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# A Study on Preferential Buying Pattern of Whirlpool Washing Machine in Tambaram

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**Abstract:** *Electronics provides a means of generating and enhancing consumers' overall enjoyment for their regular day-to-day lives at home. With the purpose of making many durable products in that line, consumer electronics produce an enormous amount of clothing washing machines. While there are several brands of electronic washing machines, Whirlpool is the most popular one on the market. This research examines Tambaram's penchant for purchasing Whirlpool washing machines. 150 houses in the study area were selected between May and June 2023 using a practical sampling technique. Regression analysis, basic correlation, and other necessary methods are used. The interpretations made during the study and analysis are what led to the findings and observations. The shifting purchasing habits of consumers in the digital era across a broad spectrum of income, standard of living, designs, aspirations, and wants are also a key determinant in the construction of new facilities for technology-driven goods.*

**Keywords:** *Consumer Durables, Customer Satisfaction, Income Quality and Consumption.*

## 1. INTRODUCTION

The Indian consumer market is benefiting from the expansion of the national economy. The consumer sector has been producing startling numbers, driven by a young population with access to disposable income and simple financing choices. MNCs own a 65% market share in consumer durables. MNCs provide consumers with better technology, whereas Indian businesses compete on the strength of their firm hold on the domestic market, their well-known brands, and their control over extensive distribution networks. Currently, 59% of India's consumer durables are sold in rural areas. Recent years have seen a significant upsurge in this industry, aided by factors including the developing retail boom, property and real estate demand, higher disposable income, and an increase in the proportion of the wealthy population. Intense rivalry, the rise of new businesses, the launch of cutting-edge



models, price reductions, and exchange programmes define the consumer durables industry. According to the general trend, over time, rising income levels, dual-income households, changing lifestyles, credit availability, rising consumer knowledge, and the release of new models have all contributed to an increase in demand for consumer durables. The remarkable rise of the Indian media is another crucial aspect that has made a big contribution to the developing consumer durables sector. The domestic majors' robust marketing campaigns are also benefiting the sector. Due to faster GDP growth rates, Indian consumers' income levels have been continually rising. Because of their rising income levels, Indian consumers have drawn the attention of multinational corporations (MNCs), who see India as a viable market for their products. Contrary to several other developing nations, India actually has a relatively low penetration of durables and home appliances. This suggests that there is definitely a lot of room for expansion in the future. However, slow growth rates are a result of high manufacturing costs, taxation, and relative reduced purchasing power. Consequently, there is a lot of capacity idle at local producers of consumer durables.

### **Earlier Review and Gap**

Enhancing core products with value additions is crucial if you want to increase consumer satisfaction in a similar price range. Improvements in after-sales service can build and replace demand for consumer durables as well as for product replacement, in addition to quality improvements. The relevance of consumers and their evolving attitudes in the marketing process must be understood by dealers, producers, and retailers.

Ganesan and Renuka (2017) made an attempt to study the consumer preference for various brands of washing machines in Kumbakonam town; to find out the factors that influencing the brand preference; and to assess the level of consumer satisfaction towards washing machines. The primary data were collected from 150 customers with the help of questionnaire. The study suggests that the guarantee period given for the washing machines should be extended beyond one year. Along with the cash discounts given to customers, the dealers can provide washing machine cover and washing machine stand.

Literature review is the basic perspective of any study in social science and it pave way for to find out and preferential buying pattern of consumers. Thus this study realises to new path for these parameters in Customers' Satisfaction. And hence necessary data are collected over to assess the prominence and performance of its function over to comparing preferential buying pattern of Whirlpool washing machine in Tambaram with pertinent factors. Due to sea change in the marketing environment and consumers preference, the role of marketing organization comes nearly to concentrate for strengthening the strategy through conduct of market research The previous studies enables to durables in general and few studies are specific in product selection on brand loyalty and price factor. Hence, the present research devotes on problems and buying preference and satisfaction level are considered among the buyers in study area.

### **Objectives of the Study**

The following are the objectives of the present study.

1. To understand the buying preferential patterns and problems existence with the level of satisfaction of Whirlpool washing machines by consumers.



