

WOMEN CONSUMERS ATTITUDE TOWARDS PURCHASE AND USE OF HIGH-END HOME APPLIANCES

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Abstract**Aims and Objective**

Investigative study aims to assess the working women consumers attitude, perception and satisfaction towards home appliances. As Women engagement in formal work sector has brought in transformation (education and technologically sound) of women as an effective consumers and buyers of various valuable products.

Research Methodology and Design

The investigation study incorporated qualitative and quantitative research thematic. TPB (Theory of Planned Behavior) is adopted in the current study to assess the women consumers' attitude, purchase intention of smart home appliances and satisfaction towards these products that support them in completing their household work. The samples comprise of the women high-end durable goods consumers living in Tirunelveli district. Purposive sampling (judgmental sampling) a common technique adopted by many researchers is applied in this investigation study. For data collection from the targeted women i.e., users of high-end white-durable goods. The data were collected from the working women only and the samples are targeted among women aged 25 years to 56 years or more. First-hand information (primary data) was collected from 225 working women, who are inhabitant of Tirunelveli district. Close-ended questionnaire is used as data collection tool.

Conclusion and Implication

Through, this empirical study it has been observed that large size of the participant working women had purchased the high-end home appliances through their saving (69.52 per cent). About 91.60 per cent women give importance to the brand reputation of home appliances. Samples appreciate the technology used in high-end products (81.86 per cent) and performance of the product (68.29 per cent). Noticed that the influence of participants attitude on the perception towards high-end home appliance is positive and has 92.70 per cent relativity. Influences of perception of women on their satisfaction is also noted as positive, establishing relativity of 64.40 per cent. Manufacturers, marketers and retailer should design highly innovative, cost-efficient, durable and smart appliances that suits to all section of women (in term of occupational status). They should introduce ease buy loan facilities targeting women consumers and ensure that after-sale services are offered to their customers on time or during demand. Marketers have to understand that currently laundry and refrigerators are more brought by the working women and they should take adequate promotion steps to sell high-end dishwashers, cleaning robot and other products, as the market is found to be highly productive.

Future Scope

Future researchers /investigators can continue with the study topic focusing on assessing buying behaviour of women towards durable or home appliances and they can expand their study in assessing high-end home appliances buying practices among working in women metro and metropolises cities.

Key Work: Working Women, High-End Home Appliance, Theory of Planned Behaviour

Introduction

Gone are the days, when women in 1990s' enjoy the pleasure of completing her morning chores with turning on radio and smelling the morning toasts. Contemporary women's lifestyle has drastically changed with the entering into formal occupational growth, where various types of home appliances like: coffee makers, oven, toaster, air conditioners (AC), dishwashers, cleaning robot, cooking ranges etc., have become a daily necessity. Gadgets have become the third hand of working women in the contemporary age (www.stockgro.club, 2025). Women engagement in formal work sector has brought in transformation (education and technologically sound) of women as an effective consumers and buyers of various valuable products. Educated and decently employed women enjoy financial liberty with their entry into the formal workforce in IT (Information Technology), various services and in manufacturing sectors. These section of women are found to be more informed and knowledgeable about various products available in the market, making them more demanding and skeptical, while executing their purchase decisions (Ministry of Labour & Employment, GOI, 2024). Financial freedom among women in India plays a key role in determining their liberty to purchase goods and their spending power. Financial independence enjoyed by women gives them the ability to decide on purchases of selected branded goods (www.tataaia.com, 2025).

Modern-day marketers considering women as prime buying segment buyer and they focus on targeting women to buy not only basic household-items (like: food items, groceries, vegetables or fruits) but, high value products like cars, home, jewellerys, diamond to high-end electrical goods (like: fridges, automatic washing machine, dishwashers etc..) (Kumar, 2018). As contemporary working women prefer to spend more on those goods that will reduce their time and energy, at the same time act as vital tool in completion of their daily household chores. The changing attitude of women have raised demand for high-end electric goods like: dishwashers, cleaning robots, high-end refrigerators etc. Concept of owning above mentioned high-end electric goods as luxury is slowly greying, as women exercise higher financial liberty and purchasing power. In addition, the educated women are well aware of the product features, nature of benefits they could realise and volume of time, energy and money they could save by owning these products. Realising the demand for the high-end electrical goods, manufacturers are lining up with different variant cum capacity of the products, mode of buying options (online or offline), medium of payments (cash, digital payment or credit availing) and seasonal offers to attract the potential buying section (www.maximizemarketresearch.com, 2025).

