CHAPTER – V

Analysis and Interpretations

❖ Qualitative Analysis.
❖ Quantitative Analysis.
❖ Hypothesis Testing.
❖ Summary of Major Findings.
CHAPTER - V

Data Analysis

5.1 Introduction:

In this Chapter, the Primary Data is analyzed and hypotheses are tested so as to come out with interpretations and findings.

In order to see that the Research Study is holistic, due importance is given to both Qualitative and Quantitative dimensions.

The Data Analysis hence is carried out in two different Sections as under:

Section I: Qualitative Analysis- Analysis pertaining to Industrial Buyer Behavior and Buying Process forms the part of first section. This data is collected by using Structured Interview method.
Section II: Quantitative Analysis- The Second Section of this Chapter comprises of the analysis of the data collected by administering two sets of questionnaires separately for-

i) SSI Units of Udyam Bag Industrial Estate.

ii) Computer Dealers of Belgaum.

Section I:

(Qualitative Analysis)

5.2 Buyer Behavior and Buying Process

The qualitative data was collected by resorting to Structured Interview Technique, for two categories of respondents:

i) Buyers/Potential Buyers of Computers (SSI units of Udyam Bag Industrial Estate) Sample Size = 54 Units (i.e. 60% of Population)

ii) Marketers of Computers Dealers and their sales force at Belgaum.
Sample Size = 10 Dealers (i.e. 70% of Population)

Conceptual framework used for analyzing the prevailing Buyer Behavior and Buying Process include:

i) Buygrid Analysis Framework for Industrial Buying Situation.


iii) Buying Center Influence Matrix

iv) Mattson Model.

v) Jagdish Sheth Industrial Buyer Behavior Model.

i) Analyses of Computer Buying Decision Process Using Buygrid Model:

Organizations’ buying activities are determined by the level of experience and quantum of information that the firms have in purchasing those products and services.
When purchasing situation is entirely new, information needs are extensive due to lack of experience of the firm with reference to products, services and suppliers.

In the context of purchase of new Computer system, buyers will be very concerned with identifying Computer characteristics (Configuration, Programs and Peripherals) that will satisfy their needs, services required to maintain the system and supplier's capability of providing those services.

Besides, the Buying Decision Process passes through various phases based on type of buying situation. Depending upon the buying is routine or new, these phases will vary in their degree of importance.

Effective marketing strategy requires that marketers focus their attention on:
i) What is the type of buying situation the firm is facing? (Whether the firm has bought the Computer earlier or it is doing so for the first time?)

ii) What is its current phase in decision-making process? (How close it has reached to the final buying decision?)

Dividing buying process into different phases helps the marketer to:

i) Identify critical decision phases.

ii) Information needs of purchasing organization.

iii) Various criteria buyers consider while making purchase decisions.

Analysis of Computer Buying Behavior is carried out so as to get the insight at above stated items by using conceptual model-Buygrid.
On the basis of data collected by interview technique, the components of the generic Buygrid Model can be elaborated with the inclusion of specific elements, so as to depict Computer Buying Process followed by the SSI Units of Udyam Bag Industrial Estate.
Buyphase 1: *Anticipation/ Recognition of the problem and general situation.*

- Customers’ expectations.
- Aspiration for ISO Certification.
- Desire for enhancement of efficiency.
- Status Symbol/ Peer pressure.
- Specialized applications.

Buyphase 2: *Determination of characteristics and quality of Computer.*

- Normally begins with Accounting Department.
- Discussions of top management with Accounting Department.
- Application area is taken into account.
- Users/Future Users are consulted.

Buyphase 3: *Description of the Characteristics and quality needed.*
Discussions with friends with technical background.

- Suggestions of children in engineering College.
- Preliminary chat with Dealers/Vendors.
- Price, Applications and Compatibility issues are focused on.
- Alternatives in terms of configuration, generation (P2, P3), Multi media.

**Buyphase 4:** *Search for and qualification of potential sources.*

- Advertisements.
- Yellow pages.
- Friends’ opinions/suggestions.

