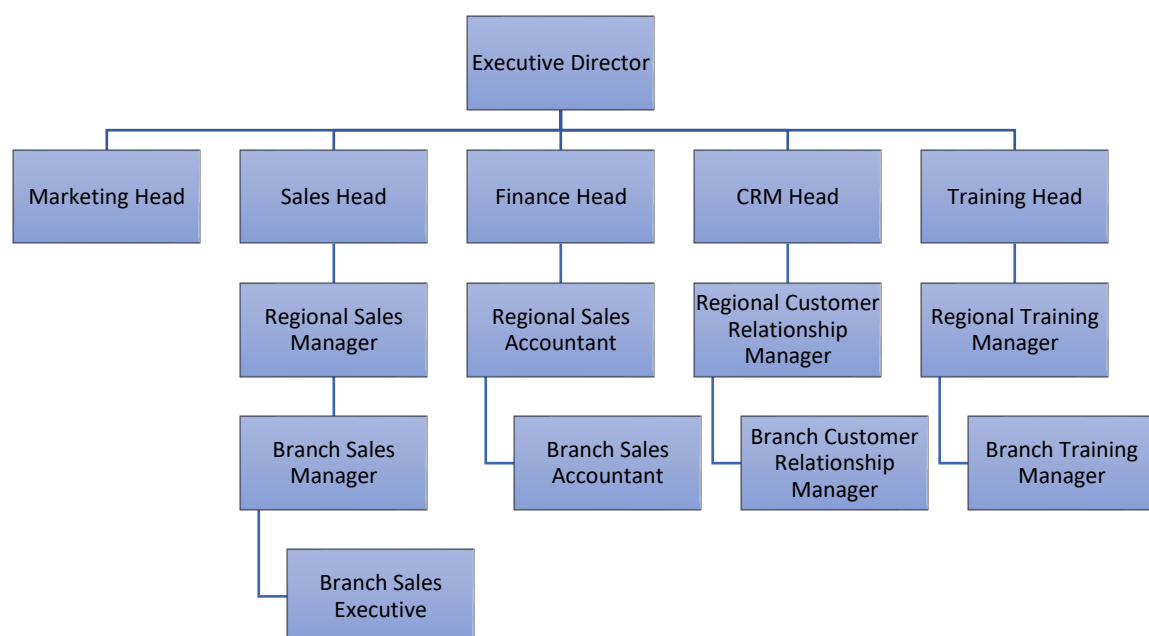
The manager is essential to the supervision and management of the e-commerce strategy and operations. They guarantee that IFB appliances operate smoothly and that its online stores that sell its appliances run smoothly as well.

Since they are in charge of getting the products available on websites like Amazon and Flipkart, the business development team concentrates on the B2B market. They are in charge of settling the conditions, contracts, and business agreements with these sites. For each of the offered product categories, there are distinct teams.

The marketing department is in charge of creating the banners, infographics, event sites, and adverts that are displayed on e-commerce platforms. They make sure that their products are properly visible on these websites by using pertinent keywords and providing accurate descriptions. This increases the product's visibility relative to that of competitors. They also manage the sales and discounts that are offered for the merchandise on these websites.

The operations team is in charge of keeping an eye on stock levels, working with internal departments to refill inventory as needed, and making sure there are enough products available to satisfy client demand. The team works together with logistics partners to make sure that orders are transported from warehouses in an effective manner.

### **Service Marketing:**



IFB Appliances' Service Marketing Department is in charge of overseeing and publicizing the business' customer assistance and after-sale services. By offering outstanding customer

service experiences across the customer journey and making themselves known to customers, this department plays a critical role in guaranteeing client happiness and loyalty.

They develop marketing campaigns and materials to create awareness and highlight the benefits of IFB's service excellence, reliability, and expertise.

They also handle the marketing for IFB Essentials which is a range of products which complement the IFB appliances such as laundry detergent, fluff, fabric conditioner, dishwasher cleaner, surface cleaner etc. They currently sell essentials only at IFB points and on the website but are working to expand the availability.

Annual Maintenance Contracts are also handled by them as the IFB appliances require periodic servicing or maintenance for their proper functioning. They also provide warranty extensions for the products sold.

## **Customer Preferences of High Involvement Goods:** **Washing Machines in Goa**

Businesses need to understand consumer preferences and behaviors regarding high involvement items in today's changing market environment if they hope to expand. In the state of Goa, this study investigates customer preferences for one high involvement good: the washing machine. Through an examination of home appliance development, Indian consumer behavior, consumer behavior theories, and marketing strategies, this study seeks to shed light on the factors influencing customer decisions in the washing machine business.

Appliances are mechanical or electrical devices used in homes for a variety of purposes, including cleaning, food preservation, and cooking. They make daily living more pleasant, effective, and convenient, which enhances the quality of life for individuals as well as families. Ovens, dishwashers, refrigerators, washing machines, and vacuum cleaners are a few examples. Home appliances are necessary in today's houses to support everyday routines and manage duties. Because of shifting consumer lifestyles, rising disposable incomes, and technological breakthroughs, the home appliance market has changed over time. As urbanization and modernization have expanded, household appliances have changed from being merely helpful commodities to becoming essential components of modern life. This industry offers a wide range of goods intended to increase productivity, simplify domestic chores, and enhance overall quality of life. India's home appliance market has expanded dramatically in recent years due to a number of causes, such as increased urbanization, falling costs, and the release of cutting-edge goods. Due to its rapid growth, the home appliance industry in India is expanding at one of the quickest rates in the world, luring both domestic and foreign companies to capitalize on the rising demand. *(10 A-Study-On-Impact-Of-White-*

*Goods-Towards-Consumers-Preference*, n.d.). Home appliances began as simple tools and have evolved into sophisticated technologies that make daily tasks easier and more efficient as society and technology have advanced. Over time, improvements in engineering, materials science, and design have raised home appliances' efficiency, usefulness, and convenience. Automatic, intelligent, and feature rich appliances have replaced manual ones in homes, reflecting people's constant quest for efficiency, comfort, and convenience. Trends in design have changed to emphasize more eco-friendly and energy-efficient designs as consumers become more conscious of sustainability.(Rakhmawati et al., 2020a). Through their preferences and purchase decisions, consumers: individuals, households, or businesses play a crucial role in determining the dynamics of the market. The rich and changing Indian consumer environment is influenced by a multitude of factors, including culture, lifestyle choices, socioeconomic status, and technological breakthroughs. India's demand for consumer goods, especially home appliances, has increased as a result of the country's expanding middle class, increased urbanization, and rising disposable incomes. As Indian customers get more picky and cost sensitive, they are beginning to place an increasing amount of importance on durability, quality, and brand familiarity. This encourages producers to develop and adapt to the changing wants of consumers.(Anandarajan et al., 2016a; Kalaiselvi & Muruganandam, 2015a; Maradi et al., 2013a). The study of consumer behavior focuses on the how, why, where, and when of consumer purchases. Consumer behavior analysis, which draws on concepts from the fields of economics, sociology, psychology, and anthropology, seeks to comprehend the underlying attitudes, motivations, and perceptions that shape the decisions made by consumers. When it comes to home appliances, such washing machines, consumer behavior is studied in relation to factors like product characteristics, brand reputation, pricing, and customer happiness after the purchase. Businesses can more successfully target consumers with their marketing tactics by knowing consumer preferences and decision-making processes. (14

*Admin,+4+Mary+1+-+14 (1)*, n.d.). Consumer preferences are the individual viewpoints and inclinations that people have while selecting from a range of goods or services. Numerous elements, including personal preferences, prior experiences, cultural influences, and social conventions, have an impact on an individual's decision-making. Consumer preferences include factors including price, brand recognition, energy efficiency, functionality, and after-sale support when it comes to household appliances. In order to adjust to these preferences and gain a competitive edge in the marketplace, businesses need be aware of them. (*14 Admin,+4+Mary+1+-+14 (1)*, n.d.). The organized actions businesses take to promote their products and services, draw clients, and make money are referred to as marketing. It entails comprehending client needs and wants, developing compelling value propositions, and successfully interacting with target audiences. Brand positioning, distribution channels, advertising campaigns, and product differentiation are often the main focuses of marketing initiatives in the home appliance sector. Manufacturers can better engage customers and sway their purchasing decisions by utilizing creative marketing techniques and data from market research.(*1 CUSTOMERS\_BUYING\_BEHAVIOUR\_TOWARDS\_HOME*, n.d.). The assortment of marketing initiatives that a company uses to best serve the demands of its intended market is known as the marketing mix. The competitive market in the washing machine business is characterized by a range of firms providing distinct washing solutions and marketing approaches. A crucial component of marketing management is the marketing mix. Every business's primary objective is to maximize and create profit. It is a crucial part of marketing strategy that helps companies create a thorough, customer-focused plan that will enable them to successfully satisfy market expectations. Businesses can modify the marketing mix, which consists of a set of strategic aspects, to affect consumer perceptions and behavior. The marketing mix, which initially comprised the 4Ps (Product, Price, Place, and Promotion),

has expanded to include extra dimensions, or the "7Ps," which stand for People, Process, and Physical Evidence.

### 7 P's of Marketing Mix

#### (a) Product

The actual offering that meets the needs of the target market is called a product. Each and every product is required to satisfy the needs of customers. The key to a successful product is to identify the issue or highlight the feature that makes the products or service stand out to customers.

#### (b) Price

One of the most important parts of the marketing mix is price, which many scientists feel is one of the main factors in the market that increases profits and market share. The price is the sum of money that consumers must pay for a commodity or service. This covers the pricing strategy, special offers, terms of payment, and other elements that influence how much consumers think a product is worth.

#### (c) Place

The channels of distribution that are utilized to deliver the product or service to the intended client base are referred to as the "place." Any location where a client can make a purchase or obtain services is regarded as a place. Along with logistics, inventory, and distribution channels

including online marketplaces, wholesalers, and retailers, this also involves the location. Place is the culmination of all the steps necessary to deliver the product to the right customer at the right moment.

#### (d) Promotion

The purpose of promotion is to raise awareness of the good or service and influence the target market to buy it. Promotion is characterized as an activity that communicates the advantages of the product and persuades the intended consumer base to buy it. Communication is the foundation for all other forms of communication that carry a particular message, and promotion is dependent upon communication. Promotion includes advertising, public relations, sales promotion, personal selling, and other marketing communication channels.

#### (e) People

Employees that interact with clients and render services are referred to by people. It consists of their actions, demeanor, and abilities. Workers are viewed as the most important component of a customer-focused business and as a way to set them apart from other elements such as channels, goods, services, and brand image. Included are customer service representatives, salespeople, installation and maintenance professionals, technical support personnel, professionalism, training, and relationship-building. As well as ongoing instruction and gathering of feedback.



#### (f) Process

The set of techniques and equipment utilized to deliver the service is called the process. It includes the procedures used to provide the service, the technology used, and the efficacy and efficiency of the procedures. Both the process speed and the level of expertise of the service providers are made evident to the customer.

#### (g) Physical Evidence

Physical evidence is the concrete elements that customers interact with during their service interactions. It includes the environment, resources, and other useful elements that affect how well clients evaluate the caliber of the services. Physical evidence is observable proof that is connected to a product. Therefore, businesses must create an atmosphere that enables them to tell customers the truth.

The marketing mix is essential for companies in the home appliances industry as it shapes their product offerings, pricing policies, distribution networks, and advertising campaigns. (Rakhmawati et al., 2020a).

This study focuses on Customer Preferences on High Involvement Goods: Washing Machine in Goa. There are various studies conducted for other High Involvement Goods such as Air Conditioners, Television and Refrigerator. However, there is no study conducted for Washing Machine specifically in Goa. This is a comparative study between 3 major Washing Machine brands IFB, LG and Samsung in Goa and focuses on exploring various customer preferences that consumers have towards washing machine. This study makes use of existing literature and evidence, and aims to contribute to the broader understanding of customer preferences and

behavior along with 7 P's of marketing mix model to help IFB understand various preferences of the customers and provide actionable solution to focus and improve on the important P of the marketing mix model.

## **Literature Review**

Within the realm of consumer behavior, a variety of elements, including personal traits, product features, market dynamics, and social influences, impact preferences and decision making processes with respect to high-involvement commodities like washing machines. Comprehending these variables is vital for producers, marketers, and policymakers who aim to maneuver through the competitive environment and satisfy the varied demands and inclinations of Goan customers.

### **1. Market Dynamics and Consumer Behaviour:**

The dynamic nature of the Goan home appliance market is a result of a number of variables, including shifting consumer lifestyles, economic conditions, and technical improvements. As made clear by (Rana & Lokhande, 2015) As customer attitudes and preferences have changed, the perception and desires of luxury goods have given way to necessities. Urbanization and disposable income levels are driving this transition as well, creating a greater desire for contemporary appliances that are sustainable, efficient, and convenient. Women are becoming more and more influential decision-makers when it comes to buying home equipment, especially washing machines, in this changing market. This is made clear by (Meerabai & Selvasundaram, 2020) Women have a great deal of power over decisions made in the home and exhibit distinct preferences based on things like cost, value, and brand perception. The significance of comprehending and satisfying their requirements and inclinations via focused marketing tactics is emphasized by their growing purchasing power and influence over industry trends.

### **2. Socio-Cultural Factors and Consumer Behaviour:**

In the market for washing machines, socio-cultural elements such as cultural norms, societal influences, and demographic trends can impact consumer choices and behaviors. Consumer

decisions and brand perceptions are influenced by cultural preferences, lifestyle desires, and social position. Each of these elements is emphasized by (White & Argo, 2009). In order to engage with the local populace and cater to their specific wants and preferences, marketing strategies and product offerings must take into account these socio-cultural factors.

Age, household composition, and income levels are examples of demographic characteristics that affect consumer choices and product preferences. (Anandarajan et al., 2016b). For instance, whereas older consumers place more value on dependability and durability, younger consumers place more importance on design aesthetics and technical advancements. Manufacturers create customized marketing strategies and product offerings that cater to particular consumer segments by segmenting the market based on demographic and psychographic data.

### 3. Technological Advancements and Innovation:

Innovation and uniqueness in the washing machine industry are mostly propelled by technological developments. Consumer preferences for smart appliances, IoT connectivity, and AI-powered features are among the newest trends, and manufacturers are creating product strategies oriented toward these developments, as demonstrated by (Sarika & Lohana, n.d.). These technologies offer opportunities for enhancing user experiences, improving energy efficiency, and optimizing performance, thereby creating value for consumers and driving market growth.

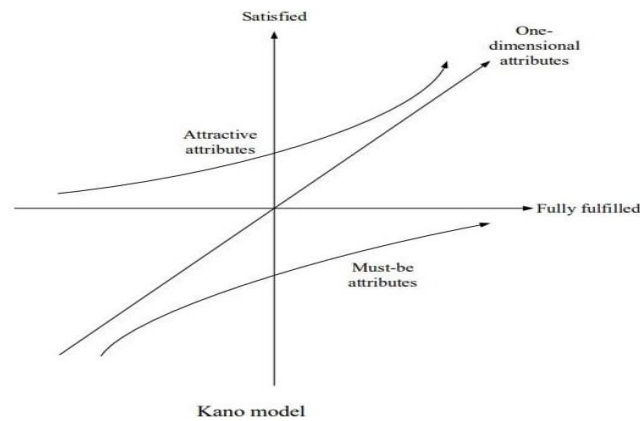
With the potential to improve user experiences, optimize performance, and increase energy efficiency, these technologies can add value for customers and propel the market forward. Additionally, producers are now able to create long-lasting, environmentally friendly appliances that satisfy consumer demands for sustainability and lifespan because to developments in sustainable technologies, materials science, and manufacturing techniques.

This is made clear in (8 *A-Study-On-Impact-Of-White-Goods-Towards-Consumers-Preference*, n.d.). Manufacturers remain ahead of the curve and satisfy changing customer expectations in the ever-changing market landscape by making investments in R&D and working with technological partners.

#### 4. Factors Influencing Consumer Preferences:

There are several elements that influence consumer preferences for washing machines, including both the product's concrete and intangible qualities. Purchase decisions are mostly influenced by price sensitivity, product quality, brand reputation, and after-sales service, according to studies by (Kalaiselvi & Muruganandam, 2015b; Selvakumar & Jegatheesan, 2012). Consumer preferences are also greatly influenced by variables including product attributes, energy efficiency, and environmental concerns, especially when it comes to sustainability and eco-consciousness, according to (Kaenzig et al., 2013).

The Kano model, showcased by (Rakhmawati et al., 2020b) offers a framework for comprehending the relative significance of the various washing machine quality metrics. Customer satisfaction and purchasing intents are significantly influenced by attributes including performance, energy efficiency, environmental orientation, safety, and personalization. Manufacturers prioritize features and design methods to improve consumer satisfaction and set their products apart in the market by classifying these traits into one-dimensional and attractive categories.



(Aravinth, 2012) demonstrates how consumer education and awareness campaigns are essential for giving people the power to choose wisely and embrace sustainable consumption habits. Programs that emphasize water efficiency, energy conservation, and product upkeep educate consumers about the financial and environmental advantages of utilizing energy-efficient equipment. Additionally, public awareness initiatives that draw attention to how consumer decisions affect the environment and society heighten awareness and stimulate demand for sustainable behaviors and goods. As noted by, manufacturers, merchants, and trade groups are crucial in distributing information and encouraging consumer education through outreach initiatives, ad campaigns, and product labeling. (Kaenzig et al., 2013).