Size of Consumer Durable Goods Market in India

Consumer durables market (all type of electric appliance used in the kitchen and household courses) in India is broadly segregated into urban and rural markets and is attracting marketers from across the world. The sector comprises a huge middle class, a relatively large affluent class and a small poor class. Indian Appliance and Consumer Electronics Industry market size is expected to nearly double reaching approximately ₹.1.48 lakh crore (US\$ 17.93 billion) by the end of 2025. Indian appliances and consumer electronics industry stood at US\$ 9.09 billion in 2022 and is expected to more than double to reach ₹.1.48 lakh crore (US\$ 21.18 billion) by 2025 (www.globenewswire.com, 2024).

Theoretical Background

Half of the population of India are women, who exercise nearly 90 per cent of the family's buying decisions. Thus, marketers target these women through advertisements and by adopting various price-sensitive promotional tactics to adopt. Financially independent women living in urban cities exercise high level of liberty cum spending power compared to non-working Indian women. Research studies provide evidence that contemporary women in South India prefer to use their energy and knowledge more constructively, than spending time in completing her daily household courses (Sharma and Singh, 2020). They consider it wise to buy home appliances as it reduces to their daily work stress at home, especially in nuclear families. Majority of the women prefer exercising need-based purchase of home appliance, rather than earning pride or recognition in society (Selvi and Kothai, 2023). Above provided needed inputs for structuring this investigative study, this study raises following researchable questions:

- What is the attitude of working women towards owning high-end home appliances?
- What is the perception of working women towards purchase and use of high-end home appliances?
- What is the satisfaction of working women towards purchase and use of high-end home appliances?

The purpose for framing the above-mentioned objectives is enclosed as:

Objectives	Purpose of Research Question
Objective 1	1.1 What is the expectation of working women towards purchase of high-end home appliances? (This objective measures the attitude of women (like purchase of high-end home appliances is expect to support the women in completion of household works, children/spouse can use, affordability, ease of getting finance, automation features etc.,)
Objective 2	2.1 What is the perception of targeted group towards purchase or use of different types of high-end home appliances?
Objective 3	3.1 Whether targeted group towards consumers are satisfied with purchase or use of different types of high-end home appliances?

Literature Review and Discussion

Qualitative analysis (desk research researcher) was conducted to assess the working women consumers attitude, perception and satisfaction towards home appliances (that is popularly categorised as durable goods includes white and brown goods)

Home Appliances Buying Behaviour and Factors Influencing Buying Behaviour

Karthika and Anand (2017) revealed that white goods are mostly purchased by the consumers in more trusted and reputed retail outlets. Rana and Jha (2018) declared that white goods selection by the households are based on the sources of information influence like television and e-media, family members references and suggestion of spouse about price, technology applied, energy saving features and after-sales services offered by the retailers. Rana and Jha (2019) commented that women in middle-income families purchase decision of electrical goods (refrigerators, washing machine, micro-wave oven and two-wheelers) are influenced by the family members recommendation or inspiration. Rajamani and Balaji (2020) claim that while buying home appliance consumers pay attention to the product price, its performance (assessment) and social status of owning a specific home appliance while buying it. Vijay and Prabakaran (2021) documented that there is a transformation in the consumers preference for white goods and mostly consumers like to exchange their old goods for newer cum upgraded version of white goods. Kishore et al., (2023) stated that market for white goods among women consumers are determined by the factors like: strength of core product with value addition features, after-sales service and enhanced product quality. These factors lead to higher demand for white goods and increased product replacement, thereby boosting consumer satisfaction within the same price range. Bhatia and Naik (2024) identified the most important factors that motivate consumers for purchase of durables were brand reputation, newness of technology and machines model or design and after-sales service offered by the retailer.