2. To discuss the impact of purchase with demographic factors and initiate for improvement of the product.

## **2. RESEARCH METHOD**

The study's focus is solely on Whirlpool washing machines. Only Tambaram was included in the study's geographic scope. The market was narrowed down for investigation, which was a modest step towards identifying the numerous product characteristics, Whirlpool Company marketing initiatives, and the necessity and significance for maintaining the market. 150 household respondents were chosen for this study using practical sampling. The current study is based on a survey method and is empirical in nature. The purpose of the study is to evaluate consumer satisfaction with washing machines in Tambaram. The basic sources of information used in this study provide its foundation.

## **3. DISCUSSION AND RESULTS**

This paper furnishes the analyses and interpretation of the collected data for **“Preferential Buying Pattern of Whirlpool Washing Machine in Tambaram**

Table 1 Summary of Demographic Profile

| <b>Demographic Profile</b>     |                          | <b>No. of Respondents</b> | <b>Percentage</b> |
|--------------------------------|--------------------------|---------------------------|-------------------|
| Gender                         | Male                     | 132                       | 88.00             |
|                                | Female                   | 18                        | 12.00             |
| Age (years)                    | Upto 30                  | 21                        | 14.00             |
|                                | 31-40                    | 42                        | 28.00             |
|                                | 41-50                    | 53                        | 35.33             |
|                                | Above 50                 | 34                        | 22.67             |
| Education Qualification        | Upto S.S.L.C             | 18                        | 12.00             |
|                                | H.Sc                     | 20                        | 13.33             |
|                                | Degree                   | 79                        | 31.60             |
|                                | Postgraduation and above | 33                        | 22.00             |
| Occupation                     | Business                 | 32                        | 21.33             |
|                                | Employed                 | 56                        | 37.33             |
|                                | Professional             | 27                        | 18.00             |
|                                | Housewife                | 35                        | 23.33             |
| Marital Status                 | Married                  | 118                       | 78.67             |
|                                | Unmarried                | 32                        | 21.33             |
| Family pattern                 | Nuclear family           | 97                        | 64.67             |
|                                | Joint family             | 53                        | 35.33             |
| Monthly household income (Rs.) | Upto 20000               | 69                        | 46.00             |
|                                | 20001-30000              | 23                        | 15.33             |
|                                | 30001-40000              | 23                        | 15.33             |



|  |             |    |       |
|--|-------------|----|-------|
|  | Above 40000 | 35 | 23.33 |
|--|-------------|----|-------|

Source: Primary Data

Out of 150 respondents, 88 per cent are male and 12 per cent are female. A good majority of the respondents (35.33 per cent) are dispersed in the age group 41-50 years. 14%, 28% and 22.67% of the respondents are dispersed in the age group upto 30 years, 31-40 years and above 50 years respectively. The predominant literacy group (31.60 per cent) of the respondents has degree qualification. 12 per cent and 13.33 per cent of the respondents have upto SSLC and H.Sc qualifications respectively. 22 per cent of the respondents have postgraduate and above qualifications.

And, 46 per cent of the respondents have a monthly income of upto Rs.20000 and 15.33 per cent have Rs.20001-30000 as monthly income. 15.33 per cent of the respondents have a monthly income of Rs.30001-40000. About 23.33 per cent of the respondents have above Rs.40000 as monthly income. Besides, 21.33 per cent of the respondents are businessmen, 37.33 per cent are employed, 18 per cent are professionals, and 23.33 per cent are housewives. 78.67 per cent of the respondents are married and 21.33 per cent are unmarried. 64.67 per cent of the respondents have nuclear family system and 35.33 per cent of the respondents have joint family system.