These days, when making a purchase, all of these considerations are made. Price is no longer the sole factor to take into account; a few years ago, prices were a significant deciding factor in purchases. In recent years, the market for washing machines in particular and home appliances in general has grown tremendously. Consumers these days are more interested in technology and credit purchases like EMI alternatives. Manufacturers consider the washing machine's advanced features, quality, and affordability. Giving gifts, discounts on prices, offers, and other incentives will draw in more clients, as noted by (Anandarajan et al., 2016b).

## 5. Government Policies and Regulatory Framework:

In addition, customer preferences and market dynamics are significantly shaped by government policies and regulatory frameworks within the washing machine business. Consumer decisions and industry practices are influenced by eco-labelling programs, rules on product quality and safety, and incentives for energy-efficient appliances. (Kaenzig et al., 2013). Additionally, as mentioned in, spending on consumer education initiatives, the construction of infrastructure, and the integration of renewable energy sources help to create an environment that is conducive to sustainable consumption and economic growth. (8 Admin,+4+Mary+1+-+14 (1), n.d.).

In order to address common concerns, encourage responsible consumption, and promote innovation in the washing machine market, cooperation between the government, industry players, and consumer advocacy groups is crucial, as noted by (Inoni & Okorie, 2022). Through the alignment of legislation with industry best practices and consumer interests, policymakers facilitate the shift towards a more competitive and sustainable market environment.

## 6. Sustainable Manufacturing and Supply Chain Practices:

(Kalaiselvi & Muruganandam, 2015b) explores ethical supply chain and manufacturing methods that are essential to encouraging environmental preservation and social responsibility in the laundry sector. In an effort to reduce their environmental impact and improve accountability and transparency, businesses are progressively implementing eco-friendly practices and ethical standards across their supply chain, from sourcing raw materials to designing, producing, and distributing products. Efforts like waste management, eco-labelling, and carbon footprint reduction help build sustainable value chains and build customer loyalty.

(White & Argo, 2009) explores relationships and collaborations along the supply chain that allow businesses to exchange best practices, maximize resource use, and promote ongoing sustainability performance improvement. Manufacturers can comply with regulations, reduce

risks, and take advantage of new market opportunities brought about by consumer demand for ecologically friendly activities and products by incorporating sustainability principles into their operations and product offerings.

#### 7. Marketing Strategies and Brand Loyalty:

In the highly competitive washing machine market, having an effective marketing strategy is essential to drawing in new business and keeping existing ones. Manufacturers use a range of strategies to draw in customers and build brand loyalty, such as advertising campaigns, sales, and cutting-edge product offerings, according to (Meerabai & Selvasundaram, 2020). Furthermore, clear communication of technical specifications and product information fosters consumer confidence and trust, allaying their worries and enabling well-informed buying decisions. Sustaining a brand over time requires a number of factors, including consistent brand experiences, dependable products, and top-notch customer service. This is made clear in (An Impact of Consumer Buying Behavior in Decision Making Process in Purchase of Electronic Home Appliances in Chennai (India): An Empirical Study, 2013). According to research, businesses that put a high priority on customer involvement and satisfaction are more likely to win over repeat business and maintain a competitive advantage in the market. (Salim et al., 2015). According to (Maradi et al., 2013b) establishing affective bonds with customers via customized experiences and community involvement programs amplifies brand advocacy and loyalty.

#### 8. Challenges and Opportunities for Manufacturers:

Although the increased demand for washing machines presents potential, manufacturers still have to overcome a number of obstacles to meet consumer expectations and maintain their competitiveness in the market. High water use, upkeep expenses, and environmental issues are



a few of the major issues that are brought to light by (Meerabai & Selvasundaram, 2020). Innovative solutions are needed to address these issues, such as creating appliances that use less energy and water, putting sustainable manufacturing methods into place, and offering extensive warranty and after-sale assistance.

To remain competitive in the market, manufacturers must adjust to changing consumer preferences and technology improvements. This is emphasized by (Senthil Kumar et al., 2013). There are now more chances for innovation and distinction because to the development of automation, IoT integration, and smart appliance technologies. Manufacturers provide value for consumers and solidify their market position by utilizing these technologies to provide tailored experiences, boost convenience, and improve product performance. (Karthika & Anand, 2017).

#### 9. Future Trends and Opportunities:

Looking ahead, a number of opportunities and trends could influence how the Indian washing machine market develops. Technology, sustainability, and consumer preferences coming together is predicted to spur industrial innovation and upheaval. Subscription-based business models, smart products, and linked houses are a few of the new trends that present opportunities for expansion and distinction. This is made clear by (Rakhmawati et al., 2020b).

(Salim et al., 2015) explores how the market for washing machines is changing in terms of business models and consumer behavior as a result of the increased attention being paid to shared ownership, product-as-a-service models, and circular economy ideas. Manufacturers can increase their competitive edge in the market, create new revenue streams, and cut down on resource use by embracing these trends and taking a comprehensive approach to sustainability.

An extensive summary of the variables affecting customer preferences and behaviors in the washing machine market is given by this review of the literature. The industry's path is shaped by a number of factors, including consumer preferences, market dynamics, technology developments, marketing tactics, and regulatory frameworks. These factors also present chances for innovation and expansion. Manufacturers and industry stakeholders may navigate the details of the market, satisfy consumer demands and preferences, and promote sustainable growth and competitiveness in the Goan washing machine sector by comprehending these variables and embracing a customer-centric strategy.

## **Research Gap**

By exploring the complexities of consumer preferences and decision-making processes surrounding washing machines within the distinct socio-cultural, economic, and environmental setting of the state of Goa, this research seeks to close a significant gap in the body of existing function. There is still a dearth of studies that particularly address the preferences and attitudes of Goan consumers about washing machines, despite the fact that earlier research provides important data regarding market dynamics and trends in consumer behavior.

The purpose of this study is to obtain important insights into the variables affecting consumer choices in the Goan market. IFB Industries Ltd. will be able to better connect its marketing tactics, product development initiatives, and policy measures with the unique requirements and preferences of Goan consumers thanks to the findings. High-involvement factors that affect consumers' decisions to buy, such as brand preferences, technology awareness, environmental concerns, and product attributes, will be clarified by the research.

The findings of this study will enable IFB Industries Ltd. to maximize its marketing initiatives, make well-informed decisions, and better meet the demands of Goan customers. IFB Industries Ltd. can enhance its market position, promote client contentment, and propel long-term expansion in the washing machine sector within the dynamic and heterogeneous Goan market by tackling this study void and offering remedies.

## **Research Questions**

1. What are the key components of the marketing mix that significantly impact customer preferences for washing machines in Goa?
2. In what ways can IFB enhance its marketing mix strategies to better align with customer preferences and gain a competitive advantage over LG and Samsung?
3. What specific areas within marketing mix strategies IFB can enhance to better align with customer preferences and stay competitive within the market?

## **Research Objectives**

1. To identify the key components of the marketing mix that influence customer preferences for washing machines in Goa.
2. To determine the relative strengths and weaknesses of IFB, LG, and Samsung in each component of the marketing mix.
3. To explore opportunities for IFB to improve its marketing mix strategies based on customer preferences and competitor analysis.

## **Research Methodology**

### Introduction:

The purpose of this study was to examine how customer preferences for high-involvement goods specifically, washing machines in the state of Goa—are influenced by the marketing mix. The three main brands in the Goan washing machine market are Samsung, LG, and IFB. This section describes the methodology that was used, including sample design, data collection strategies, research instrument, and data analysis procedures, to meet the research objectives.

### Research Design:

This study uses a comparative research design to look at how the three brands' consumer preferences differ from one another. The utilization of both primary and secondary data provides a thorough understanding of the elements that impact client choices.

### Data Collection:

#### Primary Data:

Primary Data collection involves two main approaches: Exploratory research and Structured Online Questionnaire.

#### Exploratory Research:

The investigator performed face-to-face interviews with dealers and consumers to acquire a comprehensive understanding of their inclinations, viewpoints, and buying patterns about washing machines. This qualitative method made it possible to investigate the variables affecting consumer choices in great detail.

#### Structured Online Questionnaire:

Using Google Forms, a structured online questionnaire was created and sent to responders via email and social media sites like Facebook, Instagram, and WhatsApp. The questionnaire measured the thoughts and preferences of the customers using a five-point Likert scale, which went from 1 (Strongly Disagree) to 5 (Strongly Agree).

#### Secondary Data:

A variety of sources, including studies, research papers, journals, and reports, was used to gather secondary data. These data will support the primary data collection efforts and offer insightful information about important factors influencing consumer choices.

#### Sampling Design:

A convenient sampling strategy was used because of the large number of prospective respondents in Goa and the constrained amount of time available for data gathering. For the survey, a sample of 200 customers was chosen as responders, guaranteeing representation from various Goan demographic groups and geographic areas.

#### Research Instrument:

The online survey created with Google Forms serves as the main means of gathering data for this investigation. With the use of this tool, data collecting was efficient and respondents were be able to quickly submit feedback online.

#### Data Analysis:

#### Treatment of Data:

Microsoft Excel was used to process and tabulate the primary data gathered from the survey.

To facilitate future analysis, this entails structuring the unprocessed data.

#### Analysis:

Statistical analysis was conducted using SPSS (Statistical Package for Social Sciences) to analyse the primary data and identify patterns, trends, and correlations. Specifically, MANOVA (Multivariate Analysis of Variance) was used to compare mean scores and determine the significance of differences in customer preferences among the three brands IFB, LG and Samsung.

The above-mentioned methodology offered an organized framework for looking at Goan customers preferences for high-involvement goods, particularly washing machines. By employing a combination of exploratory research, online surveys, and statistical analysis, the study aims to generate valuable insights into the factors influencing customer preferences and inform marketing strategies for IFB, LG, and Samsung brands in the state of Goa.

### Content Validity Analysis:

Content Validity Analysis of Questionnaire was done, to evaluate the questionnaire's content validity. The content validity was done by the researcher by using techniques like expert judgment and content review, and scores were provided for the validity test for this study.

### Reliability Analysis:

Reliability Analysis of Research Instrument the researcher applied a pilot test to examine the reliability of the questionnaire. The reliability test for this research is processed on computer program by using Cronbach's alpha coefficient.

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable



## **Data Analysis**

### Content Validity Analysis

**Mrs. Teja Khandolkar**

Sr. No.	Questionnaire Item	Scale (1= Not relevant, 2= Somewhat relevant, 3= Quite relevant and 4= Highly relevant)			
		1	2	3	4
PRODUCT					
1	I prefer IFB Washing Machine due to its aesthetic design				4
2	I prefer IFB Washing Machine as it has innovative features				4
3	I prefer IFB Washing Machine due to its high durability				4
PRICE					
1	I prefer purchasing IFB Washing Machine due to its affordability				4
2	I prefer IFB Washing Machine as it offers value for money				4
3	I prefer IFB Washing Machine due to flexible and convenient payments option				4
PLACE					
1	I prefer purchasing IFB Washing Machine through a physical store near me				4
2	I prefer to have physical inspection of IFB Washing Machine				4

3	I prefer IFB Washing Machine as it is easily available				4
PROMOTION					
1	Reviews of IFB Washing Machine influence my purchase decision				4
2	I prefer purchasing IFB Washing Machine due to attractive discounts				4
3	Ads of IFB Washing Machine influence my purchase decision				4
PEOPLE					
1	Recommendations of sales representatives of IFB influence my purchase decision of Washing Machine				4
2	I prefer IFB Washing Machine as its employees provide clear explanation about the product				4
3	Sales representatives of IFB have high knowledge of Washing Machines				4
PROCESS					
1	I prefer the IFB Washing Machine due to its prompt after-sale service				4
2	Demonstration process offered by IFB for Washing Machine have a positive impact on my purchase decision				4
3	I prefer IFB Washing Machine due to its fast delivery process				4
PHYSICAL EVIDENCE					
1	I prefer IFB Washing Machine due to its strong packaging				4

2	I prefer IFB Washing Machine due to its friendly user interface				4
3	I prefer IFB Washing Machine due to BIS safety certification				4

**Mr. Jyotibha Shindolker**

Sr. No.	Questionnaire Item	Scale (1= Not relevant, 2= Somewhat relevant, 3= Quite relevant and 4= Highly relevant)			
		1	2	3	4
PRODUCT					
1	I prefer IFB Washing Machine due to its aesthetic design				4
2	I prefer IFB Washing Machine as it has innovative features			3	
3	I prefer IFB Washing Machine due to its high durability			3	
PRICE					
1	I prefer purchasing IFB Washing Machine due to its affordability				4
2	I prefer IFB Washing Machine as it offers value for money				4
3	I prefer IFB Washing Machine due to flexible and convenient payments option				4
PLACE					
1	I prefer purchasing IFB Washing Machine through a physical store near me				4
2	I prefer to have physical inspection of IFB Washing Machine				4
3	I prefer IFB Washing Machine as it is easily available				4
PROMOTION					
1	Reviews of IFB Washing Machine influence my purchase decision			3	

2	I prefer purchasing IFB Washing Machine due to attractive discounts				4
3	Ads of IFB Washing Machine influence my purchase decision				4
PEOPLE					
1	Recommendations of sales representatives of IFB influence my purchase decision of Washing Machine			3	
2	I prefer IFB Washing Machine as its employees provide clear explanation about the product				4
3	Sales representatives of IFB have high knowledge of Washing Machines				4
PROCESS					
1	I prefer the IFB Washing Machine due to its prompt after-sale service				4
2	Demonstration process offered by IFB for Washing Machine have a positive impact on my purchase decision				4
3	I prefer IFB Washing Machine due to its fast delivery process				4
PHYSICAL EVIDENCE					
1	I prefer IFB Washing Machine due to its strong packaging				4
2	I prefer IFB Washing Machine due to its friendly user interface				4
3	I prefer IFB Washing Machine due to BIS safety certification				4

**Mrs. Preeti Awasthi**

Sr. No.	Questionnaire Item	Scale (1= Not relevant, 2= Somewhat relevant, 3= Quite relevant and 4= Highly relevant)			
		1	2	3	4
PRODUCT					
1	I prefer IFB Washing Machine due to its aesthetic design				4
2	I prefer IFB Washing Machine as it has innovative features			3	
3	I prefer IFB Washing Machine due to its high durability			3	
PRICE					
1	I prefer purchasing IFB Washing Machine due to its affordability				4
2	I prefer IFB Washing Machine as it offers value for money				4
3	I prefer IFB Washing Machine due to flexible and convenient payments option				4
PLACE					
1	I prefer purchasing IFB Washing Machine through a physical store near me				4
2	I prefer to have physical inspection of IFB Washing Machine				4
3	I prefer IFB Washing Machine as it is easily available				4
PROMOTION					
1	Reviews of IFB Washing Machine influence my purchase decision			3	

2	I prefer purchasing IFB Washing Machine due to attractive discounts				4
3	Ads of IFB Washing Machine influence my purchase decision				4
PEOPLE					
1	Recommendations of sales representatives of IFB influence my purchase decision of Washing Machine				4
2	I prefer IFB Washing Machine as its employees provide clear explanation about the product				4
3	Sales representatives of IFB have high knowledge of Washing Machines				4
PROCESS					
1	I prefer the IFB Washing Machine due to its prompt after-sale service				4
2	Demonstration process offered by IFB for Washing Machine have a positive impact on my purchase decision				4
3	I prefer IFB Washing Machine due to its fast delivery process				4
PHYSICAL EVIDENCE					
1	I prefer IFB Washing Machine due to its strong packaging				4
2	I prefer IFB Washing Machine due to its friendly user interface				4
3	I prefer IFB Washing Machine due to BIS safety certification				4

CVI = No. of Agreement (per statement) above 3/No. of Experts

#### PRODUCT

Q1= 1

Q2= 1

Q3= 1

#### PRICE

Q1= 1

Q2= 1

Q3= 1

#### PLACE

Q1= 1

Q2= 1

Q3= 1

#### PROMOTION

Q1= 1

Q2= 1

Q3= 1

#### PEOPLE

Q1= 1

Q2= 1



Q3= 1

#### PROCESS

Q1= 1

Q2= 1

Q3= 1

#### PHYSICAL EVIDENCE

Q1= 1

Q2= 1

Q3= 1

S-CVI = Total of I-CVI/ No. of items

Overall Scale Validity = 21/21

= 21

#### Pilot Study

A pilot study is a strategy used to test a questionnaire using a sample smaller than the planned sample size. The importance of the need to conduct a pilot study is to enable researchers to determine the feasibility of the research design conducted. If the results of a pilot study have been obtained, the results can be used to assist researchers in large-scale research methodologies. A group of male and female participated in the pilot test. This pilot test was randomly distributed to 20 respondents. The respondents' feedbacks were about the Customer Preferences of High Involvement Goods: Washing Machines in Goa.

## **Cronbach Alpha**

### Reliability Statistics

Cronbach's Alpha	N of Items
.889	69

The above table reliability statistics shows the Cronbach Alpha. The questionnaire was initially sent to 20 respondents for its reliability in measuring the objectives of the study. The study showed that the Cronbach Alpha result is 0.889. The value of the Cronbach Alpha approach is greater than 5. Therefore it can be concluded that the questionnaire is an instrument that can be used to measure or answer the objectives of this study.

