

An Analytical Study on the Effect of Marketing Mix Elements on Consumer Durables' Brand Awareness in Kolkata

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ABSTRACT

This study looks into how brand awareness is affected by different elements of the marketing mix in Kolkata's consumer durables market. The study looks at how product, price, location, promotion, and brand awareness relate to each other as well as how brand awareness affects consumer satisfaction as a mediator. Using a mixed-methods approach, the study gathers data from secondary sources, interviews, and surveys. The findings demonstrate that elements of the marketing mix have a favorable effect on consumer satisfaction and brand awareness. The study also reveals variations in brand recognition and awareness according to demographic factors like age, gender, employment status, educational attainment, and family income. The results indicate that concentrating on elements of the marketing mix can greatly raise consumer satisfaction and brand awareness. Businesses in Kolkata's consumer durables sector can use the study's insightful recommendations to create marketing plans that work, build their brands, and win over more devoted customers.

Keywords: marketing mix, brand awareness, consumer satisfaction, consumer durables sector, marketing plans

I. INTRODUCTION

India's economy has moved from being centrally planned to being driven by the market, with the private sector playing a major role in the expansion. This rise has helped the consumer durables business, since demand is driven by changing lifestyles, higher incomes, and greater awareness. Businesses now concentrate on marketing techniques to increase customer happiness and brand exposure in an increasingly competitive marketing environment. In the consumer durables sector in Kolkata, this study looks at how brand awareness and customer satisfaction are affected by the four components of the marketing mix: product, price, place, and promotion. The consumer durables market in the city is expanding quickly, and both domestic and foreign brands are vying for market dominance. Comprehending the ways in which aspects of the marketing mix impact brand awareness can aid companies in creating strategies that effectively obtain a competitive advantage in the marketplace.

II. REVIEW OF LITERATURE

Rajasekaran (2021) identified important elements such as brand knowledge, connection, performance, and loyalty through his study of consumer-based brand equity in the personal care sector in India. In addition to highlighting the significance of education, career, and demography in influencing brand equity awareness, the study makes specific marketing recommendations to build brand equity and spur company expansion.

Chotrani(2019) conducted research on the retail electronics sector in the United Arab Emirates, examining the interplay among experience value, store brand equity, and marketing mix components. The research indicates that experience value, intangible elements, and marketing mix components have a substantial impact on brand equity. This highlights the need of offering customers emotional value as a means of augmenting brand equity.

Khare (2019) examined customer preference and brand awareness for FMCG in the KAVAL towns of Uttar Pradesh. The study discovered that cost and product quality have an impact on consumer behavior and that television is the favored information channel. To raise brand awareness and customer preference in local markets, it suggests utilizing television advertising, concentrating on store influence, and enhancing product quality and communication channels.

Alex & Malar (2017) discovered that purchasing decisions are greatly influenced by electronic media for all genders, with television having the most influence. Print media has an impact as well, but consumers are drawn in by the originality and

images in electronic media. Advertising managers stress the value of budgeting, scheduling, and media planning in developing successful advertising strategies, with television serving as the main influencer at all educational levels.

According to Patil (2017) The selection of a product is determined by the level of product awareness. The study examines the relationship between brand recognition and consumer choice for each of the sixteen different FMCG companies. The study demonstrates that customers generally choose FMCG brands with higher brand recognition levels over those with lower customer awareness. Brand awareness has a significant impact on customer preference, meaning that familiarity with the product results from awareness, which in turn creates preference for the product.

III. RESEARCH GAP

Most marketing research focuses on how marketing mix components impact quality perception, purchase decisions, loyalty, and equity. However, few studies examine the link between marketing mix and brand awareness, especially in specific regions like West Bengal. This study aims to fill this gap by investigating the relationship between marketing mix and brand awareness in Kolkata.

IV. OBJECTIVES

1. To investigate the connection between marketing mix components and consumer happiness;
2. To assess how marketing mix aspects, affect brand recognition;
3. To determine the connection between brand awareness and marketing mix components and customer happiness

V. RESEARCH METHODOLOGY

This section methodically lays out the study's methodological framework, explaining how several research techniques were used to investigate how marketing mix components affected consumer durables' brand recognition in Kolkata.

A) **Research Approach:** -

Certain elements of the marketing mix have a major impact on brand awareness in the consumer durable sector in Kolkata. But these aspects also have an indirect impact on consumer satisfaction through brand recognition, suggesting that the impact of marketing mix elements on customer pleasure is not entirely explained by brand awareness.

B) **Research Design:** -

The following brands in each category was selected for the project -

1. **Air conditioners** - Daikan, LG, Voltas, Samsung, and Hitachi.
2. **Refrigerators** – Whirlpool, LG, Godrej and Samsung.
3. **Washing machines** - Whirlpool, Samsung, Videocon and LG.
4. **Televisions** - Samsung, Sony, Videocon and LG.

Has been selected, on which research the have been done.

Comparing These Companies Coming under Each Category on the Basis of:

1. Consumer buying preferences
2. Sales/ growth
3. Consumer satisfaction
4. Consumer brand awareness
5. Consumer brand loyalty

Thereby, analyzing the four P's of marketing mix, namely product, price, place and promotion; and consumer satisfaction and consumer brand awareness.

C) **Source of Data:-**

Data for our study has been selected from both primary and secondary data.

Primary data: Responses of our study forms the source of our primary data which was collected by a questionnaire.

Secondary data: Research article, journal, books, thesis papers has been referred to form the source of our secondary data. Secondary data has mainly been referred to study ta literature review and hence formulate the objectives.

D) **Sample Size:-**

The project comprises of 85 respondents.

E) **Sampling Technique:-**

In this project , random sampling approach was employed.

F) Data Collection Technique:-

Tools: To gather data for this project , a structured questionnaire was created.

G) Data Analysis: -

Tools: SPSS will be utilized for statistical analysis like The Cronbach Alpha Reliability Test, Descriptive statistics, Regression and chi square test have been used to analyze the collected data.

H) Hypothesis:-

Hypothesis 1: Brand awareness is positively impacted by marketing mix components.

Hypothesis 2: A marketing mix's components have a favorable impact on customer satisfaction.

Hypothesis 3: Brand awareness and brand recognition varies across age, gender, educational qualification, occupation and family income.

I) Hypothesis-Objective Mapping Table:

Table 1: Hypothesis-objective Mapping

Sl.No.	Hypothesis	Objective
1	Hypothesis 1	Objective 1
2	Hypothesis 2	Objective 2
3	Hypothesis 3	Objective 3

VI. DATA ANALYSIS

Part 1: Reliability Analysis:

Table 2: Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha based on standardized items	No. of items
0.765	0.768	21

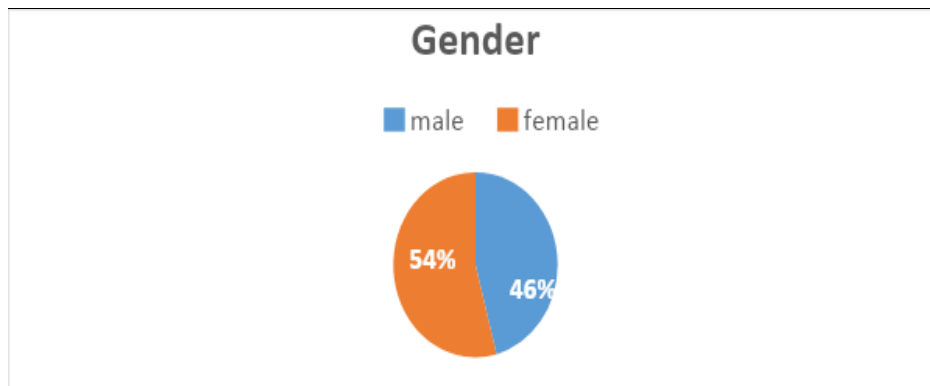
The Cronbach alpha value is 0.768 which means the overall consistency of the data is more than 75%. Hence the data is reliable.