**Table 2 Overall Preferential Buying Patterns**

| <b>Overall Factors</b>                          | <b>Level of Satisfaction</b> | <b>No. of Respondents</b> | <b>Percentage</b> |
|---|------------------------------|---------------------------|-------------------|
| Performance of Whirlpool Washing Machine        | Satisfied                    | 67                        | 44.67             |
|   | Partially satisfied          | 49                        | 32.67             |
|   | Dissatisfied                 | 34                        | 22.67             |
| Satisfaction towards Price                      | Satisfied                    | 55                        | 36.66             |
|   | Partially satisfied          | 59                        | 39.33             |
|   | Dissatisfied                 | 36                        | 24.00             |
| Satisfaction towards Availability               | Satisfied                    | 75                        | 50.00             |
|   | Partially satisfied          | 31                        | 20.67             |
|   | Dissatisfied                 | 44                        | 29.33             |
| Satisfaction towards Advertisement              | Satisfied                    | 67                        | 44.46             |
|   | Partially satisfied          | 51                        | 34.00             |
|   | Dissatisfied                 | 32                        | 21.33             |
| Satisfaction towards Sales Promotional Measures | Satisfied                    | 62                        | 41.33             |
|   | Partially satisfied          | 49                        | 32.67             |
|   | Dissatisfied                 | 39                        | 26.00             |
| Satisfaction towards Warranty                   | Satisfied                    | 68                        | 45.33             |
|   | Partially satisfied          | 44                        | 29.33             |
|   | Dissatisfied                 | 38                        | 25.34             |
| Satisfaction towards Free Service               | Satisfied                    | 66                        | 44.00             |
|   | Partially satisfied          | 55                        | 36.67             |
|   | Dissatisfied                 | 29                        | 19.33             |



|   |                     |    |       |
|---|---------------------|----|-------|
| Satisfaction towards Replacement Facilities | Satisfied           | 63 | 42.00 |
|   | Partially satisfied | 51 | 34.00 |
|   | Dissatisfied        | 36 | 24.00 |
| Satisfaction towards Range of Colours       | Satisfied           | 47 | 31.33 |
|   | Partially satisfied | 62 | 41.34 |
|   | Dissatisfied        | 41 | 21.33 |
| Satisfaction towards Range of Models        | Satisfied           | 53 | 35.33 |
|   | Partially satisfied | 58 | 38.67 |
|   | Dissatisfied        | 39 | 26.00 |
| Satisfaction towards Life Period            | Satisfied           | 64 | 42.67 |
|   | Partially satisfied | 41 | 27.33 |
|   | Dissatisfied        | 45 | 30.00 |

Source: Primary Data

From 150 respondents, 44.67%, 32.67%, and 22.67% expressed satisfaction, partial satisfaction, and dissatisfaction with the performance of the Whirlpool washing machine in Tambaram, respectively. Additionally, in regards to the price of the Whirlpool washing machine in Tambaram, 36.66%, 39.33%, and 24% of the respondents, respectively, expressed satisfaction, partial satisfaction, and dissatisfaction. Additionally, when it came to the availability of Whirlpool washing machines, 50%, 20.67%, and 29.33% of the respondents expressed satisfaction, moderate satisfaction, and dissatisfaction, respectively. Additionally, in regards to the Whirlpool washing machine commercial, 44.46%, 34%, and 21.33% of the respondents, respectively, expressed satisfaction, partial satisfaction, and dissatisfaction. Furthermore, in regards to the sales promotion tactics made available to the Whirlpool washing machine in Tambaram, 41.33%, 32.67%, and 26% of the respondents, respectively, expressed satisfaction, partial satisfaction, and dissatisfaction. In addition, about the warranty provided for the Whirlpool washing machine in Tambaram, 45.33%, 29.33%, and 25.34% of the respondents, respectively, expressed satisfaction, partial satisfaction, and dissatisfaction. The respondents also expressed satisfaction, partial satisfaction, and dissatisfaction with respect to a variety of free services provided to Whirlpool washing machine consumers in Tambaram, at rates of 44.44%, 36.67, and 19.33%, respectively. Additionally, in regards to replacement facilities, 42%, 34%, and 24% of the respondents, respectively, expressed satisfaction, partial satisfaction, and dissatisfaction. Further, when it came to the Whirlpool washing machine's colours, 31.33 percent, 42.34 percent, and 21.33 percent of respondents expressed satisfaction, moderate satisfaction, and dissatisfaction, respectively. Additionally, in regards to the variety of models, 35.33%, 38.67%, and 26% of respondents, respectively, expressed satisfaction, moderate satisfaction, and dissatisfaction.