**Buyphase 5:** *Acquisition and Analysis of proposals.*

- Proposals/Quotations from at least three vendors.
- Preparation of Comparative Statement by the Accounts Dept.

**Buyphase 6:** Evaluation of proposal and Selection of the Supplier.

- Normally only one supplier for the entire system is preferred.
- Top management – Proprietor, MD or Managing Partner is the final decision making authority.
- Negotiations on Price, After Sales Service, Total Package

**Buyphase 7:** Selection of an Order Routine.

- Either written or some times oral order is placed.
If written it is prepared by the Accounts Dept. and signed by top management representative.

- Rare cases an advance is paid.

**Buyphase 8: Evaluation and feedback.**

- After complete installation a formal or informal report is sought from the User.
- Payment is made after the user approves.
- Subsequent evaluation is based on Problem Frequency, Response time, replacements and down time.

**ii) Analysis of Computer Buying Decision Phases Using Gordon Brand New Task Buying Model:**

The Buyer Decision Process is usually described as series of mental stages as follows:
Figure 5.2: Buying Process

Though these stages (figure 5.2) given by Philip Kotler are more applicable for Consumer Buyers, they were found to be prevalent in case of very small units of Udyam Bag Industrial Estate, comprising of limited staff, normally Proprietorship Concerns.

Industrial Buying Process in case of relatively bigger Units passes through observable stages (as opposed to mental stages experienced by Consumer Buyers or very small one man show units), as usually the decision-making involves several persons.
Figure 5.3 Gordon Brand New Task Buying Model
Based on the Primary Data collected through Personal Interview Technique, the components of the Gordon Brand New Task Buying Model (figure 5.3) can be elaborated with reference to Computer Buying Process as depicted by the Industrial Units of Udyam Bag Industrial Estate as follows:

i) **External Stimulus:**
   - Advertisement.
   - Visit to friends unit where there is Computer.
   - Suggestion by technically savvy son/relatives/friends.

ii) **Internal stimulus:**
   - Customers' expectations.
   - Need for efficiency.

iii) **Problem Recognition/ New Identification.**

iv) **Problem Solution alternative:**
   a) Additional Staff
   b) Out Sourcing.
   c) Buying Computers.
v) Computers as Solution

vi) Make or buy – Invariably buying is resorted to.


viii) Type of Computer – 286, 386, Pentium, Multimedia

ix) Search for Computers Dealers Previous, New Suppliers, Advertisements, Yellow Pages, References.

x) Contact with potential Suppliers- Telephone, Personal Visit of the representative to the Dealers place.

xi) Quotations, Comparative Statement, Negotiations.

xii) Dealer Selection- Based on criteria like Reliability, Goodwill, Prices, After Sales Service Assurance.

xiii) Order placing- Either Informal/Oral or Formal/Written.


**Modified Re-buy and Straight Re-buy:**

The Units which plan to buy the Computers on subsequent occasion/s indicate the tendencies towards Modified Re-buy and Straight Re-buy, where in:
- Some of the steps involved in New Task Buying are by passed.

- Feeling of safety in continuing with same vendors is crucial factor.

- Very rarely there is Straight re-buy, the choice is normally Modified Re-buy.

iii) Analysis of Computer Buying Process

Using Buying Center Influence Matrix.

To be successful, the Marketing Strategy—especially Promotional Mix Strategy must address the significant variations in the information needs of those individuals involved in the purchase decision, as it progresses through its phases.

A Decision Making Unit may consist of one person, but in industrial setting normally it comprises of group of individuals who share common goals and take the buying decisions together. They are called as 'Buying Centers'.
On the basis of the data collected through Interview technique, the modified Buying Center Influence Matrix can be presented for the Computer Buying Situation as applied to the Units of Udyam Bag Industrial Estate.
Amongst the Units covered it is found that the Top Management plays a significant role in all the phases of New Buy and Modified Rebuy situations, while Purchase and Accounts Departments play the role in Straight Rebuy.