Part 2: Demographic Profile of the Consumers:

Analysis of the Consumer Profile:

Table 3: Gender Basis

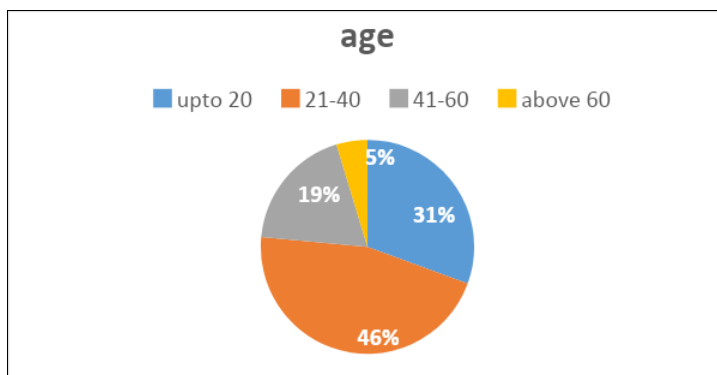
Gender	No. of respondents
Male	39
Female	46
Total	85



Interpretation - Both males and females took part in the survey. The gender ratio was 54:46. The respondent of this survey is predominantly male. There were 39 females and 46 males.

Table 4: Age Distribution

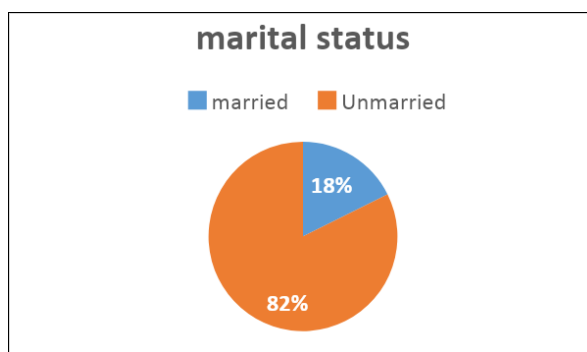
Age	No. of respondents
up to 20	26
21-40	39
41-60	16
above 60	4
Total	85



Interpretation - People from various age group took part in the survey. The survey had 46 % of the population from the age group of 21-40. 19% of population from the age group of 41-60, 30% of population from the age group of up to 20, and 5% of people from age group above 60.

Table 5: Marital Status

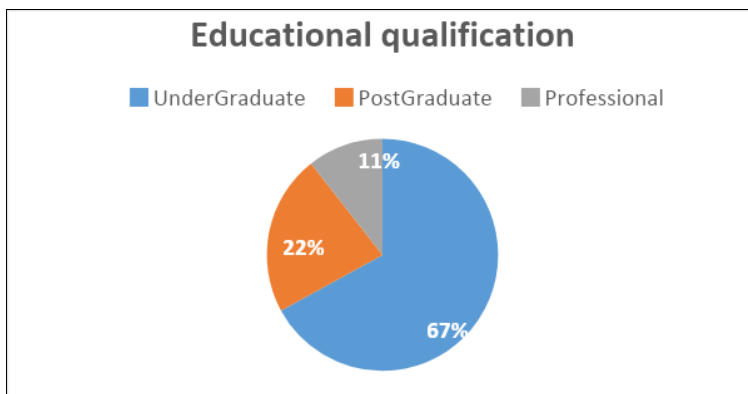
Marital Status	No. of Respondents
Married	15
Unmarried	70
Total	85



Interpretation - This survey was open for both married and unmarried people. Since it was student and the working class dominant research, the respondent of this survey is predominantly unmarried peoples with 82 percent and unmarried being 18 percent.

Table 6: Educational Distribution

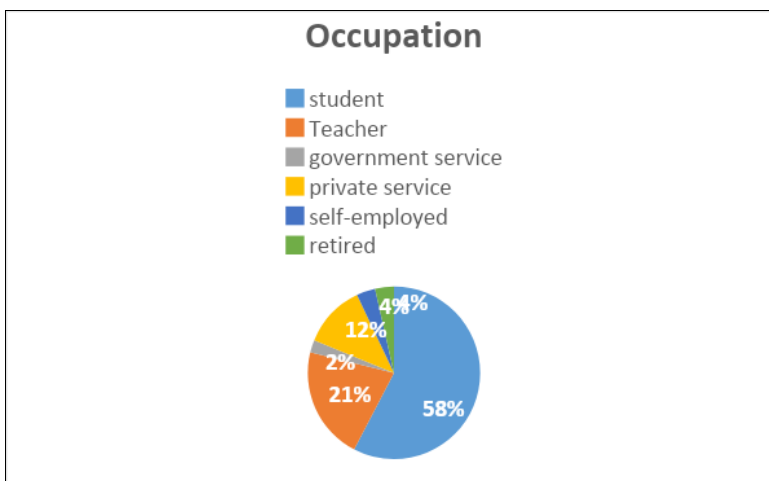
Educational Qualification	No. of respondents
Under Graduate	57
Post Graduate	19
Professional	9
Total	85



Interpretation - According to this survey Undergraduates were predominant with a 67 percent, followed by post graduates forming 22 percent and professionals forming 11 percent.

Table 7: Occupational distribution

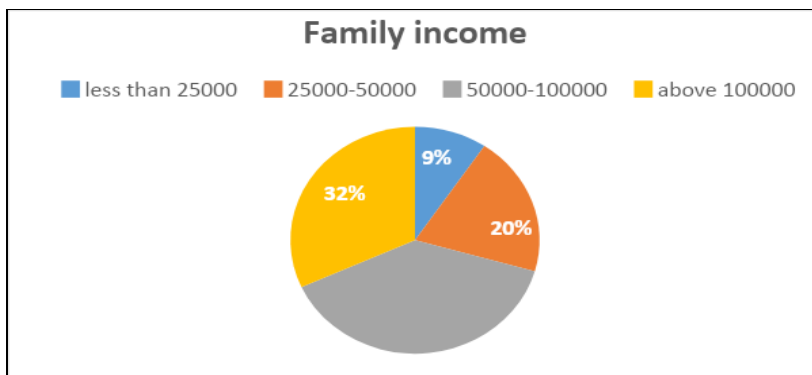
Occupation	No. of respondents
Student	49
Teacher	18
Government service	2
Private servicer	10
Self-employed	3
Retired	3
Total	85



Interpretation- In our survey, students are predominant with a 58%, private service comprises 12%, self-employed are 3%, teachers comprise 21%, retired are 5% and there are 2% government service employee.

Table 8: Family income distribution per month

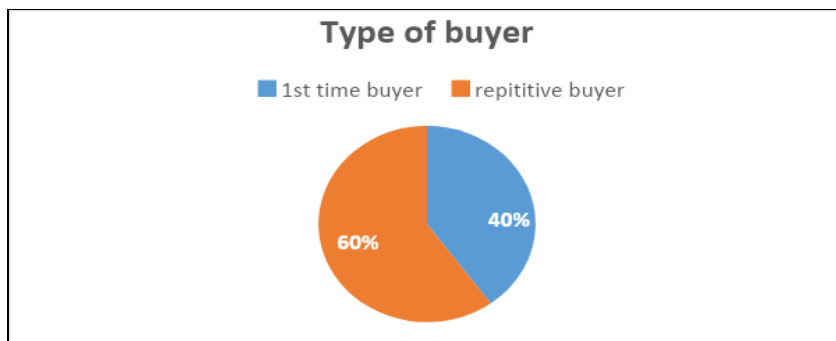
Family Income	No. of respondents
less than 25000	8
25000-50000	17
50000-100000	33
above 100000	27
Total	85



Interpretation - Family income mainly falls under 50001-100000 slab with a 39%, where as 32% in the 100001 and above slab, 20% in 25000-50000 slab and 9% percent in less than 25000 slab.