Women Consumers Attitude towards Home Appliances

Marichamy (2013) stated that women were found to be very sensitive towards purchase of durable goods. They check the sales services available, annual maintenance cost of the equipment, convenience of using the product, price of the products and in assessing various criterions before buying. Uma and Sasikala (2014) commented that consumers in general exchanged their old home appliances for a lasted and technology advance products. Ease of use and life-style upgradation are considered as the most influencing factors for buying home appliances among the targeted sample segments. Shalini and Abarna (2019) inferred that the demographic status of the households influences their home appliances purchase decisions. Parthasarathy et al., (2021) identified that the price of the durable goods, retailers influence, durable goods attributes, social influences and promotions are the factors that build attitude and motivate the women to buy durable goods. Elavarasi and Pasupathi (2024) concluded that the price, quality, offer, and appliance features influences purchase of the appliance, demographic characteristics also influenced the consumer's decision to purchase. Mehra (2025) stated the consumers are very sensitive towards purchase of durable goods as the price of these goods keep fluctuating from time to time, depending on the economic inflation rate.

Women Consumers Perception and Satisfaction towards Home Appliances

Karthika and Anand (2017) stated that durable goods consumers are found to be satisfied with the product price, quality, offers, brand image, model and technical features towards is identified as the buying criterion. Shalini and Abarna (2019) noted that home appliances consumers are expressed satisfied towards purchase of popular brands like: Samsung, Whirlpool, L.G and Prestige, etc. Meerabai and Selvasundaram (2020) inferred women consumers satisfaction toward washing machines were determined by its price, durability, performance, product size cum design and after-sale service offered by the retailers. Ramesh (2023) reported home appliances buyers are satisfaction towards branded products price, wide range of products availability, quality, convenience of home appliance usage, product durability and guarantee assured by the brand manufacturers. Prabakaran and Sudhakar (2024) claim that consumers loyalty towards home appliance brands are determined by their satisfaction, realisation of value for the money spent and based on the performance of the brand.

Detailed literature assessments provided evidences on the consumers buying attitude towards home appliances, their perception and satisfaction towards purchase and use of home appliances. Investigators realised that there are individual studies were conducted in the past on the theme of the study and no studies combine all the three concepts in the past and with the application of TPB. Identified research gap, provided wider scope for conduct of this empirical study. The literatures collected facilitated the investigators in framing hypotheses and in drafting the SE-model.

Conceptual Framework

TPB (Theory of Planned Behaviour) (Ajzen, 1991) is adopted in the current study to assess the women consumers' attitude, purchase intention of smart home appliances and satisfaction towards these products that support them in completing their household work. That in turn reduces their domestic workload of women and makes them able to dedicate more time to their job i.e., in a productive way. This theory focuses on studying behaviour modification of individuals in specified situation or say influenced by the situation. Rukhsar et al., (2025) rooted their study based on TPB theory for understanding green electronic products purchase intentions among Indian consumers. As this theory support the researchers in predict the purchase intention and behaviour of consumers. TPB support the investigator in assessing the projected buying behaviour of consumers. This theory supported the investigation in assessing the consumers attitude to home appliances, perception and

satisfaction towards purchase and use of home appliances. Study of women consumers attitude towards home appliance reveals their acceptance or rejection of certain products (Shalender and Sharma, 2020). Study of perceived purchase demonstrates the purchase behaviour and its influences of the buyers (Askadilla and Krisjanti, 2017).

Research Methodology and Design

Investigators after drawing deep understanding on the research topic aim to draft comprehensive research work by applying qualitative and quantitative research methodology (mixed methodology) (Abuhamda et al., 2021). The investigation study incorporated qualitative and quantitative research thematic.

Sampling Framework

The samples comprise of the women high-end durable goods consumers living in Tirunelveli district. Purposive sampling (judgmental sampling) a common technique adopted by many researchers is applied in this investigation study (Tamang and Ghosh, 2025). For data collection from the targeted women i.e., users of high-end white-durable goods. The data were collected from the working women only and the samples are targeted among women aged 25 years to 56 years or more. First-hand information (primary data) was collected from 225 working women, who are inhabitant of Tirunelveli district.