Figure 5.5: Computer Buying Center Influence Matrix as found in Small Scale Industrial (SSI) Units of Udyam Bag Industrial Estate.
iv) Analysis of Composition Organizational Buying Center

Using Mattson Model:

Mattson Model is useful in analyzing and predicting Buying Center membership and influence.

The generic model proposed by Mattson is used for analysis of Computer Buying Centers amongst the SSI Units of Industrial Estate.

Based on Primary Data collected by Interview technique, the Sub heads of the generic model can be elaborated as follows:

i) *Buyer Mission*: Production and Marketing.

ii) *Purchase need*: Capital Equipment.

iii) *Dollar/Re Value*: Medium.

iv) *Buying Center Membership*: 
➢ Top Management.

➢ User Department (Normally Accounts/Administrative)

v) **Buyclass**: New Task, Modified Rebuy

vi) **Time Commitment and Lifecycle**: Medium.

vii) **Procurement**: Top Management or Manager

viii) **Other Members**: User Department, Outside Influences.

ix) **Transaction**: Dyad
Figure 5.6 Mattson Model

THE ENVIRONMENT
1. Economic
2. Technological
3. Social & Cultural
4. Legal & Political
5. Industry & Channel

THE FIRM

BUYER MISSION
1. Production
2. Distribution
3. Service

PURCHASE NEEDS
1. Capital Equipment
2. Support Essential
3. Product Essential
4. Consumption

Time
Commitment
Life Cycle
1. Long
2. Short

Dollar Value & Complexity
1. High
2. Low

BUY CLASS
1. New Task
2. Modified Repetition
3. Straight Repetition

BUY PHASE
1. Need Recognition
2. Post Purchase Behavior

BUYING CENTER
1. Membership
2. Functional Areas
3. Roles
4. Interactions

OTHER MEMBERS
1. Management
2. R & D
3. Engineering
4. Production
5. Finance

TRANSACTION
(Dyad and/or Selling Center)

Interfirm Boundary Spanning
v) Analyzing Industrial Computer Buyer Behavior

Using Jagdish Sheth Model:

For a Strategy to be evolved in a scientific manner, there has to be a thorough understanding of Buying Behavior and Buying Process.

In more specific terms, the strategy has to be based on the insight of:

i) The conditions that precipitate decision-making.

ii) Psychological world of individuals involved.

iii) The nature of conflict among those involved in buying.

The Model proposed by Jagdish Sheth is quite useful in understanding the above stated aspects.

The Primary Data collected by Interview technique is projected on the generic model, so as to get an insight on Buying
Behavior depicted by the SSI Units of Udyam Bag Industrial Estate, while buying Computers.

The components of Sheth Model can be elaborated with specific information with reference to SSI Units of Udyam Bag Industrial Estate.
Figure 5.7 Jagdish Sheth Model of Industrial Buyer Behavior
1. Product Specific Attributes:
   i) Time Pressure – Nil
   ii) Perceived Risk – High
   iii) Type of Purchase – Capital Item

2. Company Specifications:
   i) Organizational orientation – For profit
   ii) Organizational size – Small.
   iii) Degree of Centralization – High


4. Expectations of:
   i) Top Management
   ii) User Department (Administrative/Accounts)
Section II
(Quantitative Analysis)

5.3 Market Analysis: SSI Units of Udyam Bag Industrial Estate.

1. Profile of the Units.
2. Extent and nature of Computerization, and inclination to buy in future.
3. Brands – and Market share

5.4 Marketers Analysis: Computer Dealers of Belgaum.

1. Profile of the Dealers
2. Strategies practiced.

5.5 Perception Analysis:

1. Usage
2. Factors influencing
3. Sources of information
5.6 Profile of SSI Units in Udyam Bag Industrial Estate:

Udyam Bag Industrial Estate is one of the four Industrial Estates of Belgaum. The total numbers of units in this industrial Estate is 90.

Three important attributes of the Units, which influence the buying decision process considered for analysis, are:

i) Nature of Business activities.

ii) Type of Organizational Setup.

iii) Age and Qualifications-

   (a) Age of the organization.

   (b) Average age of Top Management.

   (c) