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BRANDED VS NON-BRANDED KITCHEN APPLIANCES WITH REFERENCE TO MIXER GRINDER

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ABSTRACT
Consumer perception refers to how a consumer uses their experiences and beliefs to view, recognize, and make meaning of a brand, product, or service. It greatly affects their purchase decisions and brand loyalty and is impacted by a number of elements, including as pricing, customer service, advertising, and product quality. Building a positive brand image and attaining long-term success for organizations requires managing and comprehending this view. The research paper gives the brief insights about perception of consumers towards branded kitchen appliances.

Important Words: *Consumer, Brand Loyalty, Positive brand image*

Kitchen Appliances in India
Rapid urbanization, growing disposable incomes, and changing consumer preferences for contemporary, time-saving, and energy-efficient solutions are driving the purchasing of kitchen equipment in India. In order to improve convenience and fit in with modern lives, Indian consumers—especially the growing middle class and young nuclear families—are investing more both large and small appliances.

Integration of technology is one of the main trends impacting consumer choices; tech-savvy urban customers are increasingly drawn to smart, IoT-enabled appliances like connected air fryers and AI-powered refrigerators. Additionally, there's a big shift toward healthier cooking, which increases demand for appliances like blenders, steamers, and air fryers.

Branded Kitchen appliances
Branded appliances are manufactured and marketed by reputable companies that prioritize brand identity, quality assurance, after-sales service, marketing, and warranty. They use a brand name that customers recognize, trust, and frequently link with particular outcomes and assistance.

Non-branded appliances, sometimes known as generic or local brand equivalents, lack a well-established brand identification. They frequently compete largely on price, may offer less assurances or service infrastructure, and prioritize functional features over brand reputation.

A crucial policy choice is branding. It gives the product a unique personality that the customer can easily recognize. Brands may become status symbols at times. Around the brand, the marketer may create a positive perception of his company. It makes it possible for a certain product to be advertised nationally and to be pre-sold.

Customers can quickly identify branded goods in a retail setting. Because it identifies the company that made the product, it protects the purchaser. The company can maintain influence over the market thanks to branding. It generates an exclusive market for the goods and encourages repeat purchases. The middlemen's entire survival depends on a steady supply of each brand when it is successfully and efficiently marketed.

OBJECTIVES OF THE STUDY
1. To assess the growth of branded kitchen appliances market in India
2. To analyse the drivers of growth in branded kitchen appliances
3. To analyse the challenges of branded kitchen appliances, compare to non-branded kitchen appliance
4. To study the factors influencing consumer purchase decision

Market size and Growth trends
According to Mordor Knowledge intelligence report, The Indian kitchen appliance market was valued at USD 11.41 billion in 2025 and is expected to grow at a compound annual growth rate (CAGR) of around 7.2% to reach USD 16.17 billion by 2030, according to a recent analysis.

Within this, smaller appliances (such as "food-preparation" and "small kitchen appliances") are growing faster than big appliances; according to the same source, the small appliances category is leading with double-digit growth rates.

According to Wazir Advisor kitchen appliances market in India is to be worth INR 21, 775 crore in FY2020, with the juicer-mixer grinder & food processor category coming in at INR 6,707 crore.

Drivers of Growth

More consumers are shifting their choice towards branded kitchen appliances compare to non-branded kitchen appliance. Few factors that impact the purchase of branded kitchen appliances are

1. Increase in Disposal Income of middle class enable them to purchase more branded products.
2. As Urbanisation is increasing, due to which there is a change in the lifestyle of people. Consumers are looking for quick and convenient cooking.
3. Organized retail market is expanding on large scale i.e both online and offline. So, the accessibility of the market is quick and easy
4. Due to change in the technology, there is upgradation which attract consumers to experiment new products.
5. Beauty and design of the kitchen play a crucial role in purchase of kitchen appliances. Consumers wants to purchase attractive products that gives the elegant look to kitchen.

Challenges & Constraints in Branded Vs Non-branded kitchen appliances

- Due to increase in competition many unbranded or local players are providing goods at lower cost alternatively putting pressure on branded players
- Environmental changes like raw-material inflation, supply chain, government policies, health issues impact the prices and availability of the product.
- Penetration of branded kitchen appliances in rural areas and small towns are low due to lack of awareness and affordability issues.
- Companies need to follow energy efficiency and regulatory compliance issues like star-rating, safety standards that adds to cost and product complexity.
- Local brands continue to undercut their competitors in terms of pricing specially in lower-tiers cities.
- Ensuring After sales service across small towns and rural geographical areas are expensive
- Many local brands try to imitate the design and features of good brands , creating a confusion in the minds of consumer during purchase.