Design of the Research Tool

Close-ended questionnaire is used as data collection tool. The questionnaire contained data on the demographic status of the working women, their attitude towards high-end home appliances, their preceptive towards purchase and use of high-end home appliances and their satisfaction towards high-end home appliances. The questions on demographic status were nominal in score and other three sets of questions were framed based on Likert's five-point scale. ATTD (Attitude on Home Appliance Purchase and Used) contain eight variables. The variables are abbreviated as: SRHW- Support to Reduce the Household Workload (Reduces Daily Stress Being Working Women), SMSD- Save Money Spent for Domestic Maid (Saving Money), ESOP- Even Spouse /Children can Operate (Gaining Family Help), AFOR- Affordable (Price Range), COAU- Complete Automation (Unleashing Technology Advancement), EAIO- Easily Instalment Options (Financial support), PMLS- Part of Modern-day Life Style and COFE- Comfort Features (Relaxing). Set of six questions were grouped as PERC (Perception on Home Appliance Purchase and Used) it comprises of six different high-end home appliances, that are abbreviated as: PEDI- Perception of Dishwashers, PEWM- Perception of Automatic Washing Machine, PERE- Perception of High-End Refrigerator, PEMG- Perception of High-End Mixer Grander, PECC- Perception of Cleaning Robot and PEOP- Perception of Other Products. Similar to the women consumers perception towards high-end home appliances, their SATS (Satisfaction on Home Appliance Purchase and Used) are grouped into six heads and the variables are rated with Likert's five-point scale i.e., SADI- Satisfaction of Dishwashers, SAWM- Satisfaction of Automatic Washing Machine, SARE- Satisfaction of High-End Refrigerator, SAMG- Satisfaction of High-End Mixer Grander, SACR- Satisfaction of Cleaning Robot, SAOP- Satisfaction of Other Products,

Data Reliability and Validity Test

Data tools viability was tested with the computation of Cronbach Reliability .863, .839, .868, .897, .832 and .750, Composite Reliability values: .888, .753, .819, .809, .763 and .885, AFL: .848, .887, .817, .858, .862 and .790 are greater than 0.700 (threshold mark). In addition, convergent validity and divergent validity were computed. Measure of AVE values are greater than the square of R values: .862 > .743, .847 > .717, .851 > .724, .790 > .624, .886 > .785 and .820 > .672, it indicates prevalence of discriminant validity. Thus, it has been concluded that Composite Reliability, Convergent and Divergent validity exists among the variables and data tested. Similarly, the sample adequacy is recorded as .823 (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) which satisfactory.

Profile of the Respondents

Demographic profile of the survey participants revealed that 46.67 per cent of consumer were in the age group of 25-30 years, 57.33 per cent of samples are graduates. Data assessment provided clear evidences that modern-day well-educated women work in different filed. Occupation of the respondents were summarised as: school teacher (33.78 per cent), IT employee, college teacher (19.55 per cent), entrepreneur (12 per cent), public sector employee (11.56 per cent), private sector employee (7.55 per cent) and engineer (3.56 per cent). Found that 54.67 per cent of participants are married and remaining 45.33 per cent of them are unmarried. Financial status of the women in term of their monthly earning as: : ₹.20,001-₹.30,000 (38.67 per cent), less than ₹.20,000, ₹.30,001-₹.40,000 (23.11 per cent) and ₹.40,001&above (15.11 per cent). Almost 68 per cent of samples are key decision marker in the family and remaining 32 per cent of them are head of the family.

Results and Discussion

Target group women gathered information about different types of high-end home appliances and its feature through self-assessment i.e., through television advertisement, social media promotion, online retail promos etc., and referred by their spouse. Majority of the samples brought high-end home appliances from company-owned retail outlet(s) and from corporate branded retail outlets. About 78.89 per cent of the women identifies as brand conscious buyers and 58.54 per cent of the participants prefer buying MNCs (Multi-National Company) brands like: Bosch (dishwasher), Eureka Forbes (vacuum cleaners and mobs), IFB (washing machines) Samsung, Panasonic, Prestige, Preethi (Mixer Grinders and kitchen appliances). While buying home appliances working women pay utmost importance to after sales services (97.60 per cent), price range of appliances (94.40 per cent), convenience in use (93.20 per cent), ease of maintenance (90.60 per cent) and offers & promotional discounts (89.80 per cent). They also consider technology advancement feature of home appliances (88.80 per cent), unique features (87.80 per cent), brand reputation (87 per cent), security features (85 per cent) and product suitability to life-style, automation features (83 per cent), energy efficient (80.80 per cent), climate suitability (78.80 per cent), eco-friendly features (77.80 per cent) and personalised products feature (73.40 per cent). Women attitude towards purchase of home appliances are based on their understanding of product suitable to their life-style (90.20 per cent), time and convenience in use (89.60 per cent), affordability in term of price (83.80 per cent), automation features (82.40 per cent) and security features (82.20 per cent) of the products. Their purchase decision are inter-linked with the cognitive understanding on whether home appliance support them to reduce the household workload (reduces daily stress being working women) (94.60 per cent), comfort features of the product (89.80 per cent), whether save money spent for domestic maid (saving money) (88 per cent), easily instalment options available (84.80 per cent), complete automation features (82.20 per cent) and ease of usage by spouse /children can operate (gaining family help) (81 per cent). About 91.60 per cent women give importance to the brand reputation of home appliances. Large size of the working women has purchased the high-end home appliances through their saving (69.52 per cent). Six per cent of the samples have registered owning high-end products as very convenient for them in completion of day-to-day household works. Study identified that majority of the samples own various kind of high-end home appliances. The ownership pattern is summarised as: High-end refrigerator (97.60 per cent), automatic washing machine (90.80 per cent), other products (87.80 per cent), high-end mixer grander (87.60 per cent), dishwashers (83.80 per cent) and cleaning robot (83.20 per cent). Satisfaction level of various high-end home appliance users is recorded as: high-end refrigerator (91.40 per cent), other products (91.20 per cent), high-end mixer grander (89.60 per cent), automatic washing machine (85 per cent), cleaning robot (82.60 per cent) and dishwashers (80.20 per cent). Samples appreciate the technology used in

high-end products (81.86 per cent) and performance of the product (68.29 per cent). Nearly 74 per cent of the current users of the home appliances wish to recommend these products to potential working women buyers and 66 per cent are found to be brand loyal consumers, who prefer to buy same brands in future too.

The SE-Model was construction drawing association between women consumers attitude, perception and satisfaction towards home appliance purchase and used. The model supports justification of two hypotheses.

Working women are found to be highly sensitive towards selection and buying high-end home appliances. They pay more attention to ease of use of these products, technology advancement in term of automation, price, ease of availing durable goods purchase loan, after-sales services and many other supportive features of the products (Marichamy(2013), Uma and Sasikala (2014), Shalini and Abarna (2019), Parthasarathy et al., (2021) and Mehra (2025). Drawing relevance to these studies the first hypothesis is framed.

H₀: Working women attitude towards home appliances influences their perception towards purchase and use of home appliances.

High-end home appliances are found to be satisfied with product price, quality, offers, brand image, model, technical features, durability, performance, product size cum design and after-sale service etc., (Karthika and Anand (2017), Ramesh (2023) and Prabakaran and Sudhakar (2024)). Vijay and Prabakaran (2021) documented that there is a transformation in the consumers preference for white goods and mostly consumers like to exchange their old goods for newer cum upgraded version of white goods. These studies form bases for framing the second hypothesis.

H₀: There exist association between working women consumers attitude towards home appliances and the level of satisfaction realised by them i.e., purchase and use of home appliances.

**EXHIBIT: 1 CONFIRMATORY FACTOR ANALYSIS
ASSOCIATION BETWEEN WOMEN CONSUMERS ATTITUDE, PERCEPTION AND SATISFACTION TOWARDS HOME APPLIANCE PURCHASE AND USED**

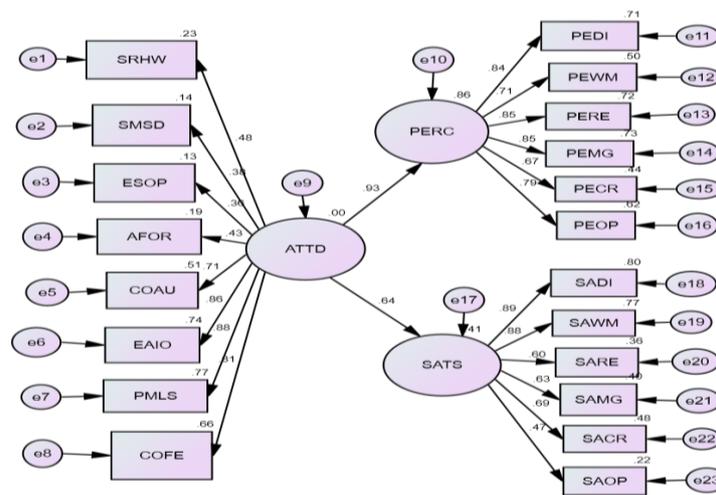


TABLE: 1: GOODNESS OF FIT STATISTICS

Goodness of Fit Statistics		Results
Absolute fit	Chi square (χ^2) of the Estimate model	495.030
Incremental fit	RMSEA	.006
	TLI	.948
	IFI	.903
	CFI	.900
Parsimonious fit	Parsimony fit (χ^2 /df)	2.947

Level of Significance: 5 per cent

For hypothesis testing, the proposed model with all measurement items from the CFA was estimated. The results in Table 1 revealed acceptable fit indices of the model; $\chi^2 = 495.030$, $p < 0.001$, degrees of freedom = 168; parsimony fit (χ^2 /df) = 2.947; GFI = 0.980; AGFI = 0.975; CFI = 0.900; IFI = 0.903; RMSEA = 0.006.

**TABLE: 2
STRUCTURAL MODEL RESULTS
ASSOCIATION BETWEEN WOMEN CONSUMERS ATTITUDE, PERCEPTION AND SATISFACTION TOWARDS HOME APPLIANCE PURCHASE AND USED**

Hypothesis – Association Between	Path		Standardized Estimates	C.R	Relationship
Association working women attitude towards home appliances and perception towards purchase and use of home appliances	PERC	<---	.927	12.191	Significant
Association between women consumers attitude towards purchase of home appliances and their satisfaction towards purchase and use of home appliances	SATS	<---	.644	9.283	Significant

- Association working women attitude towards home appliances influences their perception towards purchase and use of home appliances: ATTD vs PERC ($\beta = .927$, $p = .000$) is positively correlated and found to be significant.

- Association between women consumers attitude towards purchase of home appliances and their satisfaction towards purchase and use of home appliances: SATS vs ATTD ($\beta = .644$, $p = .000$) is positively correlated and found to be significant.

TABLE: 3: STRUCTURAL MODEL RESULTS

Hypothesis	Variables	Standardized Estimates	C.R	Relationship
The intercorrelation of women consumers attitude towards home appliance purchase and used	COFE	.812	12.412	Significant
	PMLS	.878	15.703	Significant
	EAI0	.862	15.406	Significant
	COAU	.712	11.763	Significant
	AFOR	.434	6.529	Significant
	ESOP	.360	5.305	Significant
	SMSD	.379	5.655	Significant
	SRHW	.478	7.288	Significant
The intercorrelation of women consumers perception towards home appliance purchase and used	PEDI	.843	8.693	Significant
	PEWM	.706	12.202	Significant
	PERE	.848	14.246	Significant
	PEMG	.854	13.991	Significant
	PECR	.666	10.209	Significant
	PEOP	.787	12.494	Significant
The intercorrelation of women consumers satisfaction towards home appliance purchase and used	SADI	.894	10.532	Significant
	SAWM	.879	18.828	Significant
	SARE	.603	9.806	Significant
	SAMG	.632	9.984	Significant
	SACR	.694	11.796	Significant
	SAOP	.468	6.983	Significant