## **Descriptive Analysis**

The following tables are the descriptive analysis of demographic characteristics which are the frequency and percentage distribution of respondent respectively. And tables also show the average mean and standard deviation.

### **The Analysis of age levels using Frequency and Percentage**

#### Age

	Frequency	Percent	Valid Percent	Cumulative Percent
22-32	73	36.5	36.5	36.5
33-41	53	26.5	26.5	63.0
Valid 42-50	45	22.5	22.5	85.5
51 & Above	29	14.5	14.5	100.0
Total	200	100.0	100.0	

The average age of research participants is displayed in the above table. 73 (36.5%) of the 200 responders in the sample size are between the ages of 22 and 32. 53 (26.5%) of the responders are in the age range of 33 to 41. 45 (22.5%) of the responders are in the age range of 42 to 50. 29 (14.5%) of the responders are older than 51.

### **The Analysis of gender levels using Frequency and Percentage**

#### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid Male	67	33.5	33.5	33.5
Female	132	66.0	66.0	99.5
Others	1	.5	.5	100.0
Total	200	100.0	100.0	

The gender of the research participants is displayed in the above table. 67 of the 200 respondents in the sample size are men, 132 are women, and 1 respondent falls into the other category. As a result, the proportions are as follows: 33.5% male, 66.0% female, and 0.5% other.

### **The Analysis of annual income levels using Frequency and Percentage**

#### Annual Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00,000-5,00,000	51	25.5	25.5	25.5
5,00,000-7,00,000	68	34.0	34.0	59.5
7,00,000-10,00,000	46	23.0	23.0	82.5
10,00,000 & Above	35	17.5	17.5	100.0
Total	200	100.0	100.0	

Above table shows the annual income of respondents in this research. It is viewed that among the 100 respondents, 22 (22.0%) respondents of the sample size have 3,00,000-5,00,000, 27 (27.0%) respondents have 5,00,000-7,00,000, 37 (37.0%) respondents have 7,00,000-10,00,000, 14 (14.0%) respondents have 10,00,000 & Above respectively as their annual income.

### **The Analysis of ownership of washing machine levels using Frequency and Percentage**

Do you own a Washing Machine?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	197	98.5	98.5	98.5
Valid No	3	1.5	1.5	100.0
Total	200	100.0	100.0	

The above table shows ownership of washing machine of respondents in this research. It is viewed that among the 200 respondents, 197 (98.5%) respondents of the sample size own a washing machine and 3 (1.5%) respondents do not own a washing machine.

## The Analysis of type of washing machine levels using Frequency and Percentage

What type of Washing Machine do you have?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Front Load	101	50.5	51.3	51.3
Top Load	96	48.0	48.7	100.0
Total	197	98.5	100.0	
Missing System	3	1.5		
Total	200	100.0		

The above table shows the type of washing machine among respondents who reported owning a washing machine in the research sample. Among the 197 respondents who own a washing machine, 101 respondents (50.5%) reported owning a Front Load washing machine. This is followed by 96 respondents (48.0%) who own a Top Load washing machine.

## The Analysis of type of washing machine brand own levels using Frequency and Percentage

Which brand of Washing Machine do you own?

	Frequency	Percent	Valid Percent	Cumulative Percent
IFB	57	28.5	28.9	28.9
LG	63	31.5	32.0	60.9
Valid Samsung	53	26.5	26.9	87.8
Other	24	12.0	12.2	100.0
Total	197	98.5	100.0	
Missing System	3	1.5		
Total	200	100.0		

The above table shows the type of washing machine brand own among respondents who reported owning a washing machine in the research sample. Among the 197 respondents who own a washing machine, 57 respondents (28.5%) reported owning a IFB washing machine. This is followed by 63 respondents (31.5%) who own a LG washing machine and 53 respondents (26.5%) who own a Samsung washing machine. However 24 respondents (12.0%) reported owning Other brands of washing machine.

## Manova

### Multivariate Tests<sup>a</sup>

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.929	353.094 <sup>b</sup>	7.000	190.000	.000
	Wilks' Lambda	.071	353.094 <sup>b</sup>	7.000	190.000	.000
	Hotelling's Trace	13.009	353.094 <sup>b</sup>	7.000	190.000	.000
	Roy's Largest Root	13.009	353.094 <sup>b</sup>	7.000	190.000	.000
	Pillai's Trace	.820	10.312	21.000	576.000	.000
WhichbrandofWashingMachinedoyouown	Wilks' Lambda	.231	17.286	21.000	546.128	.000
	Hotelling's Trace	3.103	27.873	21.000	566.000	.000
	Roy's Largest Root	3.032	83.159 <sup>c</sup>	7.000	192.000	.000

a. Design: Intercept + WhichbrandofWashingMachinedoyouown

b. Exact statistic



c. The statistic is an upper bound on  $F$  that yields a lower bound on the significance level.

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Product	39.355 <sup>a</sup>	3	13.118	161.802	.000
	Price	31.289 <sup>b</sup>	3	10.430	89.137	.000
	Place	32.690 <sup>c</sup>	3	10.897	91.987	.000
	Promotion	29.902 <sup>d</sup>	3	9.967	66.481	.000
	People	36.936 <sup>e</sup>	3	12.312	109.867	.000
	Process	40.041 <sup>f</sup>	3	13.347	130.413	.000
	Physical Evidence	41.531 <sup>g</sup>	3	13.844	131.359	.000
Intercept	Product	167.970	1	167.970	2071.768	.000
	Price	135.026	1	135.026	1154.013	.000
	Place	140.970	1	140.970	1190.019	.000
	Promotion	127.881	1	127.881	852.947	.000
	People	158.064	1	158.064	1410.489	.000
	Process	171.135	1	171.135	1672.172	.000
	Physical Evidence	176.939	1	176.939	1678.916	.000

WhichbrandofWashinPromotion gMachinedoyouown	Product	39.355	3	13.118	161.802	.000
	Price	31.289	3	10.430	89.137	.000
	Place	32.690	3	10.897	91.987	.000
	People	29.902	3	9.967	66.481	.000
	Process	36.936	3	12.312	109.867	.000
	Physical Evidence	40.041	3	13.347	130.413	.000
Error	Product	41.531	3	13.844	131.359	.000
	Price	15.891	196	.081		
	Place	22.933	196	.117		
	Promotion	23.218	196	.118		
	People	29.386	196	.150		
	Process	21.964	196	.112		
Total	Physical Evidence	20.059	196	.102		
	Product	20.656	196	.105		
	Price	303.395	200			
	Place	254.667	200			
	Promotion	265.123	200			
		249.630	200			

	People	292.901	200			
	Process	313.975	200			
	Physical					
	Evidence	323.630	200			
	Product	55.245	199			
	Price	54.222	199			
	Place	55.909	199			
	Promotion	59.288	199			
Corrected Total						
	People	58.901	199			
	Process	60.100	199			
	Physical					
	Evidence	62.187	199			

a. R Squared = .712 (Adjusted R Squared = .708)

b. R Squared = .577 (Adjusted R Squared = .571)

c. R Squared = .585 (Adjusted R Squared = .578)

d. R Squared = .504 (Adjusted R Squared = .497)

e. R Squared = .627 (Adjusted R Squared = .621)

f. R Squared = .666 (Adjusted R Squared = .661)

g. R Squared = .668 (Adjusted R Squared = .663)

### Multivariate Tests:

The brands (IFB, LG, and Samsung) differ significantly from one another in every aspect of the marketing mix, according to the Multivariate Test table. It consists of the following statistical tests: Wilks' Lambda ( $F = 73.424, p < .001$ ), Hotelling's Trace ( $F = 13.009, p < .001$ ), Roy's Largest Root ( $F = 13.009, p < .001$ ), and Pillai's Trace ( $F = 353.094, p < .001$ ). This implies that there were considerable differences in the brands of washing machines that Goan consumers preferred.

### Tests of Between-Subjects Effects:

The Tests of Between-Subjects Effects table ( $p < .001$ ) indicates significant differences across the brands (IFB, LG and Samsung) concerning various elements of the marketing mix. Notable differences between the brands can be observed in the product ( $F = 243.42, p < .001$ ), price ( $F(3, 195) = 89.137, p < .001$ ), place ( $F(3, 195) = 91.987, p < .001$ ), promotion ( $F(3, 195) = 91.481, p < .001$ ), people ( $F(3, 195) = 66.487, p < .001$ ), process ( $F(3, 195) = 108.917, p < .001$ ), and physical evidence ( $F(3, 195) = 131.359, p < .001$ ). These variations show different customer preferences.

In conclusion, the MANOVA results demonstrate that there are notable differences between IFB, LG and Samsung in a variety of marketing mix elements. Each producer has unique advantages and disadvantages when it comes to meeting the demands of customers for washing machines.

## Post Hoc Tests

### PRODUCT

#### Tukey B

Which brand of Washing Machine do you own?	N	Subset	
		1	2
4	27	.000000	
2	63		1.209877
3	53		1.316562
1	57		1.346979

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = .081.

a. Uses Harmonic Mean Sample Size = 44.782.

b. Alpha = .05.

This table displays the results of the Tukey's Honestly Significant Difference (HSD) test for a pairwise comparison of the average scores of the marketing mix component "Product" among different brands of washing machines.

Brand Comparison:

IFB, LG, Samsung, and one more unidentified brand are represented by the number codes (1, 2, 3, and 4) that correspond to the respective brands.

#### Differences in Subset Means:

IFB, or Subset 1, serves as the benchmark. Subset 2 (LG) and IFB have a mean difference of 1.209877, indicating a considerable difference between the two. In Subset 3 (IFB), the mean difference between Samsung and IFB is 1.315662, suggesting a significant difference. Subset 4 (other brand) and IFB had a mean difference of 1.346979, indicating a significant difference between the two brands.

#### Implications:

Customer preferences for the "Product" element differ greatly throughout washing machine brands. As a reference brand, IFB highlights how it differs from LG, Samsung, and other brands, highlighting opportunities for improvement or using current advantages.

## PRICE

### Tukey B

Which brand of Washing Machine do you own?	N	Subset	
		1	2
4	27	.000000	
1	57		1.152047
2	63		1.155203
3	53		1.165618

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = .117.

a. Uses Harmonic Mean Sample Size = 44.782.

b. Alpha = .05.

This table displays the results of the Tukey's Honestly Significant Difference (HSD) test for pairwise comparisons of the average scores of the marketing mix component "Price" among different washing machine brands.



### Brand Comparison:

The brands are represented by the numerical codes (1, 2, 3, 4), which correspond to the following brands: LG, Samsung, IFB, and one more unnamed brand.

### Differences in Subset Means:

With respect to IFB, Subset 2 (LG) shows a mean difference of around 1.152047, indicating a significant difference in cost between LG and IFB. In Subset 3 (IFB), the mean difference between Samsung and IFB is around 1.155203, suggesting a significant pricing difference between the two companies. There appears to be a significant price difference between Subset 4 (other brand) and IFB, as indicated by the mean difference of about 1.165618, between the two brands.

### Implications:

Consumer perceptions of the price of different brands of washing machines differ significantly. IFB serves as a reference brand, highlighting distinctions from LG, Samsung, and other brands and highlighting areas where IFB has to adjust its pricing strategy or range of products to remain competitive.

## PLACE

### Tukey B

Which brand of Washing Machine do you own?	N	Subset	
		1	2
4	27	.000000	
2	63		1.167549
3	53		1.178197
1	57		1.202729

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = .118.

a. Uses Harmonic Mean Sample Size = 44.782.

b. Alpha = .05.

This table displays the results of the Tukey's Honestly Significant Difference (HSD) test for pairwise comparisons of the average scores of the marketing mix component "Place" across various washing machine brands.

### Brand Comparison:

Numerical codes (1, 2, 3, 4) are used to represent the brands: IFB, LG, Samsung, and an extra unknown brand.

### Subset Mean Differences:

IFB serves as the group of reference. When compared to IFB, Subset 2 shows a mean difference of around 1.167549%, indicating significant differences in the way LG and IFB interpret their environment. When compared to IFB, Subset 3 displays a mean difference of about 1.178197, suggesting a significant difference in the way Samsung and IFB view their respective locations. Subset 4 (other brand) and IFB have a mean difference of about 1.202729, indicating a significant divergence in the two brands' perceptions of the same site.

### Implications:

Customers' perceptions of place differ substantially amongst different washing machine brands. As a benchmark brand, IFB draws attention to how it differs from LG, Samsung, and other brands, highlighting areas in which it must adjust its distribution networks or retail strategies in order to remain competitive.

## PROMOTION

Tukey B

Which brand of Washing Machine do you own?	N	Subset	
		1	2
4	27	.000000	
3	53		1.081761
2	63		1.132275
1	57		1.165692

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = .150.

a. Uses Harmonic Mean Sample Size = 44.782.

b. Alpha = .05.

This table displays the results of the Tukey's Honestly Significant Difference (HSD) test for pairwise comparisons of the average scores of the marketing mix component "Promotion" among different washing machine brands.

### Brand Comparison:

Brand 1 (IFB) is the reference group utilized in this analysis. The remaining brands are represented by the numerals (2, 3, 4,) for Samsung, LG, and an unknown brand, in that order.

### Subset Mean Differences:

Subset 2 (Brand 2-LG) shows a mean difference of around 1.132275 compared to Brand 1 (IFB), indicating a significant difference in how LG and IFB perceive promotion. When compared to Brand 1 (IFB), Subset 3 (Brand 3 - Samsung) displays a mean difference of around 1.232725, suggesting a significant difference in the perspectives of IFB and Samsung regarding marketing. The mean difference of approximately 1.165692 between Brand 1 (IFB) and Subset 4 (unspecified brand) indicates a significant difference in the perceptions of promotion between the two brands.

### Implications:

When it comes to how people view promotions, Brand 1 (IFB) is very different from LG, Samsung, and an unknown brand. These differences highlight the areas in which IFB's marketing strategies need to be strengthened in order for it to remain competitive in the washing machine industry.

## PEOPLE

### Tukey B

Which brand of Washing Machine do you own?	N	Subset	
		1	2
4	27	.000000	
2	63		1.194004
3	53		1.251572
1	57		1.311891

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = .112.

a. Uses Harmonic Mean Sample Size = 44.782.

b. Alpha = .05.

This table displays the results of the Tukey's Honestly Significant Difference (HSD) test for pairwise comparisons of the average scores of the "People" marketing mix component among different brands of washing machines.

### Brand Comparison:

IFB, LG, Samsung, and one more unknown brand are represented by the numerical codes (1, 2, 3, 4), in that sequence.

### Subset Mean Differences:

Subset 1 (IFB) serves as the reference group. Subset 2 reveals a significant difference in the perception of people-related features between LG and IFB, with a mean difference of around 1.194004 in favor of IFB. Subset 3 reveals a mean difference of almost 1.251572 with respect to IFB, suggesting a notable distinction between Samsung and IFB's views on people.

### Implications:

Consumer perceptions of people-related features differ dramatically between washing machine brands. IFB, as the reference brand, emphasizes distinctions from LG, Samsung, and other brands in order to remain competitive. These variations highlight areas in which IFB should focus, such as after-sales support, brand image, and customer service.

## PROCESS

Tukey B

Which brand of Washing Machine do you own?	N	Subset	
		1	2
4	27	.000000	
2	63		1.262787
3	53		1.274633
1	57		1.372320

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = .102.

a. Uses Harmonic Mean Sample Size = 44.782.

b. Alpha = .05.

The Tukey's Honestly Significant Difference (HSD) test findings for pairwise comparisons of the average scores of the marketing mix component "Process" between various washing machine brands are shown in this table.

Brand Comparison:

Brand 1 is used as the reference for comparison.



### Subset Mean Differences:

The data from Subset 2 (Brand 2) indicates a considerable difference in the perceptions of the process between Brand 1 and Brand 2, with the mean difference being approximately 1.262787 compared to Brand 1. The mean difference of around 1.274633 between Brand 1 and Subset 3 (Brand 3) indicates that there is a substantial difference in the perceptions of process between Brands 1 and 3. There are notable variations in the process-related perceptions of Brand 1 and Subset 4 (Unspecified brand), as seen by the mean difference of around 1.373220 between the two brands.

### Implications:

Considering impressions connected to the process, Brand 1 distinguishes itself from Brands 2, 3, and an unidentified brand. These variations point to areas where Brand 1 has to streamline its operations or improve operational effectiveness in order to be competitive in the market for washing machines.

## PHYSICAL EVIDENCE

Tukey B

Which brand of Washing Machine do you own?	N	Subset	
		1	2
4	27	.000000	
2	63		1.239859
3	53		1.343816
1	57		1.391813

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = .105.

a. Uses Harmonic Mean Sample Size = 44.782.

b. Alpha = .05.

The findings of pairwise comparisons of the average scores of the marketing mix component "Physical Evidence" across several washing machine brands are shown in this table using Tukey's Honestly Significant Difference (HSD) test.

### Brand Comparison:

IFB, LG, Samsung, and an additional unidentified brand are represented by the numerical codes (1, 2, 3, 4), in that order.