Table 9: Types of buyers

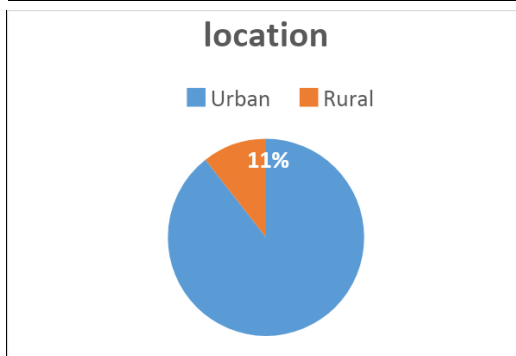
Type of buyer	No. of respondents
1st time buyer	34
repetitive buyer	51
Total	85



Interpretation- It mainly consists repetitive buyer with 60% and only 40% first time buyer

Table 10: Background

Place/Background	No. of respondents
Urban	76
Rural	9
Total	85

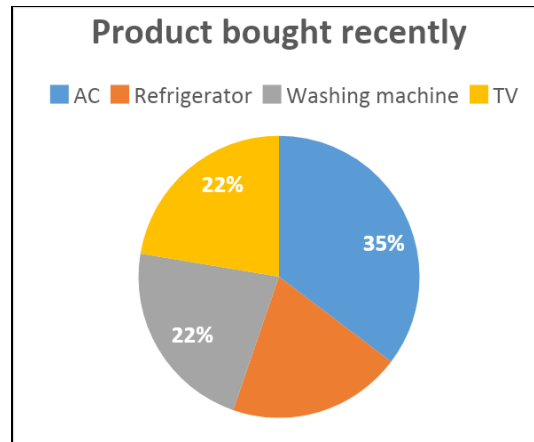


Interpretation- The respondents of the survey were mainly urban consumers comprising 89% and only 11% is rural consumers.

Part 3: Analysis of the Consumer Durables Preferred by the Consumers:

Table 11: Product bought recently

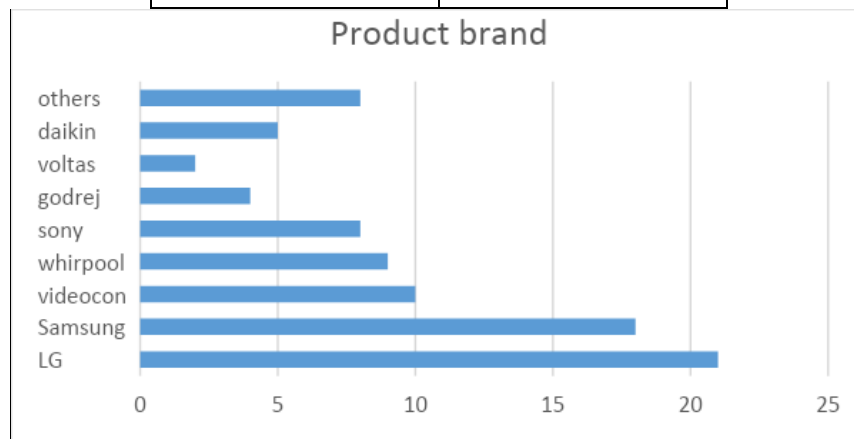
Products bought	No. of respondents
AC	30
Refrigerator	17
Washing machine	19
TV	19
Total	85



Interpretation- The above graph represents which of products, namely Air conditioner, Refrigerator, Washing Machine and Television was recently bought by the surveyed consumer. As per the survey maximum consumer have bought Air conditioner. Its count is predominantly high than the other products. This means the demand of Air conditioner is high among other consumer durables selected for research.

Table 12: Product brands under study

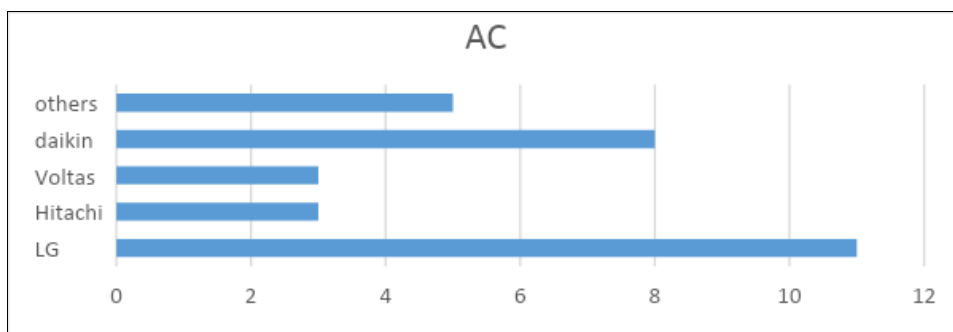
LG	21
Samsung	18
Videocon	10
whirlpool	9
Sony	8
Godrej	4
Voltas	2
Daikin	5
others	8
Total	85



Interpretation- The above graph represents which of product brands namely LG, Samsung, Videocon, Whirlpool, Sony, Godrej, Voltas, Daikin and others was recently bought by the surveyed consumer. As per the survey maximum consumer have bought LG. Its count is predominantly high than the other products. This means the demand of LG is high among other product brands selected for research.

Table 13: Different brands of AC bought by the customers

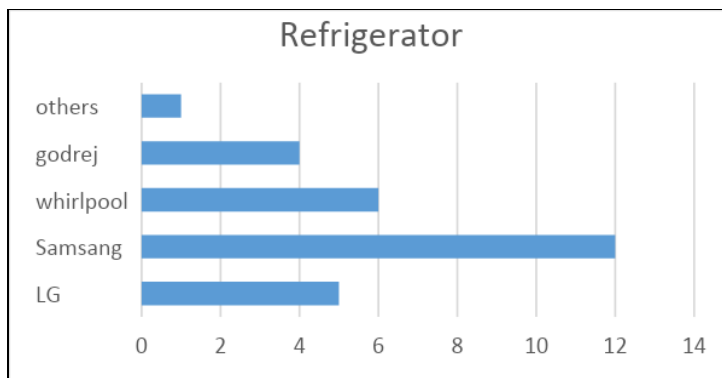
AC brands	No. of respondents
LG	11
Hitachi	3
Voltas	3
Daikin	8
others	5
Total	30



Interpretation- After choosing the products bought by consumers, they were asked to choose which brand of consumer durables they purchased. Maximum responses came for LG brand for air conditioner followed by Daikin. Hence LG and Daikin have the maximum responses as compared to other brands mentioned. It is followed by others category of brand. Samsung, Hitachi and Voltas have minimum responses than others. This indicates consumers demand is high for LG and Daikin, and they have been successful in creating a good image and good brand reputation in the eyes of the consumers.