- The intercorrelation of women consumers attitude towards home appliance purchase and used: COFE($\beta=.812$, $p=.000$), PMLS($\beta=.878$, $p=.000$), EAI0($\beta=.862$, $p=.000$), COAU($\beta=.712$, $p=.000$), AFOR($\beta=.434$, $p=.000$), ESOP($\beta=.360$, $p=.000$), SMSD($\beta=.379$, $p=.000$) and SRHW($\beta=.478$, $p=.000$) are positively correlated and found to be significant.
- The intercorrelation of women consumers perception towards home appliance purchase and used: PEDI($\beta=.843$, $p=.000$), PEWM($\beta=.706$, $p=.000$), PERE($\beta=.848$, $p=.000$), PEMG($\beta=.854$, $p=.000$), PECR($\beta=.666$, $p=.000$) and PEOP($\beta=.787$, $p=.000$) are positively correlated and found to be significant.
- The intercorrelation of women consumers satisfaction towards home appliance purchase and used: SADI($\beta=.894$, $p=.000$), SAWM($\beta=.879$, $p=.000$), SARE($\beta=.603$, $p=.000$), SAMG($\beta=.632$, $p=.000$), SACR($\beta=.694$, $p=.000$) and SAOP($\beta=.468$, $p=.000$) are positively correlated and found to be significant.

The hypotheses framed two hypotheses stands accepted and it has been concluded that working women attitude towards home appliances influences their perception towards purchase and use of home appliances and there exist association between working women consumers attitude towards home appliances and the level of satisfaction realised by them i.e., purchase and use of home appliances.

Conclusion and Implication

India is experiencing demographic shift in term of educational standard, due to fast urbanisation, increase in individual income and changing life-style. Modern-day come are fast adopting to high-end durable goods, especially working women, as she seeks support in completion of household course (laundry support, floor cleaning and mob assistance, dishwashing, facilities to cook, store and reheat food etc..) at her convenient work time and minimum human support. Thus, it could be right to say that working women also expect to buy those products that offer them convenience, coupled with smart usage, energy and cost efficient (www.kenresearch.com, 2024). Through, this empirical study it has been observed that large size of the participant working women had purchased the high-end home appliances through their saving (69.52 per cent). About 91.60 per cent women give importance to the brand reputation of home appliances. Sixt per cent of the samples believe that owning high-end products as very convenient for them in completion of day-to-day household works. Women attitude towards purchase of home appliances are based on their understanding of product suitable to their life-style, time and convenience in use, technology advancement and affordability in term of price. Their purchase decisions are inter-linked with the cognitive understanding on whether home appliance support them to reduce the household workload (reduces daily stress being working women), comfort features of the product and whether save money spent for domestic maid. Large portion of samples own high-end refrigerator (97.60 per cent), automatic washing machine (90.80 per cent), other products (87.80 per cent), high-end mixer grander (87.60 per cent), dishwashers (83.80 per cent) and cleaning robot (83.20 per cent). Samples appreciate the technology used in high-end products (81.86 per cent) and performance of the product (68.29 per cent). Nearly 74 per cent of the current users of the home appliances wish to recommend these products to potential working women buyers and 66 per cent are found to be brand loyal consumers, who prefer to buy same brands in future too. Noticed that the influence of participants attitude on the perception towards high-end home appliance is positive and has 92.70 per cent relativity. Influences of perception of women on their satisfaction is also noted as positive, establishing relativity of 64.40 per cent.

Marketers and retailers should understand that nearly 43 per cent of the nation’s working women population live in Tamil Nadu (Udhaya, 2024). Working women in Tamil Nadu are widely distributed in different occupation from household helpers, employed in unorganised sector, factories, large corporates, IT (Information and Technology), many are self-employed and professionals. Home appliances are demanded by all these segments of women. So, manufactures, marketers and retailer should design highly innovative, cost-efficient, durable and smart appliances that suits to all section of women (in term of occupational status). They should introduce ease buy loan facilities targeting women consumers and ensure that after-sale services are offered to their customers on time or during demand. Marketers have to understand that currently laundry and refrigerators are more brought by the working women and they should take adequate promotion steps to sell high-end dishwashers, cleaning robot and other products, as the market is found to be highly productive.

Limitation and Future Scope

This investigative study has certain practical limitations, that provide wider scope for the future researchers /investigators to continue with the study topic. First and foremost, the investigators believe that so far not much studies were conducted in the past focusing buying behaviour of women towards durable or home appliances. So future researcher can conduct the reasons /prospects of working women in buying branded high-end home appliance. This investigative study is focused only on working women inhabitant of Tirunelveli district. Future researchers can expand their study in assessing high-end home appliances buying practices among working in women metro and metropolises cities of Tamil Nadu (like: Chennai, Coimbatore, Trippur, Salem, Erode, Trichy or Madurai).

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