### Differences in Subset Means:

Subset 1, or IFB, serves as the reference group. With a mean difference of about 1.239859 when compared to IFB, Subset 2 shows a significant difference in the perceptions of physical evidence-related features between LG and IFB. Subset 3 demonstrates a mean difference of around 1.343816 with respect to IFB, suggesting a significant gap between Samsung and IFB's perspectives on physical evidence.

### Implications:

The customer's opinion of criteria relating to physical evidence differed considerably throughout washing machine brands. As the industry standard, IFB draws attention to how it differs from LG, Samsung, and other brands, as well as what areas of product design, packaging, or branding it needs to focus on to remain competitive.

## **Findings**

### **1. Product Perception:**

Consumers perceive IFB and other washing machine brands differently when it comes to certain product-related aspects. Although IFB is a good brand in many areas, there are some areas where consumers feel that it differs from brands like LG, Samsung, and an unnamed brand.

### **2. Price Variation:**

Customers' views of pricing differ significantly, suggesting that IFB needs to adjust its pricing tactics.

### **3. Place Perception:**

Consumers' perceptions of different washing machine manufacturers, including IFB, vary with respect to place-related elements including retail strategies and distribution networks.

### **4. Promotion Strategy:**

Customers' opinions of promotions vary significantly, indicating areas where IFB's marketing strategies need to be strengthened.

#### 5. People-related Aspects:

Different brands, including IFB, have different opinions about people-related aspects including customer service and company image.

#### 6. Process Efficiency:

Significant variations in brand impressions of processes are found, pointing to areas where IFB needs to enhance operational efficiency.

#### 7. Physical Evidence Perception:

There are notable differences in how different companies perceive physical evidence, which points to areas where IFB can concentrate on branding, packaging, and product design.

Through the use of these findings, IFB will be able to enhance its strategies and operations to better cater to the demands and preferences of its customers, thereby fortifying its competitive edge in the washing machine industry.

## **Suggestions to IFB Industries Ltd.**

### **Product**

IFB needs to investigate the specific aspects of the product that are generating the observed variations. IFB must invest in new and enhanced products in order to enhance its marketing strategy, better match its offers to customer preferences, and maintain or increase its competitive advantage over other brands. While IFB is a good brand overall, there are some areas, like features and design, where consumers feel that it is different from brands like LG, Samsung, and other brands. By focusing on these insights, IFB can effectively adjust its marketing mix plans to meet customer expectations and gain a competitive edge in the washing machine industry.

### **Price**

IFB must investigate the specific pricing strategies and points of view causing the observed differences. By adapting its price strategies or product offers in response to customer preferences, IFB can maintain or improve its competitive position relative to other brands. IFB must carefully analyze its pricing strategy to ensure that it maintains its position as a market leader and offers value to customers.

By considering these facts, IFB can effectively modify its pricing strategies to meet customer expectations and gain a competitive advantage in the washing machine industry.

## **Place**

IFB has to carry out a comprehensive examination of the specific factors contributing to the noted differences in place perceptions. By altering its distribution plan or enhancing in-store experiences, IFB can maintain or improve its competitive edge over rival brands. In order to remain competitive globally and better meet the demands of its customers, IFB might consider changing its distribution networks or retail strategy.

By taking these findings into consideration, IFB can successfully alter its place related activities to meet customer expectations and gain a competitive advantage in the washing machine market.

## **Promotion**

Conduct a thorough research to determine the exact areas of promotion in which IFB is weaker to competitors. Run targeted marketing initiatives to enhance the areas that have been identified as needing work as well as to raise the brand's visibility and appeal. Promotional strategies need to be appropriately modified in response to customer feedback and market developments in order to remain competitive. In order for consumers to comprehend its services and brand value, IFB should focus on refining its marketing strategies.

By putting these recommendations into practice, IFB could improve its marketing-related activities, strengthen its position in the washing machine industry, and enhance customer happiness.

## **People**

IFB should investigate the specific reasons behind the observed differences in people-related perceptions. Enhancing customer service initiatives, brand ambassadors, and after-sale support can help IFB maintain or regain a competitive advantage over rivals. IFB may enhance its customer service initiatives and strengthen its brand in order to better please consumers and promote loyalty.

By taking these facts into consideration, IFB may effectively adjust its people-related initiatives to meet customer expectations and gain a competitive edge in the washing machine industry.

## **Process**

Do a detailed study to pinpoint the exact process areas where IFB could benefit from improvement. Put procedures in place to boost output, streamline processes, and improve client satisfaction in general. To ensure that procedures meet or exceed industry standards and customer expectations, make sure they are always being monitored and optimized. IFB needs to streamline its procedures in order to boost productivity and ensure a seamless customer experience from the moment of sale to after-sales assistance.

By putting these suggestions into practice, IFB could strengthen its operations, improve customer happiness, and maintain its competitive edge in the washing machine industry.



## **Physical Evidence**

IFB must carry out a comprehensive examination of the specific factors contributing to the noted differences in perceptions of physical evidence. IFB can maintain or acquire a competitive advantage over competing companies by strengthening its packaging, enhancing the aesthetics of its products, or enhancing its branding strategies. IFB should invest in enhancing the tangible aspects of its products in order to differentiate itself from competitors and create a positive first impression.

By keeping these observations in mind, IFB may effectively adjust its approach to physical evidence problems in order to meet customer expectations and gain a competitive advantage in the washing machine industry.

## **Work Done**

### **1. Benchmarking and recommendations for the IFB website:**

Performed a comprehensive benchmarking examination of the IFB corporate website, gave feedback and suggestions on how to improve the website's user interface, navigation, and content presentation to better engage users and meet industry standards.

### **2. Comparing the websites of Whirlpool and Bosch:**

Conducted benchmarking and competitive website reviews, encompassing Whirlpool and Bosch. Evaluated functioning, features, and layout to find best practices and potential areas for development in IFB website.

### **3. Adoption of Features from Whirlpool and Bosch Websites:**

Identified formats and essential features from Whirlpool and Bosch websites. Selected features and formats were included to improve the usability and aesthetics of the IFB website.

### **4. Development of Dummy Corporate Website Format:**

Using benchmarking and an examination of the ITC company website, a prototype of a corporate website format was created for IFB reference. Incorporated content display techniques, navigational components, and design elements from websites that dominate the industry.

### **5. Search Engine Optimization (SEO) for Washing Machine Keywords:**

Increased IFB's website exposure and search engine ranks by conducting SEO optimization for keywords connected to washing machines. Put into practice tactics for rival research and product search optimization in order to improve online visibility and draw in new clients.

### **6. Social Media Platform Review:**

Evaluated IFB's engagement strategies and social media presence on a range of platforms. Examined social media tactics of rival brands to find areas for development and areas for strength.

#### 7. Research on the Auto-Dosing Technique:

Performed extensive research on the automatic dosing method for washing machines. Investigated its features, advantages, and possible effects on IFB's product line.

#### 8. Identification of Participants Using Auto Dosing Technique:

Investigated rivals and industry participants who have started using auto dosing in laundry machines. Gathered information about rival tactics and market trends for introducing novel features.

9. Review and Naming of IFB Auto Dose Technique: Reviewed the effectiveness and efficiency of IFB's auto dose method. Suggested names on IFB's auto dosing technique.

#### 10. Front-load and Top-load Washing Machine Benchmarking:

Examined and compared IFB's front-load and top-load washers with those of competitors. Analyzed price, features, motor types, and other specifications were examined in order to determine opportunities for improvement and competitive advantages.

## **Learnings**

### **1. Understanding of Washing Machine Technology:**

Gained an in-depth understanding of the mechanics and technology behind washing machines, including their different types, components, and modes of operation.

### **2. Benchmarking and Comparative Analysis:**

Proficiency in comparing IFB washing machines with competitors models, as well as thorough analysis of product features, pricing, and market positioning, are key to identifying competitive advantages and areas for improvement.

### **3. Market Positioning and Retail Strategies:**

Obtained knowledge of how to best position IFB washing machines in the retail market by taking into account variables including customer preferences, rival product offerings, and retail dynamics in order to increase product visibility and sales potential.

### **4. Marketing and Communication Strategies:**

This study examined marketing and communication strategies specifically designed for the washing machine industry. These strategies included developing messaging that effectively reaches target audiences, utilizing digital channels for promotional purposes, and putting branding strategies into practice to set IFB products apart from the competition.

### **5. Product Development Insights:**

Gained knowledge about the steps involved in developing washing machines, such as determining market demands, conceiving features, and offering suggestions for product improvement based on user and market research.

### **6. Customer Engagement and Feedback Gathering:**

Acquired knowledge of successful customer engagement strategies unique to the washing machine industry, including setting up product demonstrations, getting consumer feedback, and utilizing user insights to enhance products.

#### 7. Sales and Marketing Alignment:

Understanding that in order to increase sales and develop brand loyalty, it is critical to coordinate marketing and sales efforts with product development goals. This includes maintaining consistent message and branding throughout all channels.

#### 8. Development and Execution of Retail Strategies:

Acquired knowledge in distribution strategies, channel partner connections, and retail merchandising techniques to maximize product visibility and placement in retail outlets.

## **Challenges**

### **Restricted Time Frame:**

As this study was conducted under time constraints, the breadth and depth of the data collection, analysis, and interpretation was restricted.

### **Small Sample Size:**

The study encountered difficulties because of its small sample size, which reduced the statistical power and representativeness of the results. Reduced confidence in the results and increased data variability might result from a smaller sample size.

### **Data Availability:**

Limited access to key data sources or datasets hindered the researcher's ability to gather comprehensive information on the factors influencing Goan consumers' decisions to purchase washing machines. The scope, depth, and interpretation of the study's analysis was constrained by this constraint.

## **Limitations**

### Sampling Bias:

Sampling bias may have resulted from the study's reliance on convenience sampling methods or specific recruitment channels, which could have distorted the demographic representation of the respondents and limited the findings' applicability to the greater Goa community of washing machine users.

### Self-Reporting Bias:

This phenomenon, which can happen when respondents provide socially acceptable replies or mistakenly recollect their purchase activity, can lead to a discrepancy between reported and actual consumer preferences and behaviors. The information acquired by surveys and interviews may be impacted by this.

### Restricted Geographic Scope:

The study's main focus was the Goa washing machine market, which made it harder to generalize the findings to other markets or regions with different socioeconomic, cultural, and consumer preferences. Consequently, the inferences made from this study may not fully capture the range of consumer behavior in more expansive contexts.

### Data Collection Techniques:

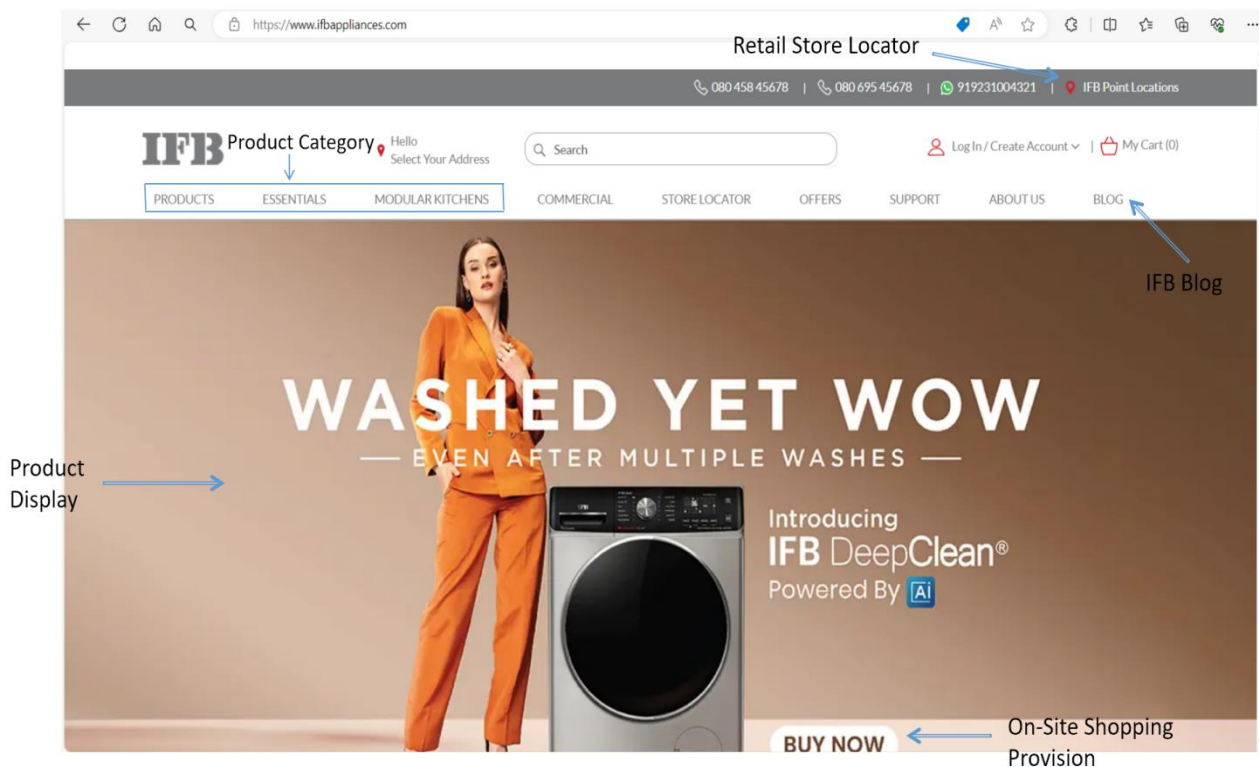
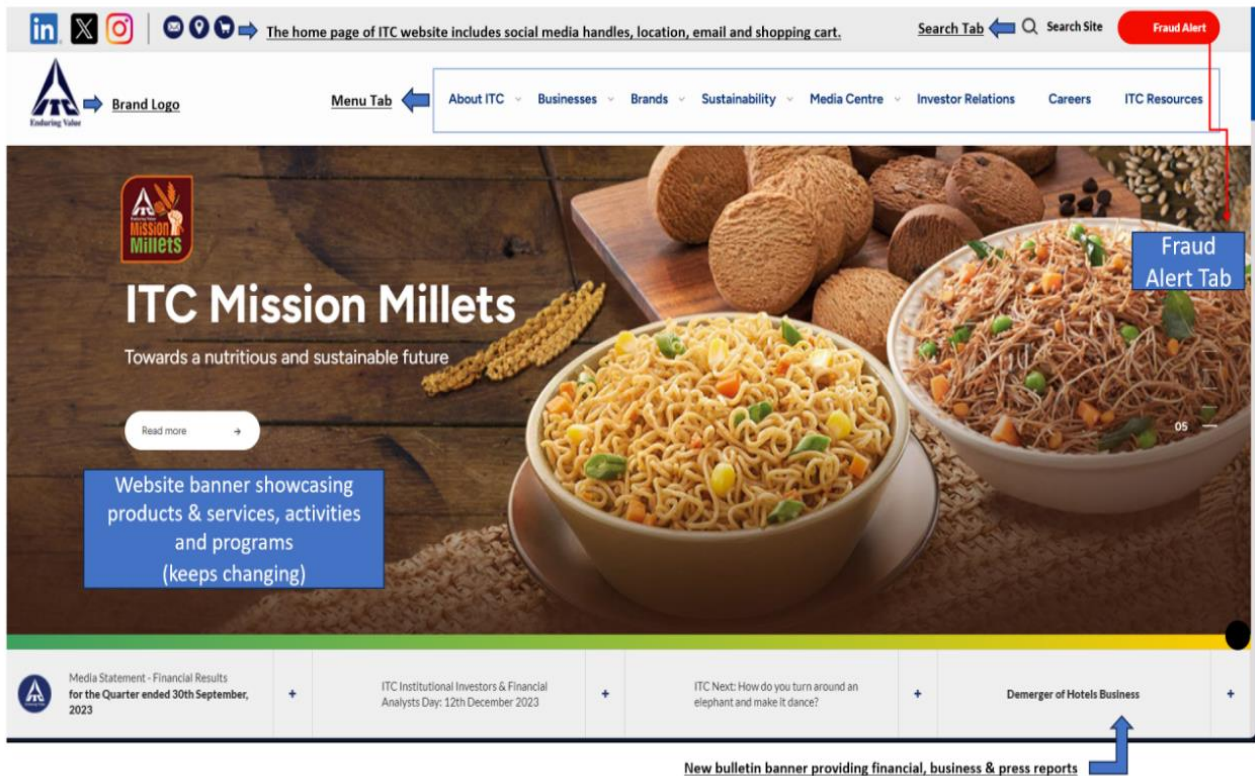
Relying just on surveys or other one dimensional data collection method might have missed a subtle customer insights. The breadth and depth of the findings could be enhanced by using a range of data collection methods.

### Limited Contextual Understanding:

It's possible that the study was not entirely aware of the more significant contextual factors that influence customer purchase decisions, such as market trends, competitive dynamics, macroeconomic variables, and regulatory settings. A thorough examination of different environmental factors could lead to a deeper knowledge of customer behavior.



