CONSUMER BRAND PREFERENCES AND BRAND LOYALTY TOWARDS ELECTRONIC PRODUCTS-WITH SPECIAL REFERENCE TO RURAL CUSTOMERS OF HIMACHAL PRADESH

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ABSTRACT
For the last some decades, electronic industry is ever growing in Indian market. It has become as one of the lucrative industries due to increasing use of electronics. The competition, brand features, modern technology and internet exposure is attracting the rural customers towards electronic products at large. The considerable percentage of world’s rural population resides in rural India. The increase in disposable income and expansion of financial institutions along with easy availability of finance has encouraged the rural customers to prefer and habituate to the use and purchase of basic and comfort electronic products. In view of this emerging scenario, the present study provides field based investigation primarily making analysis on the rural customer buying behaviour and their perceptions on brand preferences and brand loyalty towards electronic products. The researcher has studied brand preference of different electronic products and loyalty of rural customer towards these products that are consumed in different districts of Himachal Pradesh. In the study information have been collected from 1000 respondents and the statistical tools such as percentage, averages, deviations and chi-square test are applied for data analysis. The researcher found that the occupation and income are the factors which affect brand loyalty which leads to brand preferences.

KEYWORDS: Buying behaviour, Brand loyalty, Brand preference, Electronic product, Rural customer

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