Table 14: Different brands of Refrigerator bought by the customers

Brands of refrigerator	No. of respondents
LG	5
Samsung	12
whirlpool	6
Godrej	4
others	1
Total	28

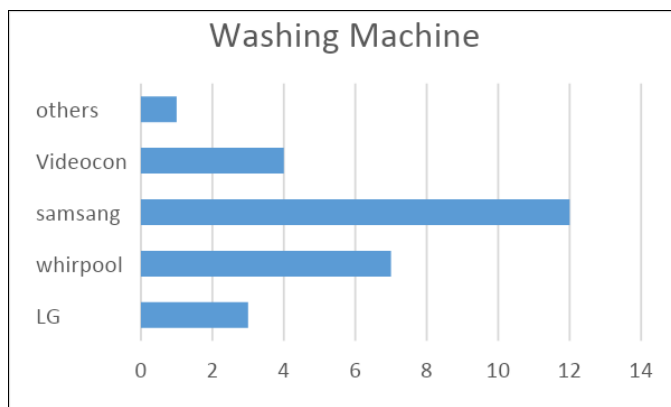


Interpretation- Similarly, Surveyed consumers when asked to choose which brand of refrigerator they prefer to buy, maximum responses came for Samsung brand, followed by whirlpool. Rest was divided between Godrej and LG followed by

others. This indicates consumers demand is high for Samsung and Whirlpool in case of refrigerator, and they have been successful in creating a good image and good brand reputation in the eyes of the consumers.

Table 15: Different brands of Washing machine bought by the customers

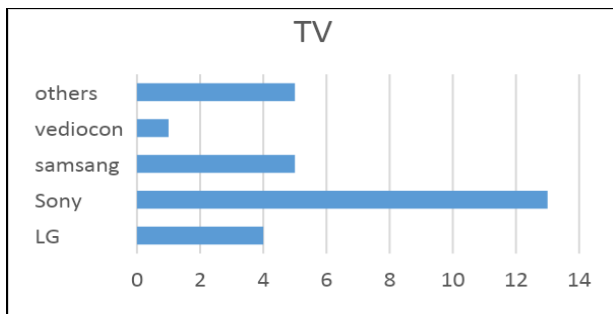
Brands of washing machine	No. of respondents
LG	3
whirlpool	7
Samsung	12
Videocon	4
others	1
Total	27



Interpretation - Similarly, surveyed consumers when asked to choose which brand of Washing Machine they prefer to buy, maximum responses came for Samsung brand, followed by whirlpool. Rest was divided between Godrej and LG followed by others. This indicates consumers demand is high for Samsung and Whirlpool in case of refrigerator, as well as washing machine and they have been successful in creating a good image and good brand reputation in the eyes of the consumers.

Table 16: Different brands of TV bought by the customers

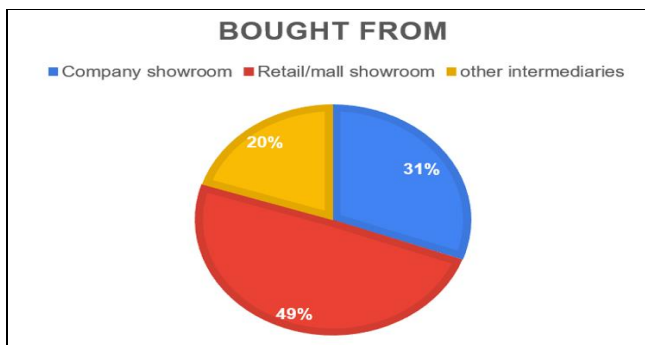
Brands of TV	No. of respondents
LG	4
Sony	13
Samsung	5
Videocon	1
others	5
Total	28



Interpretation- Similarly, surveyed consumers when asked to choose which brand of Television they prefer to buy, and responses for Sony brand is predominantly high as compared to other. It is followed by others. Rest is divided between LG and Samsung followed by Videocon. This indicates consumers demand is high for Samsung and Whirlpool in case of refrigerator, and they have been successful in creating a good image and good brand reputation in the eyes of the consumers.

Table 17: Product bought from

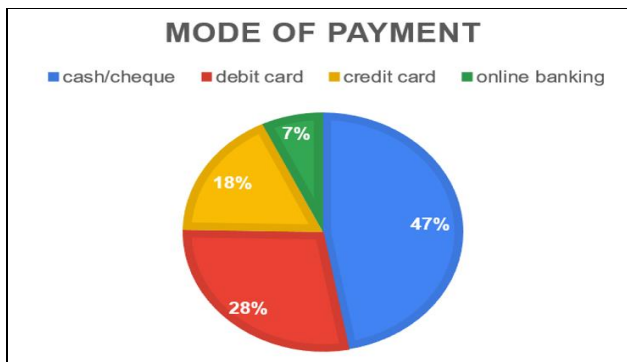
Bought from	No. of respondents
Company showroom	26
Retail/mall showroom	42
other intermediaries	17
Total	85



Interpretation- When asked where from they prefer to buy these consumer durable products from, the retail/mall showroom received the most answers, followed by the company showroom and other intermediaries.

Table 18: Mode of payment

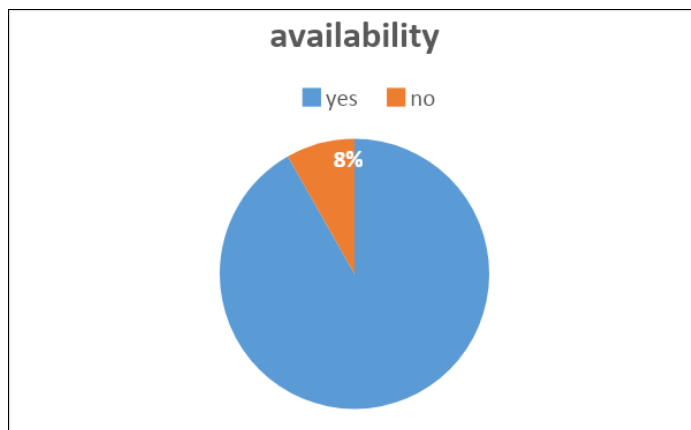
Mode of Payment	No. of respondents
Cash/cheque	40
Debit card	24
Credit card	15
Online banking	6
Total	85



Interpretation- The majority of clients paid using cash, check, or debit card, as seen in the pie chart above. Debit cards, credit cards, and online banking come next.

Table 19: Availability of the product

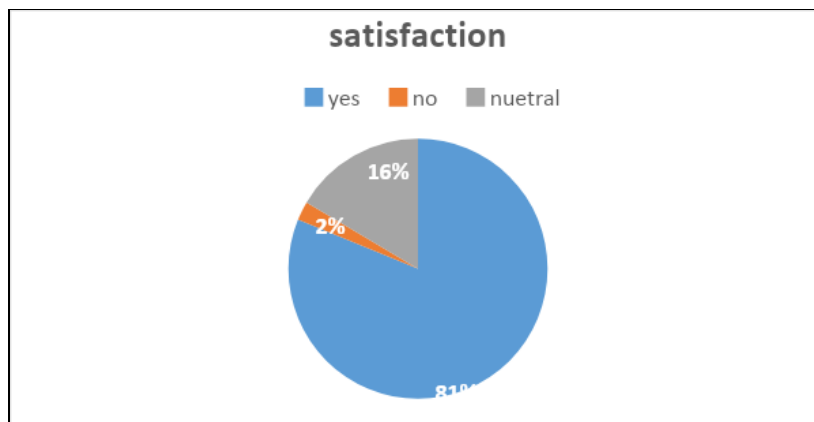
Availability of product	No. of respondents
yes	78
no	7
Total	85



Interpretation- When questioned about whether the product was available at the intended time, maximum responses came for yes. i.e. it was available at the right time. Few responses came for a no.