## Pictures



## List

- Miele: TwinDos
- Fisher and Paykel: AutoDose
- Bosch: i-DOS System
- LG: *ezDispense™ System*
- Samsung: Auto Dose System
- AEG: AutoDose System
- Hisense: Auto Dose
- Roborock: Auto Dose
- TCL Auto Dosing

## Bosch







## Retail Visit







## Washers Benchmarking









## Factors Influencing Purchase Decisions of Durable Goods: Microwave Ovens in Goa

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## **Executive Summary**

The research project titled "Factors Influencing Purchase Decisions of Durable Goods: Microwave Ovens in Goa" seeks to delve into the complexities of consumer behavior surrounding the purchase of microwave ovens within the distinctive sociocultural, economic, and environmental context of Goa. By investigating the factors shaping consumers' decisions to purchase microwave ovens in this region, the study addresses a significant research gap and advances the understanding of consumer behavior within the durable goods market sector.

Employing a mixed-methods approach, the study combines primary and secondary data collection techniques. Primary data was gathered through exploratory research, including direct interviews with dealers and consumers, as well as structured online questionnaires administered to 100 respondents. Secondary data, sourced from studies, research papers, journals, and publications, complemented the primary data collection efforts. The study tool, a structured online questionnaire, demonstrated strong dependability with a robust Cronbach's Alpha, ensuring the accuracy and consistency of the gathered data.

Descriptive analysis of demographic variables revealed significant insights into consumer preferences based on age, gender, and income levels. Older consumers tended to prioritize ease of use and durability, whereas younger consumers exhibited a preference for smart technology and energy conservation. High microwave oven ownership rates among respondents, particularly for Convection and Solo models, indicate a mature market in Goa.

The findings underscore the considerable influence of pricing strategies, brand perception, and product attributes on consumer purchase decisions. Advanced features such as sensor cooking and multi-stage cooking emerged as key variables shaping consumer preferences. Effective pricing strategies aligned with brand reputation are crucial for capturing consumer trust and fostering brand loyalty in a competitive market landscape.

In conclusion, IFB Industries Ltd. stands to benefit from a nuanced understanding of the Goan microwave oven market. By leveraging insights into demographic trends, ownership patterns, and the significance of product attributes and pricing strategies, IFB can tailor its product development and marketing initiatives to gain a competitive advantage and capture a larger market share in the vibrant Goan marketplace, thereby driving expansion and prosperity.

# **MICROWAVE DIVISION OF IFB INDUSTRIES**

## **LTD**

A crucial component of IFB's product range is the microwave oven. They meet the increasing need for quick and effective cooking solutions. IFB offers a range of choices under this product line based on what customers want. Built-in, Solo, Grill, and Convection ovens are sold by IFB. With the release of its newest invention, the Steam Oven, it also intends to disrupt the market. It is going to be the first and only steam-compatible microwave oven in India. IFB's microwave ovens are engineered to give great performance, convenience, and dependability. They are designed, planned, and tested at the R&D lab in the washer facility in Goa.

The ovens are imported and made in China, but before they are shipped, they are put through a rigorous testing process at IFB's R&D lab to guarantee maximum functionality and compliance with safety regulations. In-depth cooking tests are carried out by IFB's R&D team to assess oven performance and offer important information for future product development. IFB works hard to develop microwave ovens that surpass customer expectations and create new standards for quality and innovation by constantly improving its product lineup and taking input from its customers into account.

IFB Industries Limited is proof of India's ability to manufacture goods and its spirit of entrepreneurship. Within the home appliance sector, IFB has become a trusted brand that is synonymous with excellence thanks to its unwavering focus on innovation, quality, and customer happiness. IFB is redefining performance and reliability standards in the market with its wide range of products, robust service network, and

dedication to ongoing development. With an eye on the future, the business is steadfastly devoted to upholding its basic principles of honesty, creativity, and excellence in order to foster sustainable growth and provide value to all of its stakeholders, including shareholders and customers.

## IFB Microwave Product Portfolio

### Solo



### Grill



## Convection



## Quartz



## Built-In



## Galanz

# Galanz

Galanz, a household name in the home appliance sector, is known for its microwave ovens. Galanz, which was established in 1978 and has its headquarters in Foshan, China, has accomplished great things, rising to the top of the global microwave oven manufacturing market. Their domination is stunning; estimates for 2019 indicate that they produced almost half of the world's microwaves.

Galanz's tale is not limited to microwave technology. Their product line has grown over time to include a greater variety of household appliances, such as washing machines, refrigerators, dishwashers, and toaster ovens. Their emphasis on innovation and "thoughtful engineering" goes beyond manufacturing. They market themselves as a supplier of smart home solutions and work hard to incorporate technology into regular products. In addition to securing Galanz's position as a global leader, their commitment to efficiency and quality has made them a reliable partner for other well-known appliance brands.



Although having state-of-the-art research and development facilities of its own, IFB makes use of Galanz's production competence for microwave ovens. IFB uses its own R&D labs to potentially design and develop its microwave ovens internally. However, IFB relies on Galanz's manufacturing expertise and track record for the real large-scale production. With the help of this strategic alliance, IFB is able to stay focused on its



core strengths in design and innovation while taking advantage of Galanz's high-volume, reasonably priced production capabilities.

Even though the microwave may bear the IFB brand, Galanz, the top producer of microwave ovens worldwide, have contributed to its production expertise.

## **Major Players in India's Microwave Market**

The market for microwave ovens in India is expanding at a rapid pace because of factors like changing lifestyles, urbanization, and increased disposable income. Established global brands and robust domestic competitors are fighting for market share in this dynamic industry. An overview of some of the major figures influencing the Indian microwave market is provided below:

### **Multinational Giants:**

Samsung:

Known for its consumer electronics products, Samsung provides a variety of microwave ovens in India, ranging from entry-level single versions to very feature-rich convection microwaves.

LG:

Another significant participant, LG serves the Indian market with microwaves that have cutting-edge features like easy-to-clean interiors and charcoal lighting for healthier grilling.

Whirlpool: This international brand, well-known for its dependable and user-friendly designs, provides microwaves in a range of price points.

### **Indian Brands:**

IFB:

A well-known Indian appliance company, IFB provides a wide selection of microwave ovens, including convection models with tandoor features, to satisfy the region's inclination toward grilled food.

Godrej:

This well-known Indian company offers microwave ovens that are more affordable for a broader range of consumers, appealing to the value market.

Havells:

Well-known for a wide variety of appliances, Havells focuses on user ease and design aesthetics while producing microwave ovens.

### Emerging Players:

In the Indian microwave industry, a number of internet-focused startups and brands are also making an impression. These businesses target younger consumers who are accustomed to online purchasing by providing competitive features and costs.

While not all-inclusive, this list demonstrates the wide variety of participants fueling the expansion of the microwave market in India. With multiple brands catering to distinct consumer demands and interests, the industry is competitive and provides Indian consumers with a wide range of options.

## **Factors Influencing Purchase Decisions of Durable Goods: Microwave Ovens in Goa**

Businesses must grasp customer behavior and how they decide what to buy when it comes to durable products in today's shifting market. The purpose of this study is to investigate further the variables influencing customers' decisions to buy a particular durable commodity in the state of Goa—the microwave oven. Among other durable goods, microwave ovens are particularly important pieces of equipment in contemporary kitchens, changing cooking habits and improving convenience. (Kalinke et al., 2022).

Because they provide unmatched convenience and efficiency in food preparation, microwave ovens have become essential appliances in contemporary kitchens. Kitchen equipment that employ electromagnetic radiation to quickly and efficiently heat and cook food have become commonplace in homes all over the world and are now associated with modern cooking techniques. (Cresswell & Haswell, 2001). The subject of what drives consumers to select one microwave oven over another, despite their common use, continues to be an interesting challenge, highlighting the intricate interaction of many variables influencing purchasing decisions. (Detz & van der Zwaan, 2020).

Consumer preferences are influenced by a wide range of factors beyond just functionality. Perceived dependability and brand repute are important factors that influence consumer decisions. Well-known companies with a track record of producing high-quality goods and cutting-edge features frequently have an advantage over rivals in the marketplace. Consumers seeking convenience and sustainability are also placing a greater importance on technology innovations like energy-efficient designs, smart features, and easy-to-use controls.

Customer preferences are also significantly influenced by the microwave ovens' aesthetic appeal and coherence of design. Harmony and integration within the home are enhanced by sleek design and compatibility with the kitchen's current décor. Furthermore, customers' opinions of a product's value and level of trust are greatly influenced by elements including price competitiveness, warranty coverage, and after-purchase support services.

Purchasing a microwave oven involves a decision-making process that goes beyond simple utility and involves a complex interaction of functional features, brand perception, design aesthetics, and financial considerations. Businesses looking to gain

and hold onto market share in this competitive landscape must grasp these complex dynamics as consumers look for appliances that not only fit their immediate requirements but also their ideals and aspirations for their lifestyle.

(IEEE Microwave Theory and Techniques Society., 2009) explores the complex world of consumer decision-making, shedding light on the process's many facets. It emphasizes that a complex interaction of different elements leads to these judgments rather than them being made in a vacuum. The most crucial factors are individual preferences, brand image, price, and product quality. Every element has a role in influencing how consumers perceive products and make decisions. Product quality is crucial because buyers want to know that their money will be well spent on long-lasting, dependable, and efficient appliances. Contrarily, price affects how people perceive value and affordability, frequently determining whether a thing is considered excessively costly or within reach.

Brand image is crucial because it conveys a company's reputation and reliability as well as how well it aligns with the values and goals of its target market. Customers that are emotionally connected to a powerful brand are more likely to be loyal and make purchases. Individual preferences also further modify the decision-making process, as they are molded by personal tastes, lifestyle factors, and cultural influences.

When it comes to choosing a microwave oven, customers in Goa's bustling markets have a large number of options to choose from. In the middle of this wealth, they set out to discover the perfect appliance to satisfy their unique requirements and wants. (Rajeswari & Pirakatheeswari, 2014a). Customers sort through the many possibilities, assessing each one against their own set of standards, whether they are more concerned with energy efficiency, functionality, design aesthetics, or brand reputation. As they set out on their mission, their choices show the richness and complexity of consumer behavior in the thriving Goan economy by taking into account not only practical factors but also nuanced aspects of identity, aspiration, and lifestyle.

(Asif, n.d.-a) highlights how important lifestyle and demographic factors are in influencing customer behavior, especially when it comes to buying durable goods like microwave ovens. Certain demographic factors—like age, family size, income level, and occupation—have a significant impact on the decisions and choices that consumers make while making purchases. For example, younger consumers might place more value on cutting-edge technology and stylish designs, whereas older consumers might place more value on robustness and usability. Decision-making is also influenced by one's economic level; households with greater incomes may be more inclined to spend money on upscale products and features.

Additionally, societal trends and cultural conventions have a big impact on consumer behavior. Businesses need to grasp these subtleties in a state as culturally diverse as Goa, where traditions, customs, and lifestyle choices differ. The sorts of microwave ovens that are desired may vary depending on certain cultural customs, such as those that accommodate particular food preferences or culinary styles that are common in the area. of addition, consumer preferences for particular features or traits of microwave ovens are influenced by societal trends, such as the increased emphasis on environmental sustainability or health and well-being.(Shahirah Maisurah Saibin Abdullah et al., n.d.-a) underlines that consumer concerns are not limited to functional aspects; they also include design aesthetics and warranty information. Consumer perception is greatly influenced by design aesthetics, with visually appealing appliances frequently garnering greater attention and preference. In addition, warranty clauses give customers assurance about the dependability of the product and post-purchase assistance, which raises the product's perceived value overall.

Customers navigate through a complex interplay of demographic lifestyle characteristics, cultural influences, and product features as they consider their options in Goa's bustling markets. Businesses can improve their competitive edge in the market by customizing their marketing tactics, product offerings, and customer service activities to better meet the varied demands and preferences of the local consumer base by understanding these dynamics.

This study, which focuses on the factors influencing the purchase decision of durable goods—microwave ovens in Goa—aims to close a significant gap in the body of knowledge. Although research has looked into the choices people make when buying refrigerators, air conditioners, and TVs, there hasn't been a specific study on microwave ovens in the Goan market. This study intends to offer priceless insights into consumer preferences and behaviors that influence purchasing decisions by utilizing the body of current literature and evidence, specifically addressing the needs of IFB Industries Ltd.

IFB can modify its product design and development processes to better line with consumer wants and desires by thoroughly studying consumer preferences and the unique elements driving purchasing decisions in the local Goan market. This knowledge will help IFB to better differentiate its products from those of its rivals, capitalize on distinctive qualities that customers appreciate, and eventually improve its competitive position in the market. It will also help to influence marketing initiatives. As the research progresses, it is anticipated to provide additional insights into the complex dynamics of consumer behavior concerning the acquisition of durable products.

## **Literature Review**

The decisions made by consumers when making durable goods purchase microwave ovens in particular have been the focus of much research in the field of consumer behavior. Researchers from all across the world have examined a variety of elements that affect these choices, providing manufacturers and marketers with insightful information.

1. Understanding Consumer Behavior: At the core of marketing strategy is consumer behavior, which is the intricate process by which individuals or groups choose, utilize, or discard products to suit their needs.(Mashao & Sukdeo, n.d.) emphasize how important consumer behavior is in determining the success of industries. The purchasing decisions are influenced by a complex interplay of cultural, social, psychological, and personal elements, which presents a dynamic environment for marketers to manage.(Megala & Kannapiran, n.d.-a). Consumer preferences are significantly shaped by brand perception and recognition. Although people are loyal to a brand, brand perception includes ideas about social impact, status symbolism, and quality. According to customer perceptions, brands like Apple and Samsung are seen as status symbols that affect consumer choices and buying decisions based on social image and brand identification.(Rajeswari & Pirakatheeswari, 2014b). (Asif, n.d.-b) Lakshminarasimha (2011) examined how family dynamics affect consumers' decision-making processes, emphasizing the various ways that family members can affect a decision to buy. They emphasized the significance of taking into account family impacts on customer behavior that affect buying decisions based on their research.

### 2. Gender and Age Differences in Purchase Decision:

Based on the findings of (Öztürk & Karakaş, n.d.), They investigated how age and gender differed in what people bought. According to their research, women value design aesthetics and simplicity of use, whereas men tend to value technical specifications and functionality. Age disparities have also been noted, with younger consumers frequently favoring the newest trends and technology while older consumers can place a higher value on dependability and simplicity.

### 3. Cultural and Social Influences:

Consumer purchasing decisions are significantly influenced by social dynamics and cultural quirks. Nationality, religion, and geographic region are examples of subcultures that influence varied consumer preferences. (Phuong et al., 2020a). Furthermore, social factors that impact family structure, responsibilities, and status have a significant impact on judgments about what to buy, especially when it comes to

durable household goods.(Mashao & Sukdeo, n.d.). Consumer purchase decisions are heavily impacted by cultural factors. Consumer preferences and purchasing decisions are influenced by nationality, religion, and geographic location in culturally diverse regions like Goa. When targeting customers in varied areas, marketers must have a thorough understanding of these cultural quirks. (Megala & Kannapiran, n.d.-a).

#### 4. The Power of Brand:

One powerful factor that influences customer decision-making is brand equity. Brands impact consumer perceptions and purchase intentions by acting as symbols of dependability and quality. (Adam, 2016). The capacity of successful brands to arouse favorable associations and foster consumer confidence is a defining characteristic.(Rao et al., 2016a). Consumer preferences are significantly shaped by brand perception and recognition. Although people are loyal to a brand, brand perception includes ideas about social impact, status symbolism, and quality. Perceived as status symbols, brands such as Apple and Samsung impact customer decisions through their social image and brand identity. (Malviya & Thakur, 2013).

#### 5. Product Quality and Innovation:

Technological innovations, quality, and innovation are the cornerstones of consumer preference. Products that promise better performance, longevity, and efficiency are given priority by consumers. (Bhanushali, 2016). Furthermore, a tactic to draw in customers and boost demand during economic downturns is the release of fresh models and features. (Megala & Kannapiran, n.d.-b).

#### 6. Quality and Performance:

In the market for durable goods, perceived quality and performance play a critical role in influencing consumer decisions. When assessing microwave ovens, consumers place a higher value on qualities like culinary capabilities and energy economy. (Shahirah Maisurah Saibin Abdullah et al., n.d.-b). In the cutthroat Goan market, maintaining excellent product quality and peak performance can boost customer satisfaction and loyalty.

#### 7. Advertising and Consumer Perception:

By bridging the gap between consumers and products, advertising influences consumers' perceptions and decisions to buy. According to a study by, efficient communication through advertising channels improves brand image and shapes consumer perceptions. (Rao et al., 2016b). However, the efficacy of advertising may differ for various demographic groups, requiring sophisticated marketing strategies. (Role, 1979). According to (Bakara & Bakara, 2167) Purchase decisions are significantly influenced by television advertising, which both reinforces materialistic



impulses and amplifies brand preferences. Peer pressure and brand impression show up as important factors that impact consumers' purchasing decisions, underscoring the complex relationship between media exposure and behavior.

#### 8. Brand Loyalty and Satisfaction:

As a fundamental component of consumer behavior, brand loyalty promotes recurring business and favorable word-of-mouth. Brand loyalty is more likely to be displayed by satisfied customers, which helps businesses succeed in the long run. (Adam, 2016). Additionally, post-purchase interactions and after-sales support are very important in determining how satisfied and loyal customers are.

(Bhanushali, 2016). (Inoni & Okorie, 2022) draws attention to how crucial after-sales care is to fostering customer loyalty and trust, which in turn affects customers' decision to buy.