**Table 3 Satisfactory Status**

| <b>Position</b>                                  | <b>Level of Satisfaction</b> | <b>No. of Respondents</b> | <b>Percentage</b> |
|--|------------------------------|---------------------------|-------------------|
| Satisfaction towards Availability of Accessories | Satisfied                    | 62                        | 41.33             |
|  | Partially satisfied          | 47                        | 31.33             |
|  | Dissatisfied                 | 41                        | 27.34             |



|  |                     |    |       |
|--|---------------------|----|-------|
| Satisfaction towards Appearance and Design           | Satisfied           | 73 | 48.67 |
|  | Partially satisfied | 49 | 32.67 |
|  | Dissatisfied        | 28 | 18.66 |
| Satisfaction towards Quality                         | Satisfied           | 66 | 44.00 |
|  | Partially satisfied | 51 | 34.00 |
|  | Dissatisfied        | 33 | 22.00 |
| Satisfaction towards Dryer Performance               | Satisfied           | 73 | 48.67 |
|  | Partially satisfied | 49 | 32.67 |
|  | Dissatisfied        | 28 | 18.66 |
| Satisfaction towards Washer Performance              | Satisfied           | 71 | 47.33 |
|  | Partially satisfied | 54 | 36.00 |
|  | Dissatisfied        | 25 | 16.67 |
| Satisfaction towards Wash Programs                   | Satisfied           | 53 | 35.33 |
|  | Partially satisfied | 41 | 27.33 |
|  | Dissatisfied        | 56 | 37.34 |
| Satisfaction towards Power Consumption               | Satisfied           | 71 | 47.33 |
|  | Partially satisfied | 52 | 34.67 |
|  | Dissatisfied        | 27 | 18.00 |
| Satisfaction towards Water Consumption               | Satisfied           | 71 | 47.33 |
|  | Partially satisfied | 48 | 32.00 |
|  | Dissatisfied        | 31 | 20.67 |
| Satisfaction towards Consumption of Detergent Powder | Satisfied           | 33 | 22.00 |
|  | Partially satisfied | 43 | 28.67 |
|  | Dissatisfied        | 74 | 49.33 |
| Satisfaction towards Facility of Transparent Window  | Satisfied           | 75 | 50.00 |
|  | Partially satisfied | 46 | 30.67 |
|  | Dissatisfied        | 29 | 19.33 |
| Satisfaction towards Image                           | Satisfied           | 69 | 46.00 |
|  | Partially satisfied | 51 | 34.00 |
|  | Dissatisfied        | 30 | 20.00 |

Source: Primary Data

Table 3 displays customer satisfaction with the availability of Whirlpool washing machine accessories. Out of 150 respondents, 41.33 percent, 31.33 percent, and 27.34 percent expressed satisfaction, partial satisfaction, and dissatisfaction with the accessibility of accessories, respectively. Additionally, the respondents' satisfaction, partial satisfaction, and dissatisfaction with the appearance and design of the Whirlpool washing machine in Tambaram were 48.67%, 32.67%, and 18.66%, respectively. In addition, when it came to the quality of the Whirlpool washing machine in Tambaram, 44%, 34%, and 22% of the respondents, respectively, expressed satisfaction, partial satisfaction, and dissatisfaction. Additionally, when it came to the dryer performance of the Whirlpool washing machine in Tambaram, 48.67%, 32.67%, and 18.66% of the respondents were satisfied, moderately satisfied, and unsatisfied, respectively. Additionally, in regards to washer performance,





47.33%, 36%, and 16.67% of the respondents expressed satisfaction, moderate satisfaction, and dissatisfaction, respectively. Additionally, regarding wash programmes, 35.33%, 27.33%, and 37.34% of the respondents expressed satisfaction, partial satisfaction, and dissatisfaction, respectively. Furthermore, when it came to the Whirlpool washing machine's power usage, 47.33%, 34.67%, and 18% of the respondents expressed satisfaction, partial satisfaction, and dissatisfaction, respectively. Additionally, in regards to water use, 47.33%, 32%, and 20.67% of the respondents expressed satisfaction, moderate satisfaction, and dissatisfaction, respectively. Additionally, in regards to the consumption of detergent power, 22%, 28.67%, and 49.33% of the respondents, respectively, expressed satisfaction, partial satisfaction, and dissatisfaction. Additionally, in regards to the availability of transparent windows, 50%, 30.67%, and 19.33% of respondents expressed satisfaction, moderate satisfaction, and dissatisfaction, respectively.