Table 20: Customer satisfaction

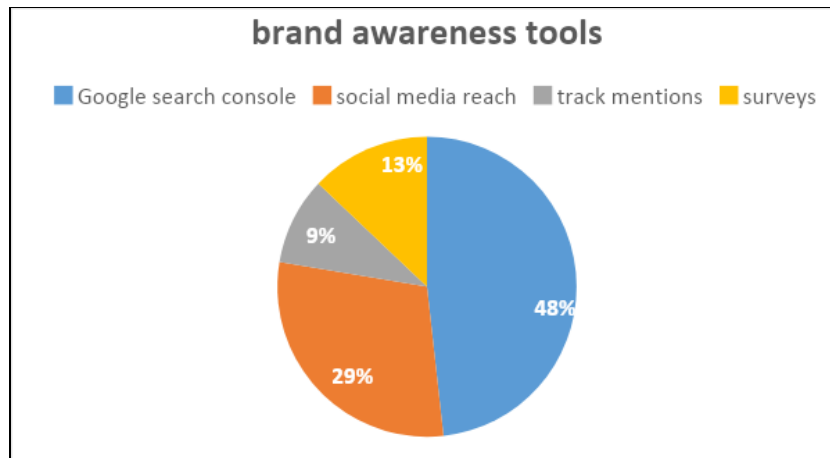
Satisfaction level	No. of respondents
yes	69
no	2
neutral	14
Total	85



Interpretation- When asked if the consumers were satisfied with the product bought and price paid, maximum responses came for yes, i.e. they were satisfied with the product and the price being paid. Very few responses came for a no. and few responses came for neutral option.

Table 21: Tools used for brand awareness

Brand awareness tools	No. of respondents
Google search console	41
social media reach	25
track mentions	8
surveys	11
Total	85



Interpretation- For brand awareness tools maximum responses came for Google search control, followed by social media reach, surveys, and track mention. This indicates consumers are more inclined to believe in google ratings and google search, followed by social media reviews and reach.

Part 4: Analysis on Brand Awareness and other Factors Affecting Brand Awareness:

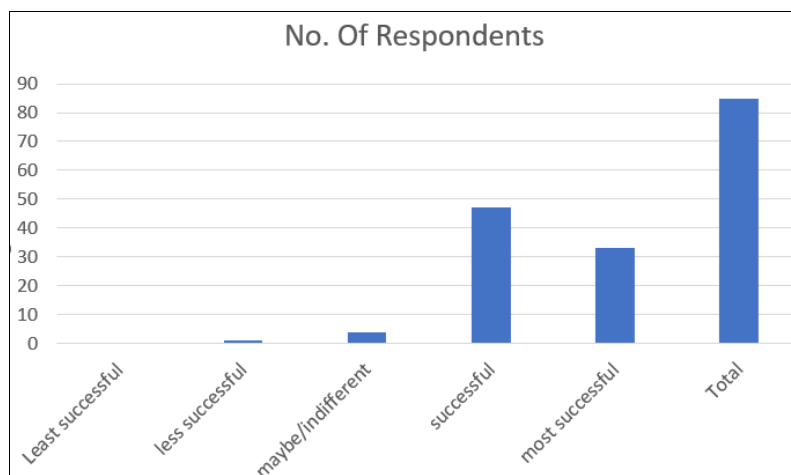
Respondents were interrogated regarding their knowledge about the product that they have bought. Whether they could recognize and hence differentiate the product bought by them in the near future or if the product was user friendly and had a reasonable price or not. How according to their perception the product that they have bought has been successful in creating brand awareness or not. All these factors are analyzed below –

Performance of the Brands under Study

The participants were requested to evaluate the performance of many brands. (as selected by them in the survey) of Air Conditioners/Refrigerator/Television/Washing Machine in establishing brand awareness on a scale of one to four. Rank four correlates to the 'most successful' choice in terms of brand recognition, whereas rank one corresponds to the 'least successful' alternative.

Table 22: Brand Ranking

Likert scale measure	No. Of Respondents
Least successful	0
less successful	1
maybe/indifferent	4
successful	47
most successful	33
Total	85



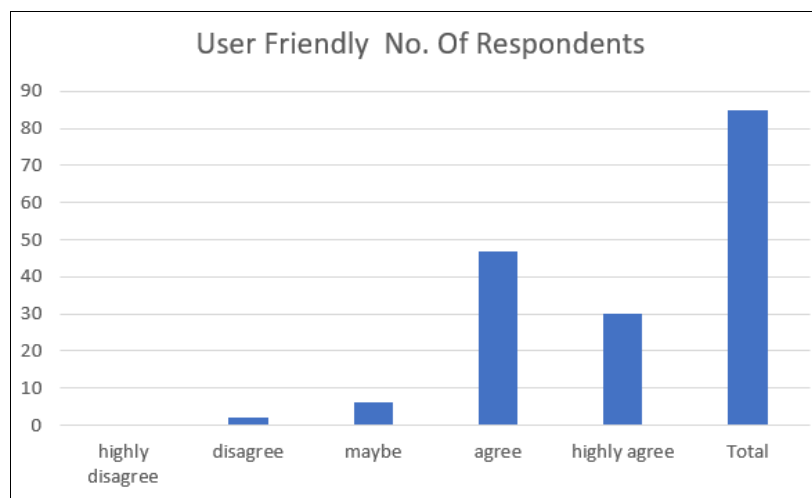
Interpretation- Here we can see, maximum responses came for rank three, which indicates it was “successful” in establishing brand awareness. Then 33 responses came for rank four which means “most successful”. Very few responses consist of rank two and rank one which means less successful.

User Friendliness of the Product:

The respondents were asked to assess the user friendliness of the product (as selected by them in the survey) of Air Conditioners/Refrigerator/Television/Washing Machine in establishing brand awareness on a scale of one to four. Rank four correlates to the ‘highly agree’ choice in terms of user friendliness of the product, whereas rank one corresponds to the ‘highly disagree’ alternative.

Table 23: User friendliness

Likert scale	No. of respondents
Highly disagree	0
Disagree	2
Maybe	6
Agree	47
Highly agree	30
Total	85



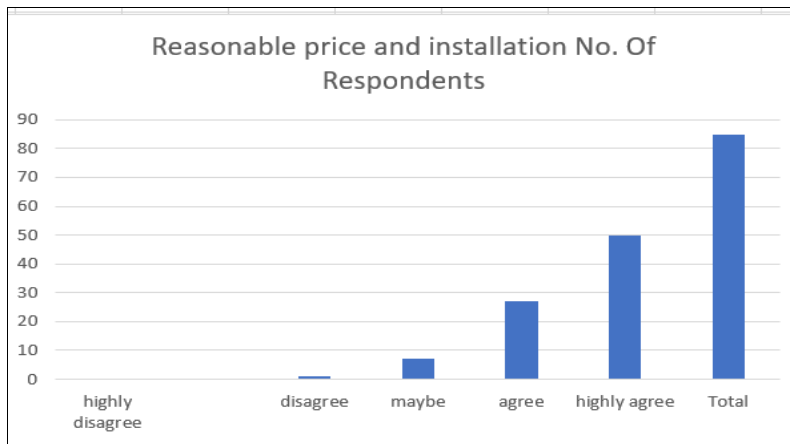
Interpretation- Here we can see, maximum responses came for rank three, which indicates that the consumers agree to the fact that the product was user friendly and offers warranty on good terms. Then 30 responses came for rank four which means “highly agreed”. Very few responses consist of rank two which means “may be” and rank one which means “disagree”.