#### 9. Economic Considerations:

Value propositions, affordability, and income are examples of economic considerations that have a big impact on buying decisions. Customers compare the perceived worth of products to their financial circumstances in an effort to find the greatest offers and prices.(Kannapiran & Megala, 2021). Financing alternatives and competitive pricing methods might influence consumers' decisions to choose particular brands or models. (Phuong et al., 2020b).

The thorough literature analysis highlights the complex interactions between consumer behavior and the wide range of variables impacting buying decisions, with a particular focus on microwave ovens in the thriving Goan market. Consumer preferences and behaviors are shaped by a complex interplay of cultural subtleties, social dynamics, economic concerns, and psychological elements that firms must manage. For marketers and producers looking to make a name for themselves in the cutthroat Goa market, it is critical to acknowledge these complex forces. Businesses can efficiently adjust their marketing tactics by gaining insights into consumer psychographics, economic conditions, societal trends, and local customs. By taking a customized strategy, companies may connect with Goan customers and meet their specific requirements and goals. In the end, using a comprehensive grasp of these elements enables companies to create value propositions that are attractive, improve brand resonance, and cultivate enduring customer relationships—all of which are critical to success in Goa's dynamic and always changing durable goods market.

### **Research Gap:**

The goal of this study is to fill a major gap in the literature by investigating the variables that affect customers' decisions to buy microwave ovens in the unique sociocultural, economic, and environmental setting of the state of Goa. Although earlier research has provided insightful information on market dynamics and consumer behavior patterns, there is a dearth of studies that particularly address the complex attitudes and preferences of Goan consumers about microwave ovens. This gap prevents a thorough knowledge of the variables influencing decisions to buy in this specific durable goods market sector.

This study aims to close this research gap and add to the body of knowledge on consumer behavior in the context of microwave oven purchases in Goa by exploring the intricacies of consumer decision-making processes. Businesses must comprehend the distinct elements influencing consumer decisions in this sector in order to properly customize their product offers and marketing tactics. Furthermore, investigating the ways in which environmental concerns, technical awareness, and other high-involvement characteristics influence customers' purchase decisions in this domain is crucial, given the dynamic socio-cultural and economic landscape of Goa.

Through elucidating these variables, the study seeks to offer practical perspectives to IFB Industries Ltd, a company involved in the Goan microwave oven sector. These perspectives will facilitate the company's ability to enhance their promotional tactics, fine-tune product attributes, and formulate tactics that effectively cater to the distinct requirements and inclinations of Goan customers. In the end, filling this research void will help us better understand how consumers behave in the durable goods industry and make it easier to create more focused, customer-focused initiatives that will boost the microwave oven segment's growth and competitiveness in Goa's vibrant marketplace.

### **Research Objective:**

To examine the associations between product features, pricing, brand perception, and consumer preferences, and their influence on consumers' purchase decisions regarding microwave ovens in the state of Goa.

### **Research Questions:**

1. What is the relationship between product features and consumers' purchase decisions for microwave ovens in Goa?
2. How does pricing affect consumers' purchase intentions for microwave ovens in Goa?
3. What role does brand perception play in influencing consumers' purchase decisions for microwave ovens in Goa?
4. How do consumer preferences impact purchase decisions regarding microwave ovens in Goa.

## **Research Methodology**

### **Introduction:**

This research delved into the factors influencing customers' purchase decisions for durable goods, specifically focusing on Microwave Ovens within the state of Goa. This section depicts the methodology that was employed to fulfill the research objectives, encompassing data collection methods, sampling design, research instrument, and data analysis techniques.

### **Research Design:**

This study adopts a comprehensive research design to investigate the factors influencing customers' purchase decisions. It integrates both primary and secondary data to glean insights into customer preferences.

### **Data Collection:**

#### **Primary Data:**

The primary data collection comprises two main approaches: exploratory research and a structured online questionnaire.

#### **Exploratory Research:**

Direct interviews with dealers and customers serve as the qualitative approach to delve into the factors that influence customers' purchase decisions regarding microwave ovens. This method facilitates an in-depth exploration of the factors influencing purchase decisions.

#### **Structured Online Questionnaire:**

A structured online questionnaire is developed using Google Forms and distributed to respondents via email and prominent social media platforms such as Facebook, WhatsApp, and Instagram. The questionnaire employs a five-point Likert scale to gauge customer opinions and preferences, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

#### **Secondary Data:**

Secondary data is gathered from diverse sources, including studies, research papers, journals, and reports. These sources furnish valuable insights into the factors impacting purchase decisions, supplementing the primary data collection.

#### Sampling Design:

Given the considerable number of potential respondents in Goa and the constraints on data collection time, a convenient sampling technique is adopted. A sample of 100 consumers is selected as respondents, ensuring representation from various demographic segments and geographical locations within Goa.

#### Research Instrument:

The primary data collection instrument utilized for this study was the online questionnaire developed using Google Forms. This instrument facilitates efficient data collection and enables respondents to conveniently provide feedback via electronic means.

This research methodology endeavors to provide a robust framework for exploring the factors influencing customers' purchase decisions for microwave ovens in Goa, thereby contributing to a deeper understanding of consumer behavior in the durable goods market.

All items were rated by respondents on a five-point Likert scale. Each questions scaled from Number 1 with the statement “Strongly Disagree” to number 5 with the statement “Strongly Agree”.

The weight (score) are set in each level as followed;

Strongly Agree = 5 points

Agree = 4 points

Neutral = 3 points

Disagree = 2 points

Strongly Disagree = 1 point

#### Data Analysis:

##### Content Validity Analysis:

Content Validity Analysis of Questionnaire was done, To evaluate the questionnaire's content validity. The content validity was done by the researcher by using techniques like expert judgment and content review, and scores were provided for the validity

test for this study.

#### Reliability Analysis:

Reliability Analysis of Research Instrument The researcher apply pilot test to examine the reliability of the questionnaire. The reliability test for this research is processed on computer program by using Cronbach's alpha coefficient.

<b>Cronbach's Alpha Coefficient</b>	<b>Reliability Level</b>	<b>Desirability Level</b>
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

#### Statistical Treatment of Data

Primary data collected from the survey was processed and tabulated using Microsoft Excel. This involves organizing the raw data into a structured format suitable for statistical analysis.

Statistical analysis was conducted using SPSS (Statistical Package for Social Sciences) to analyze the primary data and identify correlations between various factors influencing purchase decisions of microwave ovens in Goa. Specifically, Pearson correlation coefficients was calculated to examine the strength and direction of relationships between different variables such as product features, pricing, brand perception, and consumer preferences.

The above-mentioned methodology provided a systematic approach in understanding the factors influencing purchase decisions of durable goods, particularly microwave ovens, in the state of Goa. By employing statistical techniques like Pearson correlation analysis, the study generated valuable insights into the relationships between different factors and inform marketing strategies for businesses operating in the microwave oven market in Goa.

## Data Analysis

### Content Validity Analysis:

**Mrs. Teja Khandolkar**

Sr. No.	Questionnaire Item	Scale (1= Not relevant, 2= Somewhat relevant, 3= Quite relevant and 4= Highly relevant)			
		1	2	3	4
PRODUCT FEATURES					
1	The size of the microwave oven influence my purchase decision			3	
2	The availability of multiple cooking modes in a microwave oven influences my purchase decision				4
3	Energy efficiency in a microwave oven influences my purchase decision				4
PRICING					
1	The cost of the microwave oven influences my purchase decision				4
2	Promotional offers or discounts on a microwave oven influences my purchase decision			3	
BRAND PERCEPTION					
1	Brand reputation of a microwave oven influences my purchase decision			3	
2	Durability and reliability of a microwave oven brand influence my purchase decision			3	
CONSUMER PREFERENCES					
1	Design aesthetics of the microwave oven influence my purchase decision				4
2	Warranty provisions offered by the microwave oven brand influence my purchase decision			3	
3	User-friendly interface and ease of operation of a microwave oven influence my purchase decision				4

**Mr. Mihir Karanjavkar**

Sr. No.	Questionnaire Item	Scale (1= Not relevant, 2= Somewhat relevant, 3= Quite relevant and 4= Highly relevant)			
		1	2	3	4
PRODUCT FEATURES					
1	The size of the microwave oven influence my purchase decision				4
2	The availability of multiple cooking modes in a microwave oven influences my purchase decision				4
3	Energy efficiency in a microwave oven influences my purchase decision				4
PRICING					
1	The cost of the microwave oven influences my purchase decision				4
2	Promotional offers or discounts on a microwave oven influences my purchase decision				4
BRAND PERCEPTION					
1	Brand reputation of a microwave oven influences my purchase decision				4
2	Durability and reliability of a microwave oven brand influence my purchase decision			3	
CONSUMER PREFERENCES					
1	Design aesthetics of the microwave oven influence my purchase decision				4
2	Warranty provisions offered by the microwave oven brand influence my purchase decision				4
3	User-friendly interface and ease of operation of a microwave oven influence my purchase decision				4



**Mr. Cedric Fernandes**

Sr. No.	Questionnaire Item	Scale (1= Not relevant, 2= Somewhat relevant, 3= Quite relevant and 4= Highly relevant)			
		1	2	3	4
PRODUCT FEATURES					
1	The size of the microwave oven influence my purchase decision				4
2	The availability of multiple cooking modes in a microwave oven influences my purchase decision				4
3	Energy efficiency in a microwave oven influences my purchase decision			3	
PRICING					
1	The cost of the microwave oven influences my purchase decision				4
2	Promotional offers or discounts on a microwave oven influences my purchase decision				4
BRAND PERCEPTION					
1	Brand reputation of a microwave oven influences my purchase decision			3	
2	Durability and reliability of a microwave oven brand influence my purchase decision		2		
CONSUMER PREFERENCES					
1	Design aesthetics of the microwave oven influence my purchase decision				4
2	Warranty provisions offered by the microwave oven brand influence my purchase decision			3	
3	User-friendly interface and ease of operation of a microwave oven influence my purchase decision				4

CVI = No. of Agreement (per statement) above 3/No. of Experts

**PRODUCT FEATURES**

**Q1 = 1**

**Q2 = 1**

**Q3 = 1**

**PRICING**

**Q1 = 1**

**Q2 = 1**

**BRAND PERCEPTION**

**Q1 = 1**

$$Q2 = 0.67$$

#### CONSUMER PREFERENCES

$$Q1 = 1$$

$$Q2 = 1$$

$$Q3 = 1$$

$$S-CVI = \text{Total of I-CVI} / \text{No. of items}$$

$$\text{Overall Scale Validity} = 9.7/10$$

$$= 0.967$$

### Pilot Study

A pilot study is a strategy used to test a questionnaire using a sample smaller than the planned sample size. The importance of the need to conduct a pilot study is to enable researchers to determine the feasibility of the research design conducted. If the results of a pilot study have been obtained, the results can be used to assist researchers in large-scale research methodologies. A group of male and female participated in the pilot test. This pilot test was randomly distributed to 20 respondents. The respondents' feedbacks were about the factors influencing the purchase decision of durable goods: microwave ovens.

## **Cronbach Alpha**

### Reliability Statistics

Cronbach's Alpha	N of Items
.942	15

The above table reliability statistics shows the Cronbach Alpha. The questionnaire was initially sent to 20 respondents for its reliability in measuring the objectives of the study. The study showed that the Cronbach Alpha result is 0.942. The value of the Cronbach Alpha approach is greater than 5. Therefore it can be concluded that the questionnaire is an instrument that can be used to measure or answer the objectives of this study.

## **Descriptive Analysis**

The following tables are the descriptive analysis of demographic characteristics which are the frequency and percentage distribution of respondent respectively. And tables also show the average mean and standard deviation.

### **The Analysis of age levels using Frequency and Percentage**

#### **Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
24-32	29	29.0	29.0	29.0
33-41	35	35.0	35.0	64.0
42-50	28	28.0	28.0	92.0
51 & Above	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Above table shows the age of respondents in this research. It is viewed that among the 100 respondents, 29 (29.0%) respondents of the sample size are between 24 to 32 years. 35 (35.0%) respondents are between 33 to 41 years. 28 (28.0%) respondents are between 42 to 50 years. 8 (8.0%) respondents are 51 Years & above.

## The Analysis of gender levels using Frequency and Percentage

### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	46	46.0	46.0	46.0
Female	49	49.0	49.0	95.0
Others	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Above table shows the gender of respondents in this research. It is viewed that among the 100 respondents, 46 respondents of the sample size are male, 49 respondents are female and 5 respondents belong to others category. Therefore, there is a proportion 46.0% of male, 49.0% female and 5.0% of others respectively.

## The Analysis of annual income levels using Frequency and Percentage

### Annual Income

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00,000-5,00,000	22	22.0	22.0	22.0
5,00,000-7,00,000	27	27.0	27.0	49.0
7,00,000-10,00,000	37	37.0	37.0	86.0
10,00,000 & Above	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Above table shows the annual income of respondents in this research. It is viewed that among the 100 respondents, 22 (22.0%) respondents of the sample size have 3,00,000-5,00,000, 27 (27.0%) respondents have 5,00,000-7,00,000, 37 (37.0%) respondents have 7,00,000-10,00,000, 14 (14.0%) respondents have 10,00,000 & Above respectively as their annual income.

### The Analysis of ownership of microwave oven levels using Frequency and Percentage

**Do you own a Microwave Oven?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	79.0	79.0	79.0
	No	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

The above table shows ownership of microwave oven of respondents in this research. It is viewed that among the 100 respondents, 79 (79.0%) respondents of the sample size own a microwave oven and 21 (21.0%) respondents do not own a microwave oven.

### The Analysis of types of microwave oven levels using Frequency and Percentage

**What type of Microwave Oven do you have?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	21	21.0	21.0	21.0
	Solo	26	26.0	26.0	47.0
	Grill	20	20.0	20.0	67.0
	Convection	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

The above table shows the type of microwave oven among respondents who reported owning a microwave oven in the research sample. Among the 79 respondents who own a microwave oven, 26 respondents (26.0%) reported owning a Solo microwave oven. This is followed by 20 respondents (20.0%) who own a Grill microwave oven and 33 respondents (33.0%) who own a Convection microwave oven.

## Pearson Correlation

### Correlations

		Product Features	Pricing	Brand Perception	Consumer Preferences
Product Features	Pearson Correlation	1	.887**	.920**	.854**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Pricing	Pearson Correlation	.887**	1	.942**	.853**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Brand Perception	Pearson Correlation	.920**	.942**	1	.903**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Consumer Preferences	Pearson Correlation	.854**	.853**	.903**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### 1. Product Features and Pricing:

The strong positive correlation between product features and pricing ( $r = 0.887$ ,  $p < 0.01$ ) indicates a significant relationship between the perceived quality of product features and the pricing of microwave ovens. This suggests that as consumers perceive the quality and functionality of product features to be higher, they are willing to pay a premium price for the microwave oven. In essence, consumers tend to associate advanced features with a higher value proposition, leading to an increased willingness to invest more in a product that meets their expectations for performance and functionality. This correlation underscores the importance of product differentiation and effective communication of enhanced features to justify premium pricing strategies in the microwave oven market.

## 2. Product Features and Brand Perception:

The strong positive correlation between product features and brand perception ( $r = 0.920$ ,  $p < 0.01$ ) indicates a significant association between the quality of product features and consumers' perceptions of a brand. This suggests that when microwave ovens offer superior features, consumers are more likely to view the brand positively. Essentially, brands that provide innovative and high-quality features in their microwave ovens are perceived as more trustworthy and reliable by consumers. This positive association between product features and brand perception highlights the importance for companies to invest in product development and innovation to enhance their brand image and foster consumer trust and loyalty. Additionally, it underscores the value of effectively communicating these superior features to consumers to strengthen brand positioning and competitive advantage in the market.

## 3. Product Features and Consumer Preferences:

The robust positive correlation between product features and consumer preferences ( $r = 0.854$ ,  $p < 0.01$ ) underscores the pivotal role of product features in influencing consumers' preferences. It suggests that microwave ovens equipped with advanced features are significantly more appealing to consumers and are preferred over those with limited features. This finding emphasizes the crucial aspect of catering to consumer preferences by offering innovative and feature-rich microwave oven models. Manufacturers who invest in research and development to enhance product features are likely to attract more consumer interest and gain a competitive advantage in the market. Consequently, understanding and incorporating consumer preferences into product design and development processes become imperative for achieving success and meeting consumer demands effectively.

## 4. Pricing and Brand Perception:

The robust positive correlation between pricing and brand perception ( $r = 0.942$ ,  $p < 0.01$ ) indicates a significant relationship between the pricing of microwave ovens and consumers' perceptions of brand reputation. This suggests that consumers tend to associate higher-priced microwave ovens with a more favorable brand image. The association of higher prices with superior quality and prestige contributes to the positive perception of the brand. Consumers often attribute higher prices to better quality and reliability, leading to a positive brand image and increased trust. As a result, brands that price their microwave ovens higher may benefit from enhanced brand reputation and a competitive edge in the market. This underscores the importance of pricing strategies in shaping consumer perceptions and influencing brand positioning in the competitive landscape.