**Table 4 Causes for buying Whirlpool Washing Machine**

| <b>Causes</b>                                 | <b>Level of Satisfaction</b> | <b>No. of Respondents</b> | <b>Percentage</b> |
|---|------------------------------|---------------------------|-------------------|
| Satisfaction towards Tumble Wash Technology   | Satisfied                    | 77                        | 51.33             |
|   | Partially satisfied          | 44                        | 29.33             |
|   | Dissatisfied                 | 29                        | 19.34             |
| Satisfaction towards Hot and Cold Water Inlet | Satisfied                    | 64                        | 42.67             |
|   | Partially satisfied          | 64                        | 42.67             |
|   | Dissatisfied                 | 22                        | 14.66             |
| Satisfaction towards Bio-Wash Facilities      | Satisfied                    | 74                        | 49.33             |
|   | Partially satisfied          | 51                        | 34.00             |
|   | Dissatisfied                 | 25                        | 16.67             |
| Satisfaction towards Delay Start Facilities   | Satisfied                    | 62                        | 41.33             |
|   | Partially satisfied          | 49                        | 32.67             |
|   | Dissatisfied                 | 39                        | 26.00             |
| Satisfaction towards Noise And Vibration      | Satisfied                    | 59                        | 39.33             |
|   | Partially satisfied          | 48                        | 32.00             |
|   | Dissatisfied                 | 43                        | 28.67             |
| Satisfaction towards Error Indicator          | Satisfied                    | 62                        | 41.33             |
|   | Partially satisfied          | 39                        | 26.00             |
|   | Dissatisfied                 | 49                        | 32.67             |
| Satisfaction towards Rust Proof               | Satisfied                    | 56                        | 37.33             |
|   | Partially satisfied          | 54                        | 36.00             |
|   | Dissatisfied                 | 40                        | 26.67             |

Source: Primary Data

Table 4 depicts the satisfaction level of customers towards tumble wash technology available in Whirlpool washing machine. Out of 150 respondents, 51.33%, 29.33% and 19.34% of the respondents were satisfied, partially satisfied and dissatisfied respectively towards tumble wash technology. Also, 42.67%, 42.67% and 14.66% of the respondents were satisfied,



partially satisfied and dissatisfied respectively about the hot and cold inlet. Further, 49.33%, 34% and 16.67% of the respondents were satisfied, partially satisfied and dissatisfied respectively about the bio-wash facilities. Also, 41.33%, 32.67 and 26.00% of the respondents were satisfied; partially satisfied and dissatisfied respectively towards delay start facilities. Further, 39.33%, 32% and 28.67% of the respondents were satisfied, partially satisfied and dissatisfied respectively towards noise and vibration. Also, 41.33%, 26% and 32.67% of the respondents were satisfied, partially satisfied and dissatisfied respectively towards facility of error indicator. Further, 37.33%, 36% and 26.67% of the respondents were satisfied, partially satisfied and dissatisfied respectively towards rust proof.

**Table 5 Problems with the Whirlpool Washing Machine and Initiatives for Development**

|                    |  | <b>No. of Respondents</b> | <b>Percentage</b> |
|--------------------|--|---------------------------|-------------------|
| <b>Problems</b>    | Consumption of more time                         | 48                        | 32.00             |
|                    | Higher the price                                 | 35                        | 23.33             |
|                    | Inadequate sales promotion measures              | 51                        | 34.00             |
|                    | Lack of range of colours                         | 67                        | 44.67             |
|                    | No option to cancel the programme during process | 54                        | 36.00             |
| <b>Initiatives</b> | Reasonable price                                 | 62                        | 41.33             |
|                    | Range of colours                                 | 41                        | 27.33             |
|                    | Quick washing                                    | 77                        | 51.33             |
|                    | More sales promotion measures                    | 47                        | 31.33             |

Source: Primary Data

Consumption of more time, higher the price, inadequate sales promotion measures, lack of range of colours and no option to cancel the programme during process are the major problems of customers towards Whirlpool washing machine in Tambaram Town at 32%, 23,33%, 34% 44.67% and 36% respectively.