Reasonable Pricing along with Proper Installation Facilities:

The respondents were asked to assess the reasonable pricing along with proper installation facilities (as selected by them in the survey) of Air Conditioners/Refrigerator/Television/Washing Machine in establishing brand awareness on a scale of one to four. Rank four correlates to the ‘highly agree’ choice in terms of reasonable pricing along with proper installation facilities, whereas rank one corresponds to the ‘highly disagree’ alternative.

Table 24: Reasonable pricing along with proper installation facilities

Likert scale measure	No. of respondents
Highly disagree	0
Disagree	1
Maybe	7
Agree	27
Highly agree	50
Total	85



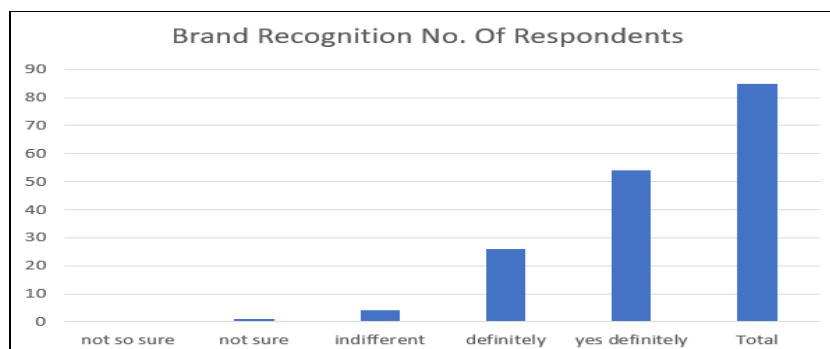
Interpretation - Here we can see, maximum responses came for rank four, which indicates it was “highly agree” that the product had a reasonable price along with various available installment options. Then 27 responses came for rank four which means “agree”. Very few responses consists of rank two which means “may be” and rank one which means “disagree”.

Recognizing the Brands under Study:

The respondents were asked to assess the recognizing the brands under study (as selected by them in the survey) of Air Conditioners/Refrigerator/Television/Washing Machine in establishing brand awareness on a scale of one to four. Rank four correlates to the ‘yes definitely’ choice in terms of recognizing the brands under study, whereas rank one corresponds to the ‘not so sure’ alternative.

Table 25: Brand Recognition

Brand Recognition	
Likert scale measure	No. of respondents
Not so sure	0
Not sure	1
indifferent	4
definitely	26
yes definitely	54
Total	85



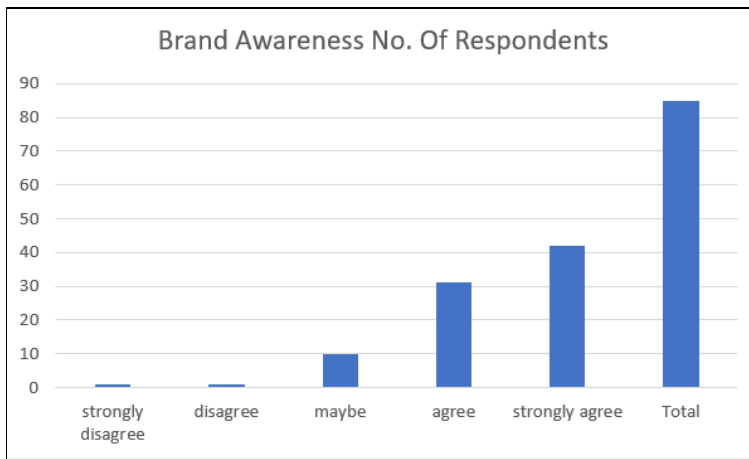
Interpretation - Here we can see, maximum responses came for rank four, which indicates that the respondents can definitely recognize a brand that they have selected among other competitive brands .Very few responses consists of rank two which means “indifferent” and rank one which means “not sure”.

Brand Awareness:

The respondents were asked to assess brand awareness (as selected by them in the survey) of Air Conditioners/Refrigerator/Television/Washing Machine in establishing brand awareness on a scale of one to four. Rank four correlates to the ‘highly agree’ choice in terms of brand awareness, whereas rank one corresponds to the ‘highly disagree’ alternative.

Table 26: Brand awareness

Likert scale measure	No. of respondents
strongly disagree	1
disagree	1
maybe	10
agree	31
strongly agree	42
Total	85



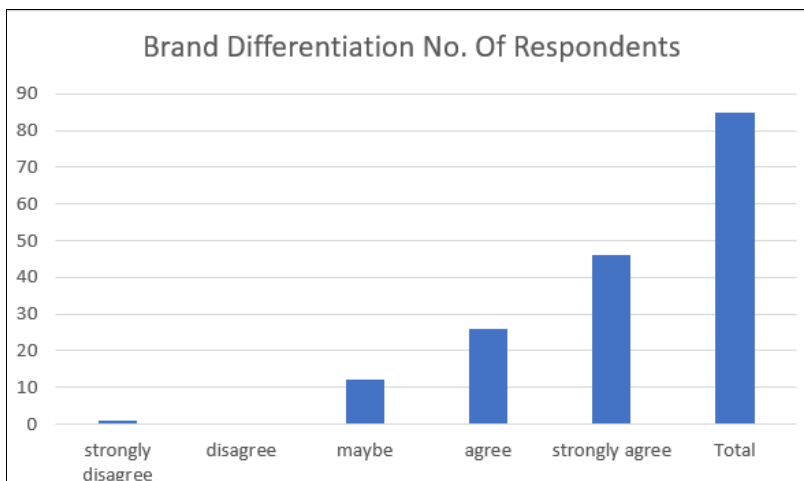
Interpretation- Here we can see, maximum responses came for rank five, which indicates that the respondents strongly agree to the fact that they were aware of the product that they have bought.

Brand Differentiation:

The respondents were asked to assess brand differentiation (as selected by them in the survey) of Air Conditioners/Refrigerator/Television/Washing Machine in establishing brand awareness on a scale of one to four. Rank four correlates to the 'highly agree' choice in terms of brand differentiation, whereas rank one corresponds to the 'highly disagree' alternative.

Table 27: Brand Differentiation

Brand Differentiation	
Likert scale measure	No. Of Respondents
strongly disagree	1
disagree	0
maybe	12
agree	26
strongly agree	46
Total	85



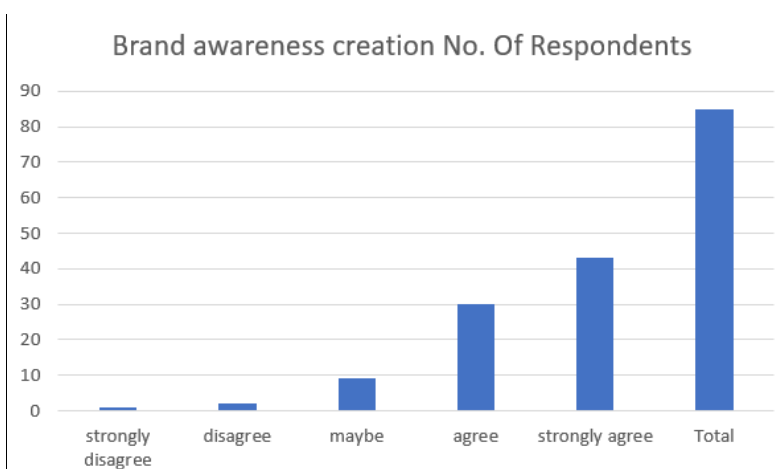
Interpretation- Here we can see, maximum responses came for rank five, which means the respondents strongly agree that the company was able to differentiate the product apart from rival brands. Then 26 responses came for rank four which refers “agree”.