Objectives of the Study

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REVIEW OF LITERATURE

- The Indian kitchen appliance market has significantly transformed in the past few years, driven by forces like increasing disposable incomes, rapid urbanization, and the growth of nuclear families. Industry reports indicate that the market might reach values of USD 11.41 billion to USD 16.17 billion by 2025 at a CAGR of 7.2% or more by 2030, showcasing strong growth influenced by changing consumer behavior. This reflects robust expansion and changing consumer preferences, according to various industry reports (Mordor Intelligence, 2025; Grand View Research, 2022).
- South India holds the maximum market share owing to high technology adoption, while compact and smart appliances signify regional and demographic changes throughout the country (IMARC Group, 2024).
- According to Aaker (1996), brand equity, comprised of brand awareness, perceived quality, brand associations, and brand loyalty, serves as a strategic instrument for companies in establishing long-term relations with customers. In the appliance industry, high brand equity means greater consumer preference and price tolerance.
- In emerging markets like India, increasing disposable incomes, urbanization, and exposure to global brands have recast consumer expectations about branded appliances. Consumers increasingly prioritize

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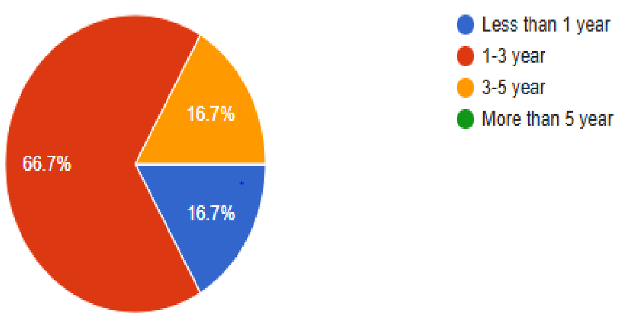
functionality, aesthetics, and energy efficiency as branded appliances are perceived as status symbols indicative of modern lifestyles (Sinha & Kaur, 2020).

- Advertising and digital marketing have also rebuilt brand perception. Aggressive promotional strategies, influencer marketing, and online reviews have turned out to be major determinants of brand image and consumer trust in the appliance sector.(Gupta & Sharma, 2021).

Data Collection and Interpretation

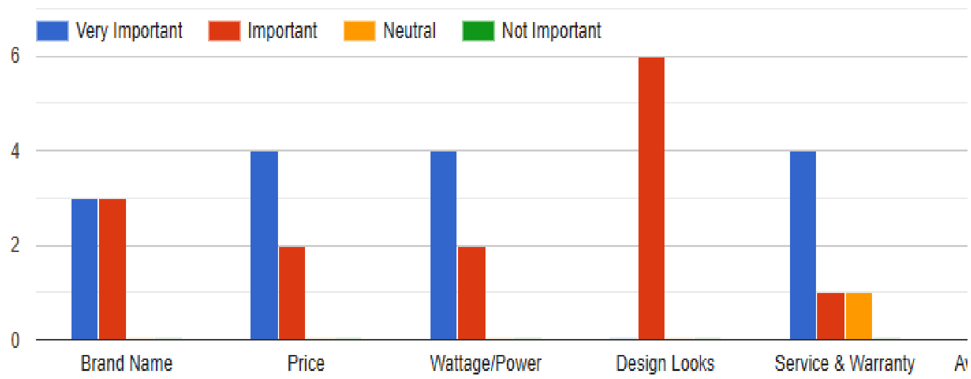
Data of 40 responses were collected to analyse the consumer perception towards branded mixer grinder and its factors which creates an impact to go for a particular mixer grinder.

1. The majority of participants (66.7%) fall in the age group of **36–45 years**, indicating that middle-aged adults form the largest portion of the sample. The remaining 33.3% of respondents belong to the **46–55 years** age group. From the total 40 responses major responders were female participants i.e 62% . These age groups are usually in charge of overseeing household tasks and choosing which appliances to buy. Their knowledge offers insightful information about product satisfaction and brand preference.
2. Majority of respondents are working professionals, suggesting that they place a high value on kitchen equipment' dependability, efficiency, and convenience.
3. Major consumers are using reputable and well-established brands, demonstrating their faith in well-known companies with a track record of excellence.
4. How long have you been using your current mixer-grinder?