Reasonable price, range of colours, quick washing and more sales promotion measures are the suggestions of the respondents to improve the sales of Whirlpool washing machine in Tambaram Town at 41.33%, 27.33%, 51.33% and 31.33% respectively.

**Table 6 Simple Correlation between preferential buying patterns of Whirlpool Washing Machine on the Demographic Characters**

| <b>Demographic variable</b> | <b>r value</b> |
|-----------------------------|----------------|
| Age                         | 0.262**        |
| Education                   | 0.239**        |
| Monthly household income    | 0.355**        |
| Occupation                  | 0.311**        |

Source: Compiled from primary data

\*\* Significant at 0.01 level





Table 6 shows significant correlation between consumers satisfaction towards Whirlpool washing machine on the demographic characters. Result shows that there is a positive and significant correlation between age, education, monthly household income and occupation group and consumers satisfaction towards Whirlpool washing machine.

Table 7 Stepwise regression analysis predicting preferential buying pattern of Whirlpool washing machine

| Sl.No | Step/Source              | Cumulative R <sup>2</sup> | $\Delta R^2$ | Step t | P    |
|-------|--------------------------|---------------------------|--------------|--------|------|
| 1.    | Age                      | 0.047                     | 0.039*       | 3.083  | 0.01 |
| 2.    | Education                | 0.056                     | 0.052*       | 2.625  | 0.01 |
| 3.    | Monthly household income | 0.075                     | 0.068*       | 2.017  | 0.01 |
| 4.    | Occupation               | 0.084                     | 0.074*       | 2.403  | 0.01 |

Constant value = 16.691

\* P < 0.01

Four variables namely, age, education, monthly household income and occupation have significantly contributed for predicting the predicting preferential buying pattern of Whirlpool washing machine. The variable age predictive value of predicting preferential buying pattern seems to be 0.039, when paired with the variable education it is 0.052, with monthly household income 0.068 and with occupation 0.074. The predictive value of these variables separately is 0.01.

#### 4. POLICY IMPLICATIONS AND CONCLUSION

Higher the price is one of the reasons for the dissatisfaction of respondents with the Whirlpool washing machine in Tambaram. About 39.33 per cent of the respondents were partially satisfied about the price of washing machine. It is therefore suggested that the company can revise its prevailing pricing strategies to cope up the competitive situation. Though most of respondents were satisfied towards sales promotional measures, 34 per cent of the respondents had problems with the sales promotional measures offered to Whirlpool washing machine. Therefore, the company can provide adequate sales promotional measures to attract various classes of the customers. The problems of the respondents such as delay in washing and no option to cancel the programme during process are associated with the technical aspects of the washing machine. Therefore, these problems could be rectified by the efforts of the research and development department of the Whirlpool enterprise. Lack of wide range of colours is one of the reasons for the dissatisfaction of the respondents with the Whirlpool washing machine. In order to impress the customers the Whirlpool Company should manufacture the washing machine in variety of colours.

To conclude, the Whirlpool Company is a great blessing to the nation. It is a gem of rare brilliance in the crown of electronic industry. We can say its ardent and sincere passion and multifarious facilities, monumental growth all this forms a hallmark of the company. It is worth noting that the company has achieved a remarkable task in the supply of home appliances to cater the needs of the households in a very big way. More than 44.67 per cent of



the customers were satisfied towards overall performance of Whirlpool washing machine in Tambaram Town. However, at present the customers having certain problems with the Whirlpool washing machines. In order to improve the sales and cope up with the prevailing competition, the Whirlpool Company can consider the suggestions given in the study.

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