Successful Creation of Brand Awareness:

The respondents were asked to assess successful creation of brand awareness (as selected by them in the survey) of Air Conditioners/Refrigerator/Television/Washing Machine in establishing brand awareness on a scale of one to four. Rank four correlates to the ‘highly agree’ choice in terms of successful creation of brand awareness, whereas rank one corresponds to the ‘highly disagree’ alternative.

Table 28: Brand awareness creation

Likert scale measure	No. of respondents
Strongly disagree	1
Disagree	2
Maybe	9
Agree	30
Strongly agree	43
Total	85



Interpretation- Here we can see, maximum responses came for rank five, which means the respondents strongly agree that the company was able to establish awareness of the brand in the consumers’ minds.

Descriptive Statistics:

Table 29: Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Brand Ranking	85	2	5	4.32	0.621
User Friendly	85	2	5	4.24	0.684
Price	85	2	5	4.48	0.701
Availability of the Product	85	1	2	1.08	0.277
Satisfaction	85	1	3	1.35	0.751
Brand Recognition	85	2	5	4.56	0.645
Brand Awareness	85	1	5	4.32	0.82
Brand Differentiation	85	1	5	4.36	0.814
Brand Aware	85	1	5	4.32	0.848

Interpretation- From our descriptive statistics it can be inferred that all the 9 variables chosen to analyze and thus measure the brand awareness and its other factors lies within the range of 4-4.5 and 1-1.5 In this study 4 was for “Agree” and 1 is for “yes”. Only 4th and 5th variable mean lies within 1 which means the customers are satisfied and the product was available at the required time. Rest of the variables mean lies within the range of 4-4.5 which means that the customers agree that the consumer durables chosen for this study have been able to create brand awareness and brand recognition in the minds of the customers.

Inferential Statistics

Hypotehsis Testing using Regression Analysis:

1st Hypothesis:

The hypothesis is formulated as:

Marketing mix elements positively affect brand awareness

H0: Brand awareness is not positively impacted by marketing mix components

H1: Brand awareness is positively impacted by marketing mix components.

Table 30: Model Summary

Model	R	R Square	Adjusted RSquare	Std error of the estimate
1	.731	.753	.73	2256.15414

a. Predictors: (Constant), Price, Product, Promotion, Place, Brand Differentiation

The value of R square is 0.753 or 75%. This implies that 75% of the variation of brand awareness is explained and the remaining 25 % remains unexplained. Hence, we can say the model has a better goodness of fit.

Table 31: ANOVA

Model	Sum of Squares	df	Mean square	F	sig
Regression	30.868	5	6.174	19.084	.000
Residual	25.556	79	.323		
Total	56.424	84			

a. Predictors: (Constant), Price, Product, Promotion, Place, Brand Differentiation.

b. Dependent Variable: Brand Awareness

The acceptance of the model is confirmed by the significance of F-statistics at 1% level

From the ANOVA table we can state that the sig value stands at 0.000.

sig <= .001

Hence the model is significant at 1% level.

Therefore, H0 is rejected at 1% level of significance.

Hence, Brand awareness is positively impacted by marketing mix components.

Table 32: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.238	.575		-.414	.680
Price	.032	.102	.027	.310	.757
Product	-.070	.053	-.100	-1.306	.195
Brand differentiation	-.519	.083	.515	6.236	.000
Promotion	.457	.109	.359	4.176	.000
Place	.204	.205	.077	.994	.323

a. Dependent Variable: Brand Awareness

Estimated Equation:

$$\text{Brand awareness} = -.238 + .032\text{price} - .070\text{product} - .519 \text{ Brand differentiation} + .457\text{Promotion} + .204\text{place}$$

2nd Hypothesis:

The hypothesis is formulated as:

Marketing mix elements positively affect consumer satisfaction

H0: A marketing mix's components does not have a favorable impact on customer satisfaction.

H1: A marketing mix's components have a favorable impact on customer satisfaction.

Table 33: Model Summary

Mode	R	R Square	Adjusted R Square	Std error of the estimate
1	.731	.753	.73	2256.15414

b. Predictors: (Constant), Price, Product, Promotion, Place, Brand Differentiation

The value of R square is 0.753 or 75%. This implies that 75% of the variation of brand awareness is explained and the remaining 25 % remains unexplained. Hence, we can say the model has a better goodness of fit.

Table 34: ANOVA

Model	Sum of Squares	df	Mean square	F	sig
Regression	8.466	5	1.693	3.435	.003
Residual	38.945	79	.493		
Total	47.412	84			

c. Predictors: (Constant), Price, Product, Promotion, Place, Brand Differentiation

d. Dependent Variable: Satisfaction

The acceptance of the model is confirmed by the significance of F-statistics at 5% level

From the ANOVA table we can state that the sig value stands at 0.003.

sig <= .005

Hence the model is significant at 5% level.

Therefore, H0 is rejected at 5% level of significance.

Hence, A marketing mix's components have a favorable impact on customer satisfaction.

Table 35: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.889	.644		6.258	.000
Price	-.194	.102	-.205	-1.808	.127
Product	-.056	.135	-.189	-1.602	.402
Brand differentiation	-.159	.066	-.092	-.876	.126
Promotion	-.210	.125	-.161	-1.350	.124
Place	.106	.253	.044	.417	.678

b. Dependent Variable: Satisfaction

Estimated Equation:

$$\text{Satisfaction} = 3.889 - .194\text{Price} - .056\text{Product} - .159 \text{ Brand differentiation} - .210\text{Promotion} + .106\text{Place}$$

Hypothesis Testing by Chi-Square Test:

3rd Hypothesis:

The hypothesis is formulated as:

Brand awareness and brand recognition varies across age, gender, educational qualification, occupation and family income.

H0: Brand awareness and brand recognition does not varies across age, gender, educational qualification, occupation and family income.

H1: Brand awareness and brand recognition varies across age, gender, educational qualification, occupation and family income.

Table 36: Test Statistics

		Test Statistics					
	Brand Recognition	Brand Awareness	Age	Gender	Educational Qualification	Occupation	Family Income
Chi-Square	74.700	72.875	28.500	.450	43.225	119.500	13.900
df	3	4	3	1	2	5	3
Asymp. Sig.	0.000	0.000	0.000	0.003	0.000	0.000	0.000

From the above test statistics, Asymp. Sig value for all the variable is 0.000. This means Sig value is ≤ 0.005 . So we reject H0 at 5% significance level.

Hence, Brand awareness and brand recognition does not vary across age, gender, educational qualification, occupation and family income.

VII. SUMMARY OF FINDINGS

Brand Awareness as a Result of Marketing Mix Aspects:

'Marketing mix ingredients' are supposed to result in 'brand awareness.'

From our regression analysis we can conclude that,

- Hypothesis 1** which was formulated to fulfill our objective 1 have given us the result that Brand awareness is positively impacted by marketing mix components
- Hypothesis 2** which was formulated to fulfill our objective 2 have given us the result that A marketing mix's components have a favorable impact on customer satisfaction.

Also, from our chi square analysis, we can conclude that

Hypothesis 3 which was formulated to fulfill our objective 3 have given us the result that Brand awareness and brand recognition varies across age, gender, educational qualification, occupation and family income.

This means that concentrating on marketing mix aspects might result in a large boost in brand recognition.

Customer Satisfaction as a Function of Elements in the Marketing Mix:

Research has demonstrated a robust correlation between "marketing mix components" and "customer satisfaction." It was also shown that "marketing mix factors" were causally related to "customer happiness."

Customer happiness and the effects of marketing mix components on brand recognition "Marketing mix components" have been shown to be predictive of "brand awareness." Additionally, it has been shown that "marketing mix factors" have a major impact on "customer happiness."