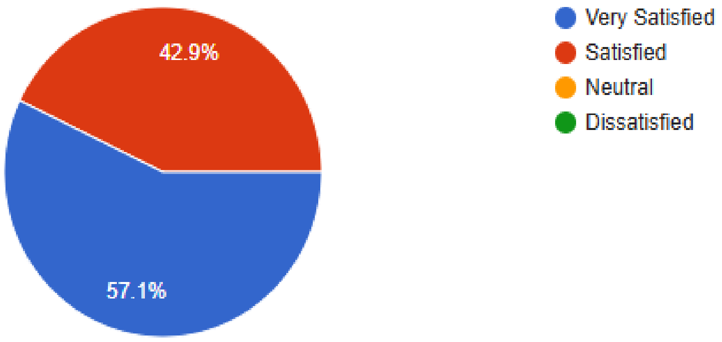
The majority of users bought their current mixer-grinders during the last one to three years, indicating that product replacement cycles should last roughly three to five years. Additionally, it shows that users replace appliances somewhat regularly, either as a result of wear and tear or advancements in technology.

5. How important are the following factors when choosing a mixer-grinder?



Price, power, and after-sales service rank highest among consumers, with brand name coming in second. Design and aesthetics are secondary factors. This implies that the primary factors influencing appliance buying decisions are functional value and performance.

6. How satisfied are you with your current mixer-grinder?



Every respondent is happy with their current mixer-grinders suggests that branded appliances are generally seen favourably.

7. Many customers have not faced major issues, showing high reliability and performance satisfaction towards branded product. Due to this, many would recommend their current brand to others, reflecting the brand loyalty and trustworthiness.

8. A strong majority would repurchase or recommend their current brand, reflecting **brand loyalty** and **trustworthiness**.

FINDING OF THE STUDY

1. High Market Growth and Brand Dominance:
The mixer-grinder segment of the branded kitchen appliance industry has grown robustly in India, with an average CAGR of 8–10% in the recent years. In this category, leading brands like Bajaj, Preethi, Philips, Prestige, and Bosch dominate the market due to strong brand equity, product reliability, and after-sales service networks.

2. Increasing Preference towards Branded Appliances.
Most of the consumers prefer branded mixer-grinders over unbranded ones. Better quality, long life, safety features, and service center facility are some of the reasons mentioned for this. According to consumers, branded appliances offer better value for money even though their prices are marginally higher.

3. Consumer Awareness and Price Sensitivity:
While brand reputation is a strong influencer in making purchase decisions, ultimately price is a very important factor. The middle-income category is the largest consumer group, and their preference is for models priced between ₹2,000 and ₹5,000 with wattage in the 500–750 W range. Consumers are looking for value-for-money options that offer quality at affordable prices.

4. Capabilities and Features Make Purchases Rational.
Added features such as multiple jars, higher motor power, overload protection, noise reduction, and stainless-steel blades contribute greatly to brand preferences. Consumers increasingly value multifunctionality, using a single appliance for grinding, blending, and juicing.

5. Distribution Channels and E-commerce Influence:
While traditional retail points are still the most frequent purchase point, online channels (including Amazon, Flipkart, and brand websites) are gaining momentum. E-commerce platforms offer convenience, discounts, and product reviews that consumers especially in Tier-2 and Tier-3 cities appreciate.

6. Brand Trust and After-Sales Service as Key Determinants:
Consumer loyalty largely depends on trust in the service reliability of a brand, its warranty, and the availability of spare parts. Philips, Bajaj, and Preethi are some brands that experience strong repeat purchases thanks to their extensive after-sales networks.

7. Regional and Cultural Variations:
The study has brought out regional differences in demand: South India reports a higher usage of mixers and grinders due to food habits thereof, whereas North and Western India markets are also gaining steadily with emerging modern cooking habits.

8. Consumer Satisfaction and Brand Loyalty:
The performance satisfaction of branded mixer-grinders was rated as high and constant by most respondents, but there is some dissatisfaction regarding noise, spare parts, and after-sales delay in smaller towns.

9. Shift Towards Premiumisation:
There is indeed a growing trend among urban and upper-middle-class consumers towards upgrading to high-wattage or smart mixer-grinders, typically in the 750W–1000W range, with increased features and improved aesthetics. This reflects the broader premiumisation trend in the kitchen appliance sector.

10. Challenges for Manufacturers:
The key challenges point toward the following: price competition from unbranded/local manufacturers, an uptick in raw material prices, and uneven service coverage in rural areas. For brands, maintaining affordability with a promise of quality and innovation remains critical.

11. Growth opportunities
Growth opportunities are significant in Tier-2 and rural markets where brand penetration is still low. Affordable, energy-efficient, and easy-to-service models can help brands expand reach. Also, government initiatives on promoting "Make in India" and local manufacturing support the long-term prospects of the industry.

CONCLUSION
The study concludes by stating that the branded mixer-grinder market in India is dynamic and increasing with rising incomes, lifestyle changes, and consumer awareness. Consumers are indeed brand loyal if quality and service expectations are fulfilled. In such a scenario, the key to sustained growth would be innovation, affordability, and localized marketing strategy while pursuing consistent after-sales support across all regions.

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