## 5. Pricing and Consumer Preferences:

The substantial positive correlation between pricing and consumer preferences ( $r = 0.853$ ,  $p < 0.01$ ) emphasizes the pivotal role of pricing in shaping consumers' preferences for microwave ovens. This indicates that pricing significantly influences consumers' decision-making processes when selecting microwave ovens. Higher-priced microwave ovens are often perceived as offering better value or quality by consumers, which consequently influences their preferences. The perception of higher prices being indicative of superior quality or features can lead consumers to favor higher-priced options when making purchase decisions. As a result, pricing strategies play a crucial role in guiding consumer preferences and impacting market demand for specific microwave oven models. Manufacturers and marketers can leverage this insight to develop pricing strategies that align with consumer preferences and enhance market competitiveness.

## 6. Brand Perception and Consumer Preferences:

The robust positive correlation between brand perception and consumer preferences ( $r = 0.903$ ,  $p < 0.01$ ) underscores the significant influence of brand image on consumers' preferences for microwave ovens. This suggests that consumers' choices are heavily influenced by their perception of a brand, indicating the importance of brand reputation in shaping purchasing decisions. A positive brand image cultivates consumer trust and loyalty, leading to a preference for products associated with reputable brands. Consequently, companies with strong brand equity are better positioned to attract and retain customers, as consumers are more inclined to choose products from brands they trust. This correlation highlights the necessity for brands to invest in building and maintaining a positive brand image to effectively capture consumer preferences and maintain a competitive edge in the market.

These findings highlight the pivotal role of product features, pricing, and brand perception in shaping consumers' decisions when purchasing microwave ovens in Goa. Recognizing the significance of these factors, IFB Industries Ltd, can strategically leverage these insights to create their offerings to better align with consumer preferences and elevate their brand presence in the market. By prioritizing innovation and quality in product development, IFB can enhance the appeal of their microwave ovens and differentiate themselves from competitors. Moreover, pricing strategies could be carefully crafted to reflect the perceived value of the product while maintaining competitiveness in the market. Moreover, investing in building and maintaining a positive brand image can foster consumer trust and loyalty, ultimately driving purchase decisions. By capitalizing on these insights, IFB Industries Ltd can effectively position themselves to meet the evolving needs and preferences of consumers in the competitive landscape of the microwave oven market in Goa.

## **Findings**

### **1. Demographic Influence on Consumer Preferences:**

The study delved into the demographic characteristics of respondents, such as age, gender, and income, revealing significant insights into consumer behavior regarding the purchase of microwave oven. It is seen that Younger consumers displays a preference for features like smart technology and energy efficiency, whereas older consumers prioritized durability and ease of use. Gender also plays a role, influencing the choice of microwave oven type, with certain features appealing more to specific genders. Moreover, income levels show an impact on affordability and the willingness to invest in higher-end models equipped with advanced features.

### **2. High Ownership Levels and Preferred Types:**

The analysis in the research indicate a mature market for microwave ovens in Goa, there is a high ownership levels among respondents. The popularity of Convection and Solo types suggested a preference for versatile cooking capabilities and compact designs suited for smaller households. Understanding the popularity of specific oven types provides valuable guidance for IFB in developing products and marketing strategies tailored to meet consumer preferences effectively.

### **3. Product Features:**

It is found that product features emerge as a critical decision-making factor for consumers when purchasing microwave ovens. Advanced features such as multi-stage cooking, sensor cooking, auto-cook menus, and self-cleaning functions were identified as drivers of consumer preferences. Prioritizing research and development efforts to innovate and incorporate sought-after features enables IFB to differentiate its products in the market and justify premium pricing strategies.

### **4. Pricing Strategies:**

The research found that the pricing strategies need to be aligned with consumer preferences, and perceptions of brand reputation is crucial for maintaining competitiveness. They are a major factor in influencing purchase decision. Premium pricing can be justified for high-quality microwave ovens with advanced features; however, it's essential to ensure that pricing reflects with the perceived value proposition for consumers. Offering competitive pricing for entry-level models while strategically positioning premium models can cater to diverse consumer segments and maximize market share.

## 5. Building Brand Image and Consumer Trust:

Research also finds that a strong brand image is paramount for gaining consumer trust and fostering brand loyalty in the competitive microwave oven market. Effective communication of product features, quality, and value propositions through branding initiatives, advertising campaigns, and customer engagement activities enhance brand perception. Consistently delivering high-quality products and exceptional customer service further reinforces brand trust, leading to repeat purchases and positive word-of-mouth recommendations.

The above findings will provide invaluable guidance for IFB Industries Ltd as they navigate and strive for success in the ever-evolving microwave oven market in Goa. Understanding the demographic influences on consumer preferences, ownership patterns and the significance of product features and pricing strategies empowers IFB to tailor their product development and marketing initiatives effectively. By aligning their offerings with consumer preferences, optimizing pricing strategies, and cultivating a robust brand image, IFB can position themselves competitively and capture a larger market share in Goa's microwave oven industry.

## **Suggestions to IFB Industries Ltd.**

1. **Product Innovation & Development:** IFB should invest in continuous product innovation based on market trends and consumer preferences identified in the research. Introduce new features and functionalities in microwave ovens to stay ahead of competitors and meet evolving consumer needs effectively.

2. **Flexible Pricing Options:** IFB products fall in the premium category hence it should offer flexible pricing options such as installment plans or bundled packages to make IFB microwave ovens more accessible to a wider range of consumers, thereby increasing market penetration and sales.

3. **Brand Enhancement:** To enhance the brand, IFB should collaborate with renowned chefs or culinary experts for endorsements or co-branding initiatives. This partnership can lend credibility to IFB's products, elevate brand image, and attract consumers who value expert recommendations and endorsements. Moreover, featuring chef-inspired recipes or cooking tips on IFB's marketing channels can further reinforce the brand's association with quality and expertise in cooking solutions.

6. **Customer Feedback:** IFB should establish a robust feedback mechanism where customers can easily share their experiences and suggestions. IFB should gather valuable insights directly from consumers. This will help IFB to identify areas for improvement, address customer concerns promptly, and continuously enhance product offerings and services to better meet consumer needs.

7. **After-Sales Service Excellence:** IFB should have an excellent after-sales service so that it can build long-term customer relationships and enhance brand reputation. Offer warranty extensions, prompt servicing, and responsive customer support to address any issues or inquiries effectively.

8. **User Training Programs:** IFB should have training programs for customers upon purchasing microwave ovens to ensure they can utilize the appliance effectively and address any usage issues. By offering guidance on proper operation, maintenance, and troubleshooting, IFB can enhance customer satisfaction and reduce the likelihood of product returns or complaints, ultimately fostering long-term brand loyalty.

9. **Cooking Classes and Recipe Demonstrations:** IFB should organize cooking classes and recipe demonstrations to showcase the versatility of IFB microwave ovens and

introduce customers to a range of dishes that can be prepared using the appliance. This initiative not only educates consumers on the oven's capabilities but also provides an opportunity to promote other IFB appliances, increasing brand visibility and encouraging cross-product purchases.

10. Development of Auto Cook Menus: IFB should invest in Research and Development to develop and refine auto cook menus, specifically curated towards popular Goan dishes. By offering pre-programmed cooking options tailored to local cuisine preferences, IFB can enhance the convenience and appeal of their microwave ovens. This strategic focus on auto cook menus not only simplifies the cooking process for consumers but also aligns with their desire for versatility and ease of use.

11. Local Language Intergration: IFB should embrace Goa's rich cultural heritage by integrating Konkani language alongside English in user manuals. This inclusive approach enhances accessibility for local consumers, fostering a deeper connection with the brand. Furthermore, accompany this initiative with a collection of regional recipes, presented in Konkani, showcasing the diverse culinary traditions of Goa. By providing culturally relevant content, IFB can resonate more deeply with consumers and strengthen brand loyalty.

12. Optimal Placement of ACM Stickers: IFB needs to improve user accessibility by relocating the sticker detailing the auto cook menu codes from the top of the oven to eye-level. Placing this information at a more visible position enhances user convenience, allowing consumers to quickly reference and select desired recipes without straining or bending. By optimizing the placement of auto cook menus, IFB can streamline the cooking process, ensuring a seamless and user-friendly experience for all customers.

## **Work Done**

1. **Curating Recipe Content:** Led the search for visually appealing images of dishes and crafted concise descriptions to accompany each recipe. This involved meticulous attention to detail to ensure the accuracy and attractiveness of the content.
2. **Backend Management with Magento:** Used Magento software to efficiently upload Auto cook recipe content to the backend of the My IFB app according to the specific model. This required a proficiency in navigating the platform and ensuring seamless integration of the recipes into the app interface.
3. **Auto Cook Menu Optimization:** Conducted in-depth analysis of the auto cook menu codes for IFB ovens, meticulously checking the weight and time parameters for each recipe. This involved meticulous data management and accuracy to ensure optimal user experience.
4. **Market Research and Benchmarking:** Delved into the world of steam ovens, a new product slated for launch by IFB. Conducted comprehensive benchmarking against international competitors and similar products, providing valuable insights for strategic positioning and marketing efforts.
5. **Creative Strategy Development:** Developed a master creative deck outlining strategic recommendations for positioning the steam oven product. This involved analyzing user manuals, understanding product features, and defining target audiences to craft compelling messaging and visual assets.
6. **Recipe Content Management:** Created visually engaging images and descriptions for auto cook menu recipes, enriching the user experience on the IFB app. This task required creativity and attention to detail to ensure the recipes were accessible and enticing to users after the launch of steam oven.
7. **Market Analysis and Competitive Research:** Conducted research on competitors' pricing strategies, analyzed promotional offers by retail giants and e-commerce platforms, and studied export data to gather comprehensive market insights.

8. Taste Testing and Feedback: Worked as a food tester, actively participating in comparative cooking experiments between Philips air fryers and IFB ovens compatible with air fryer functionality. Provided insightful feedback on the taste, texture, and overall cooking effectiveness of dishes prepared in both appliances, aiding in identifying strengths and areas for improvement in IFB's product offerings.

## **Learnings**

1. Comprehensive Understanding of Ovens: Acquired in-depth knowledge about the functionality and operation of microwave ovens, including the various types available and the terminology associated with oven technology.
2. Benchmarking and Comparative Analysis: Gained expertise in benchmarking IFB products against competitors, analyzing product features, pricing strategies, and market positioning to identify areas of differentiation and opportunities for improvement.
3. Mobile App Management: Learned to navigate and manage both the front-end and back-end aspects of a mobile application, gaining proficiency in using back-end software for content management and user interface enhancements.
4. Market Positioning and Communication Strategies: Developed skills in market positioning by understanding consumer preferences, conducting market research, and formulating communication strategies to effectively engage with customers and promote IFB products.
5. Product Development Insights: Explored the intricacies of product development, including identifying consumer needs, conceptualizing product features, and providing feedback for product improvement based on market analysis and user feedback.
6. Customer Engagement Techniques: Learned various customer engagement techniques, such as recipe creation, taste testing, and feedback collection, to gauge customer preferences and enhance product offerings.
7. Sales and Marketing Alignment: Gained insights into aligning sales and marketing efforts with product development initiatives, ensuring cohesive messaging and branding across all touchpoints to drive sales and brand loyalty.
8. Cross-functional Collaboration: Collaborated with teams across different departments, including R&D, marketing, and sales, to gain a holistic understanding of the product development lifecycle and the interconnections of various business functions.



## **Challenges**

### **Restricted Time Frame:**

The extent and depth of data gathering, analysis, and interpretation was limited as this study was undertaken on a time constraint.

### **Small Sample Size:**

The study encountered difficulties due to its small sample size, which reduced the findings' statistical power and representativeness. A smaller sample size could result in more data variability and lower confidence in the findings.

### **Data Availability:**

The researcher's capacity to compile thorough information on the variables influencing Goan consumers' decisions to buy microwave ovens may be hampered by limited access to important data sources or datasets. This limitation may limit the breadth and depth of the analysis and interpretation of the study.

## **Limitations**

### Sampling bias:

The study's reliance on convenience sampling techniques may have contributed to sampling bias, which could have distorted the respondents' demographic representation and limited the applicability of the findings to the larger Goa community of microwave oven users.

### Self-Reporting Bias:

Reported and actual consumer preferences and behaviors may differ due to self-reporting bias, which can occur when respondents give socially acceptable answers or wrongly recall their purchasing behavior. This can affect the data gathered through surveys and interviews.

### Restricted Geographic Scope:

The Goa microwave oven market was the study's primary emphasis, which would limit the findings' applicability to other markets or areas with diverse socioeconomic, cultural, and consumer preferences. As such, the conclusions drawn from this research might not adequately represent the variety of consumer behavior in larger settings.

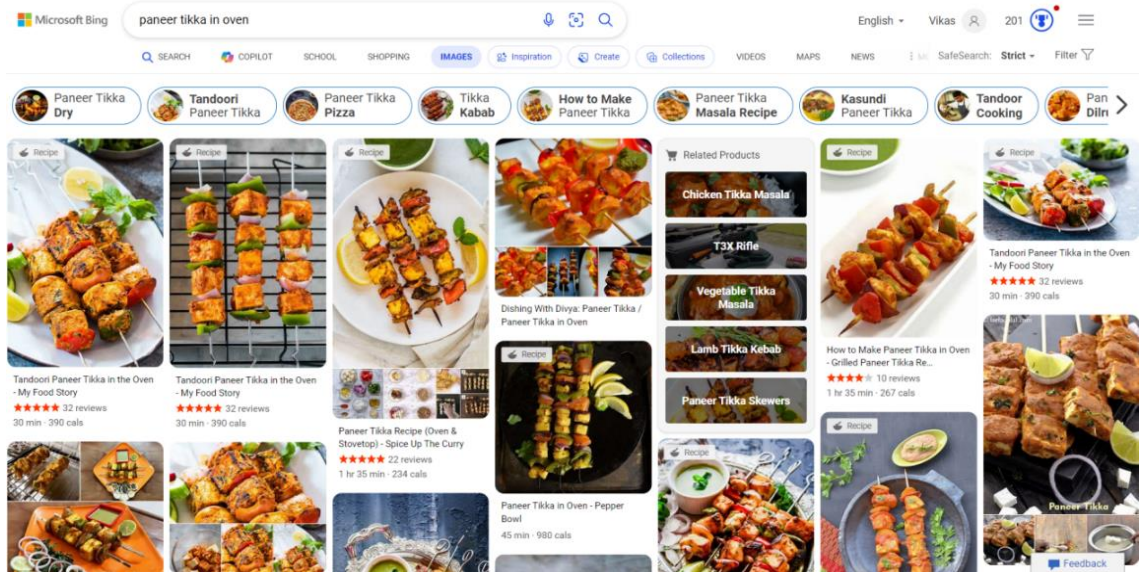
### Data Collection Techniques:

Relying just on surveys or other one-dimensional data collection techniques may miss more subtle customer insights. A variety of data collection techniques could improve the breadth and depth of the results.

### Limited Contextual Understanding:

It's possible that the study did not fully comprehend the larger contextual elements such as macroeconomic variables, competitive dynamics, market trends, and regulatory environments that influence consumer purchasing decisions. Deeper understanding of consumer behavior may result from including a more comprehensive investigation of various environmental elements.