The mediating impact of "brand awareness" has lessened the influence of the "marketing mix factors" upon "customer satisfaction." This leads to the conclusion that "marketing mix factors" have an influence upon "customer satisfaction," and that "brand awareness" somewhat controls that effect.

In the consumer durables sector, "brand awareness" discovered to be a powerful intervening variable between "marketing mix factors" as well as "customer satisfaction". Increased brand awareness has been demonstrated to boost consumer satisfaction. It indicates that consumers are happier when they are familiar with a brand than when they are not. Marketers should concentrate more on building brand awareness through the efficient use of marketing mix components in order to satisfy customers.

In Terms of Brand Recognition, How Successful the Consumers Have Been:

How well-known is the brand, and how successful have the customers been. Brand awareness has been used to gauge the performance of each of the four categories of product: air conditioners, refrigerators, washing machines and televisions.

1) Air Conditioner

The majority of customers believe that LG and Daikin have done the best jobs at raising brand recognition. This demonstrates the strong degree of consumer demand for Daikin & LG products., and that they have been effective in building a positive reputation and image among consumers.

2) Refrigerators

No matter their gender or country of origin, the majority of consumers selected Samsung as the brand that has improved brand recognition the most, followed by Whirlpool.

3) Washing Machine

No matter their gender or country of origin, the majority of consumers selected Samsung as the brand that has improved brand recognition the most, followed by Whirlpool. This suggests that the degree of client demand is strong for "Samsung" and "Whirlpool" refrigerators and washing machines, and that these brands have been effective in establishing a positive reputation among consumers.

4) Television

Regardless of gender or nationality, a large proportion of respondents opted for "Sony" as the most effective brand awareness raiser. There are no discernible differences in brand evaluations between customers who live in rural and urban regions, or between male and female consumers.

Purchase Location of Choice:

The choice of a point of purchase made by consumers for every product category—televisions, air conditioners, washing machines, and refrigerators —has undergone examination to see If there are any noteworthy variations in the answers provided by male & female customers, as well as those from rural and urban areas.

1) Air conditioner

The majority of customers say they prefer to buy an air conditioner from a "retail/mall showroom."

2) Refrigerators

The majority of customers say they prefer to buy a refrigerator from a "retail/mall showroom."

3) Washing Machine

The majority of customers say they prefer to buy a washing machine from a "retail/mall showroom."

4) Televisions

The majority of customers say they prefer to buy television from a "retail/mall showroom."

Choice of Mode of Payment:

The choices made by customers on how to pay have been examined to ascertain whether responses from customers in rural and urban areas, as well as amongst male and female customers, differ noticeably from one another. Every one of the four categories of products has been examined.

Air conditioner, Refrigerators, Televisions, Washing Machine

It has been shown that most clients, irrespective of their gender or place of origin, prefer to pay using 'cash/cheque/DD.' There aren't any notable variations in payment methods amongst male and female clients or with in customers in rural and urban areas.

VIII. IMPLICATIONS AND RECOMMENDATIONS

Gaining knowledge and insight into the consumer durables industry's dynamics is the aim of this study. Both established companies and those wishing to enter the consumer durables industry should find the material helpful. Companies have to put in a lot of effort to increase brand awareness with their target market. We have concluded from our 3rd objective and hypothesis that Brand awareness and brand recognition varies across age, gender, educational qualification, occupation and family income. Advertising should thus clearly state the value proposition and display the brand prominently. It helps increase consumer focus and increases the visibility and recall of advertisements. Measures to improve brand awareness through memorable encounters can also be taken in order to gain clients' enduring mindshare. Increasing consumer pleasure may also be facilitated by increasing brand recognition.

Furthermore, from our first two objectives we have concluded that brand awareness appears to moderate the link between marketing mix factors and customer happiness. Practitioners therefore need to focus on a range of strategies in order to draw attention and enhance brand recall and recognition. To raise awareness, offer value, and elicit a positive response, businesses need to concentrate on making choices that are based on elements of the marketing mix. It is also anticipated that these activities would raise satisfaction levels. A proactive approach to marketing can also be taken to solve specific issues and

raise potential clients' degree of satisfaction. Enhancing the number of distributing channels and the caliber of services offered might potentially lead to a rise in client satisfaction.

Every business must satisfy current consumers before investing substantial efforts in attracting new ones. It was shown that "recommendations of known users" had the greatest impact on consumers' purchasing decisions when compared to other influencers. Given this, it is advised that consumer durables firms prioritize their current clientele and cultivate a strong rapport with them. Word-of-mouth may have an impact on consumer expectations throughout the information-seeking stage of the purchasing process. Goodwill and recommendations from pleased and devoted clients may go far and swiftly, bringing in a large number of new clients at little expense.

If a product's features and user interface are enhanced, consumers could be more inclined to interact with the brand and product. Prioritizing consumer convenience in terms of location, point of sale, and payment methods is a good idea. The frequency and the amount of purchases may be increased by the availability of a large variety of products on the market, as well as payment options that include multiple modes and instalment payments. Businesses must evaluate and control the effectiveness of their activities. Because of this, companies need to regularly evaluate the progress they've made in increasing brand awareness. In today's fiercely competitive market dynamics, practitioners must constantly imagine and develop new concepts to increase awareness of brand levels of their product line.

Thus, practitioners should concentrate on increasing brand recognition for their products by marketing operations including advertising, sales promotion campaigns, and other marketing endeavors. Customer happiness has a significant impact from brand awareness. As a result, businesses who employ these techniques may see increases in revenue and market share in addition to building a strong reputation as a brand among consumers.

Future Research Recommendations

Although the current study attempted to examine a number of significant facets of brand recognition, client satisfaction, and marketing mix components in the consumer durables industry, much more research remains to be done. According to further study, brand recognition and consumer happiness may be impacted by each of the Ps in the marketing mix. As dependent variables, top-of-mind, dominance of the brand, perception of the brand, and knowledge of the brand may all be investigated. It is feasible to investigate additional dependent variables within the framework of an alternative industry, location, or sector. As mediating variables, factors such as brand identification, loyalty of the brand, quality perceived, intention of purchase, and equity of brand can be examined.

The study's scope might be expanded to include further parts of the country, contingent on the consumer durables' categories of products and the approved and validated methodology. Through the assessment of causal relationships between various variables, this study's exploratory component may be definitively organized. Reliability and validity can be enhanced even more. More sample size and/or alternative sampling techniques may be used in subsequent research.

IX. CONCLUSION

By illuminating the relationship between brand recognition, customer happiness, and parts of the marketing mix in the consumer durables sector, the study adds to the body of current work. It underlines how crucial brand awareness is in affecting customer happiness and lays the groundwork for further studies in this field. It is advised to investigate how each component of the marketing mix affects customer satisfaction and brand recognition, look into other variables as potential mediating factors, and expand the study to different sectors or geographic areas. The goal of the study is to give companies in the consumer durables industry useful information on consumer satisfaction and brand awareness in a cutthroat market. It also implies that successful marketing tactics depend on a knowledge of customer behaviour. Marketing initiatives such as advertising, sales promotion activities and other marketing endeavours, practitioners should focus on raising brand recognition for their goods. Brand awareness have a big impact on customer satisfaction.

The research found a significant correlation between brand awareness and the elements of the marketing mix. Research has demonstrated a positive causal connection between satisfaction of the consumer and the marketing mix elements and brand recognition. Ultimately, the research provides a comprehensive analysis of the correlation among marketing mix components, brand recognition, and customer contentment within the consumer durables sector.

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