# Sample of the Work Done



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## Curating Recipe Content

MWO Benchmarking .PPTX

File Edit View Insert Format Slide Arrange Tools Help

Background Layout Theme Transition

1 2 3 4 5 6

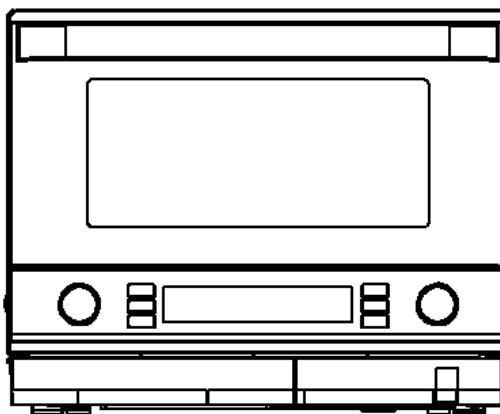
SOLO category imports - IFB vs the Competition (20l tr capacity)

IFB

BRAND	IFB	IFB	Whirlpool	LG	Panasonic	Panasonic	Panasonic
MODEL	20PM-MEC2	20PM-MEC2B	MAGICPRO20SE	MS2043DB	NN-ST26JMF0G	NN-ST26JMF0G	NN-SM255WF0G
CAPACITY	20	20	20	20	20	20	20
MODEL IMAGE							
MRP	7390	7690	8775	8799	7890	7390	6790
AMAZON (11.03.24)	6599	NA	NA	NA	5890	NA	NA
FLIPKART (11.03.24)	6699	7459	8400	6815	5890	7379	6720
COLOR	White	Black	Black	BLACK	Silver	Black	White
Volume Imports - APR 23 - JAN 24	54096	22060	3439	Local production	36722	15300	15610
CAVITY TYPE	Powder coated	Powder coated	Powder coated	Powder coated	Powder coated	Powder Coated	Powder coated
CONTROLS	Mechanical	Mechanical	Tact switch	Tact switch	Tact switch	Tact switch	Mechanical
EXPRESS COOKING	Yes	Yes	Yes	Yes	Yes	Yes	Yes
WARRANTY PERIOD(Years)	1 year on product + 3 years on Magnetron & Cavity	1 year on product + 3 years on Magnetron & Cavity	1 year on product + 3 years on Magnetron & Cavity	1 year total + 5 years on magnetron	1 year on product + 1 year on Magnetron & Cavity	1 year on product + 1 year on Magnetron & Cavity	1 year on product + 1 year on Magnetron & Cavity

\*All E-COMM MOP's updated on: 11-03-2024 @ 20:00hrs

## MWO Benchmarking



## Work done on Steam Oven

Desi Masala Mix	Beverage/Soup	Quick Snacks	Flavors Of Rice	Health corner	Crisp snacks/Stuff veg	Cakes	Bake counter	Cooking Tips/ Beauty Secrets	SCAN HERE
#E01 Maharastrian Gosta Masala #E02 Parsi Phoron #E03 Chat Masala #E04 Curry Leaves Powder #E05 Garam Masala #E06 Paprika Posh #E07 Roast Powder #E08 Samba Powder #E09 Tandoori Masala Powder #E10 Fish Masala	#S01 Chai #S02 Coffee #S03 Jeera water #S04 Herbal water #S05 Sole kachi/Cocum saar #S06 Tomato soup #S07 Spinach soup #S08 Minestrone soup #S09 Sweet corn soup #S10 Chicken soup	#Sn01 Uppma #Sn02 Shwara #Sn03 Poha #Sn04 Mix veg upma #Sn05 Bait #Sn06 Ragi rotla #Sn07 Wheat Halwa #Sn08 Khichu #Sn09 Ragi mudde #Sn10 Rice pudding #Sn11 Tomato Rasandli	#F01 Plain Rice #F02 Prawn Biryani #F03 Rajasthani Pulao #F04 Rice With Peas #F05 Rice In Coconut Milk #F06 Nankh Chawal #F07 Veg Pulao #F08 Chicken Biryani #F09 Pongal #F10 Khichdi #F11 Jeera Rice #F12 Methi Posa	#HC 01 Mix Veg Salad #HC 02 Carrot Halwa #HC 03 Mix Veg Idli #HC 04 Pauprik Khichdi #HC 05 Soya Chunks Subji #HC 06 Panner Nachi #HC 07 Baked Chicken #HC 08 Baked Vegetables #HC 09 Steamed Apple #HC 10 Steamed banana	#CS01 Peanuts #CS02 Cashewnuts #CS03 Popcorn #CS04 Masala Peanuts #CS05 Garlic Almonds #CS06 Bhavnagar potato #CS07 Stuffed tomatoes #CS08 Stuffed brinjal #CS09 Stuffed capsicum #CS10 Stuffed bittergourd	#CA01 Chocolate Cake #CA02 Coffee Cake #CA03 Marble Cake #CA04 Pineapple upside down cake #CA05 Spice Cake #CA06 Carrot Cake #CA07 Dates and Walnuts Cake #CA08 Fruit Cake #CA09 Eggless Cake #CA10 Sponge Cake	#BC 01 Chocchip Cookies #BC 02 Peanut butter Cookies #BC 03 Oatmeal Cookies #BC 04 Sugar Cookies #BC 05 Butter Cookies #BC 06 Wheat Bran Cookies #BC 07 Short Bread #BC 08 Thumbprint cookies #BC 09 Garam Masala Cookies #BC 10 Cashew Cookies #BC 11 Caramel #BC 12 Chicken potato pie #BC 13 Bread Pudding #BC 14 Chicken & Sweet Corn #BC 15 Oven Baked Rice Pudding #BC 16 Samosas #BC 17 Puffs #BC 18 Bread Rolls #BC 19 Buns #BC 20 Mince rolls #BC 21 Pizza #BC 22 Chicken Tikka Sandwich #BC 23 Toasty Panner Sandwich #BC 24 Milk Toasted Sandwich #BC 25 Cheese toast #BC 26 Muffins	Co 01 Garlic pest Co 02 Blanching Almonds Co 03 Blanching Tomato Co 04 Ra crisp Co 05 Ghee Co 06 Popping banana Co 07 Tadka/Pasu Co 08 Coconut milk Co 09 Almond Hand Cream Co 10 Fruity Lip Gloss Co 11 Mango nail Co 12 Carrot Face Pack	
#d01 Wheat Flour #d02 Besan Flour #d03 Grated Fresh Coconut #d04 Saji/Sendana #d05 Bread Crumbs	#G01 Chicken Tikka #G02 Chicken tandoori #G03 Panner Tikka #G04 Chicken Kebab	#CC 01 Veg-au Gratin #CC 02 Baked Vegetable in White sauce #CC 03 Chicken au Gratin #CC 04 Shepherd's Pie #CC 05 Apple Pie	#CH01 Chicken Omeum #CH02 Chicken Stir #CH03 Chicken Noodles #CH04 Chicken Wings #CH05 Garlic & Ginger Prawns	#TE01 Strawberry Jam #TE02 Dates & Jamsun Chutney #TE03 Lemon Pickle #TE04 Apple Jam #TE05 Quick Carrot pickle	#PC01 Beans #PC02 Whole Peas #PC03 Chick Peas #PC04 Split Dal #PC05 Moong	#HC01 Sprouts #HC02 Dhoka #HC03 Idli #HC04 Mix Vegetables #HC05 Garlic Prawns #HC06 Chicken #HC07 Kebab #HC08 Fish #HC09 Muthiya #HC10 Corn	#BC 01 Chocchip Cookies #BC 02 Peanut butter Cookies #BC 03 Oatmeal Cookies #BC 04 Sugar Cookies #BC 05 Butter Cookies #BC 06 Wheat Bran Cookies #BC 07 Short Bread #BC 08 Thumbprint cookies #BC 09 Garam Masala Cookies #BC 10 Cashew Cookies #BC 11 Caramel #BC 12 Chicken potato pie #BC 13 Bread Pudding #BC 14 Chicken & Sweet Corn #BC 15 Oven Baked Rice Pudding #BC 16 Samosas #BC 17 Puffs #BC 18 Bread Rolls #BC 19 Buns #BC 20 Mince rolls #BC 21 Pizza #BC 22 Chicken Tikka Sandwich #BC 23 Toasty Panner Sandwich #BC 24 Milk Toasted Sandwich #BC 25 Cheese toast #BC 26 Muffins	TO ACCESS AUTO COOK MENU	

## Assistance on ACM Creation







**Assistance for IFB Spice Secrets Shoot**

## Pictures

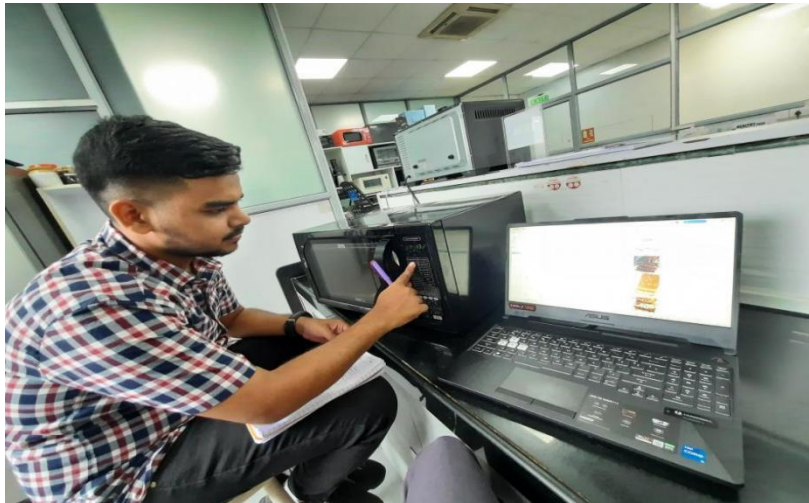


**MW Kitchen**

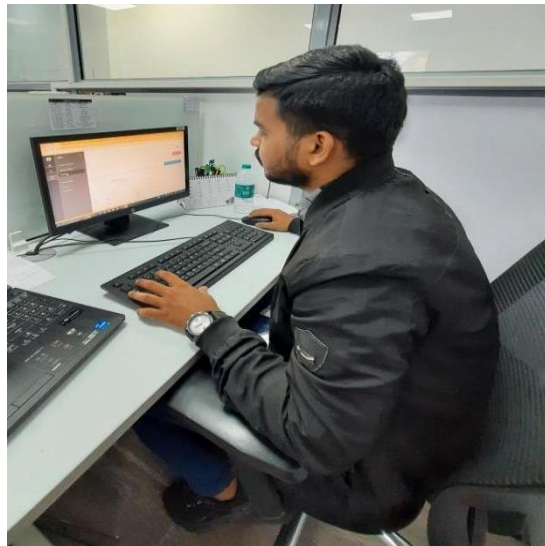


**Work Station**

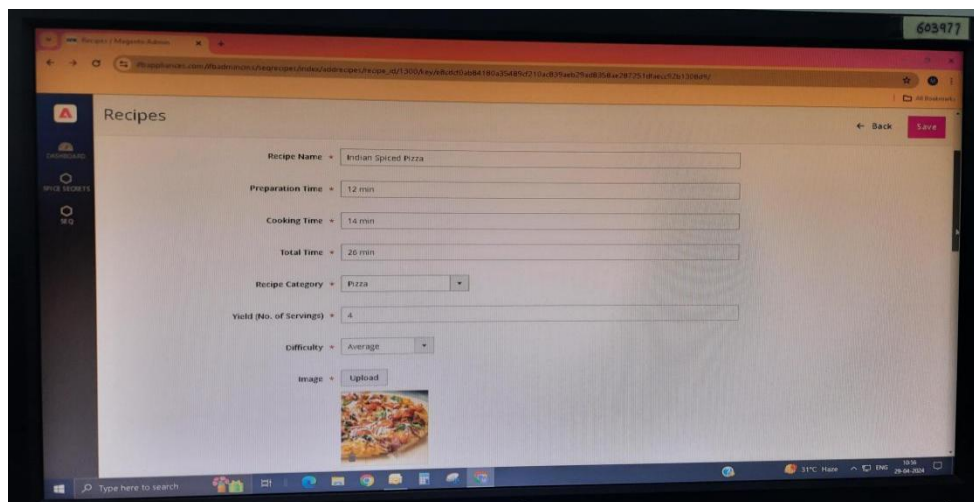
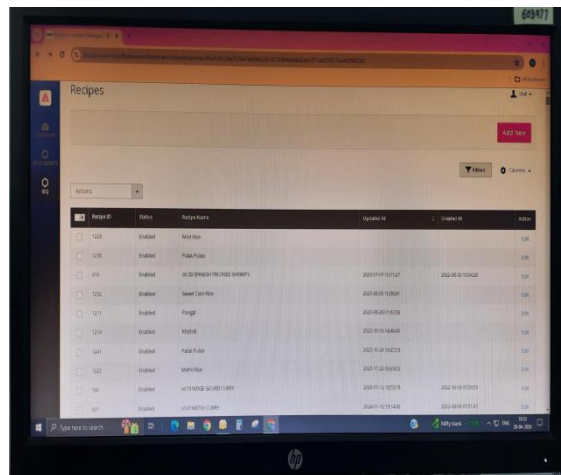
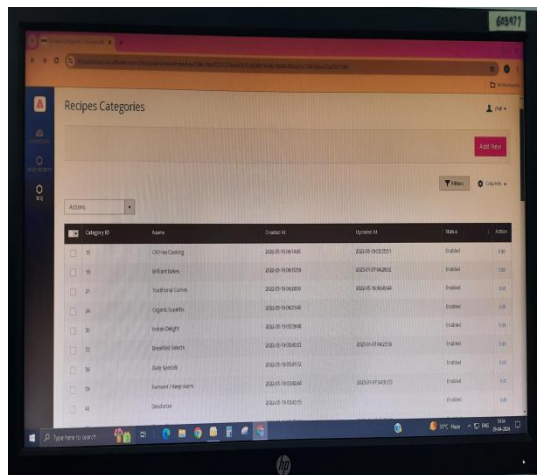




**Working on Auto Cook Menu Optimization**







## Working on Back-end Management with Magento



### Latest



A-01 Steamed Spring Roll



A-02 Veg Ragi idli



A-03 Khar

### All Recipes



#### A-01 Steamed Spring Roll

Light, savory steamed spring rolls



🕒 48 mins



#### A-02 Veg Ragi idli

Nutritious veg ragi idli, a healthy twist on a South Indian favorite



🕒 36 min



#### A-03 Khaman Dhokla

Soft and fluffy khaman dhokla, a popular Gujarati snack



🕒 45 min



## ← A-01 Steamed Spring Roll



### A-01 Steamed Spring Roll



2 Views

#### Preparation time

🕒 30 Min

#### Cook time

🕒 18 Mins

#### Servings

👤 4 Servings

#### Difficulty level

Average

#### Ingredients

- 40 gms Shreaded Carrot
- 40 gms Cabbage
- 40 gms Bell Pepper
- 30 gms Spring Onion
- 2 tsp Soya Sauce
- 2 tsp Red Chilli sauce
- 1/2 tsp Vinegar
- 8 papers Rice Paper



### CA 01 Chocolate cake

Chocolate cake, Savoring every sweet moment



🕒 80 min



### CA 02 Coffee cake

Coffee cake, a rich brew of satisfaction



🕒 70 min



### CA 04 Pineapple upside down ...

Pineapple upside-down cake, a tropical delight



🕒 80 min



### CA 05 Spice cake

Spice cake, a warming blend of flavors.



🕒 80 min



### CA 06 Carrot cake

Carrot cake, classic comfort in every slice.



## ← CA 01 Chocolate cake



### CA 01 Chocolate cake



9 Views

#### Preparation time

🕒 30 Min

#### Cook time

🕒 50 Min

#### Servings

👤 4 Servings

#### Difficulty level

Average

#### Ingredients

- 1/2 cup maida
- 1/2 cup Superfine Sugar
- 2 tbsp Cocoa
- a pinch of Salt
- 1/4 cup Melted butter
- 1/2 cup Milk
- 2 units Egg
- a little Vanilla









## **Food Testing & Tasting**



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## Appendix

### Questionnaire Project I

Variable	Criteria Classification
Age	24-32  33-41  42-50  51 & Above
Gender	Male  Female  Others
Annual Income	3,00,000-5,00,000  5,00,000-7,00,000  7,00,000-10,00,000  10,00,000 & Above
Do you own a Washing Machine?	Yes  No
What type of Washing Machine do you have?	Solo  Grill



	Convection
Which brand of Washing Machine do you own?	IFB  LG  Samsung  Other
PRODUCT	
I prefer IFB Washing Machine due to its aesthetic design	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
I prefer IFB Washing Machine as it has innovative features	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
I prefer IFB Washing Machine due to its high durability	Strongly disagree

	Disagree  Neutral  Agree  Strongly agree
PRICE	
I prefer purchasing IFB Washing Machine due to its affordability	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
I prefer IFB Washing Machine as it offers value for money	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
I prefer IFB Washing Machine due to flexible and convenient payments option	Strongly disagree  Disagree  Neutral

	<p>Agree</p> <p>Strongly agree</p>
PLACE	
I prefer purchasing IFB Washing Machine through a physical store near me	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
I prefer to have physical inspection of IFB Washing Machine	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
I prefer IFB Washing Machine as it is easily available	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
PROMOTION	

Reviews of IFB Washing Machine influence my purchase decision	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
I prefer purchasing IFB Washing Machine due to attractive discounts	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
Ads of IFB Washing Machine influence my purchase decision	Strongly disagree  Disagree  Neutral  Agree  Strongly agree

PEOPLE

Recommendations of sales representatives of IFB influence my purchase decision of Washing Machine	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
I prefer IFB Washing Machine as its employees provide clear explanation about the product	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
Sales representatives of IFB have high knowledge of Washing Machines	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
PROCESS	
I prefer the IFB Washing Machine due to its prompt after-sale service	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p>

	<p>Agree</p> <p>Strongly agree</p>
Demonstration process offered by IFB for Washing Machine have a positive impact on my purchase decision	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
I prefer IFB Washing Machine due to its fast delivery process	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
PHYSICAL EVIDENCE	
I prefer IFB Washing Machine due to its strong packaging	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>

I prefer IFB Washing Machine due to its friendly user interface	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
I prefer IFB Washing Machine due to BIS safety certification	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>

## Appendix

### Questionnaire Project II

Variable	Criteria Classification
Age	24-32  33-41  42-50  51 & Above
Gender	Male  Female  Others
Annual Income	3,00,000-5,00,000  5,00,000-7,00,000  7,00,000-10,00,000  10,00,000 & Above
Do you own a Microwave Oven?	Yes  No
What type of Microwave Oven do you have?	Solo  Grill



	Convection
The size of the microwave oven influence my purchase decision	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
The availability of multiple cooking modes in a microwave oven influences my purchase decision	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
Energy efficiency in a microwave oven influences my purchase decision	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
The cost of the microwave oven influences my purchase decision	Strongly disagree  Disagree

	Neutral  Agree  Strongly agree
Promotional offers or discounts on a microwave oven influences my purchase decision	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
Brand reputation of a microwave oven influences my purchase decision	Strongly disagree  Disagree  Neutral  Agree  Strongly agree
Durability and reliability of a microwave oven brand influence my purchase decision	Strongly disagree  Disagree  Neutral  Agree  Strongly agree

Design aesthetics of the microwave oven influence my purchase decision	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
Warranty provisions offered by the microwave oven brand influence my purchase decision	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>
User-friendly interface and ease of operation of a microwave oven influence my purchase decision	<p>Strongly disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly agree</p>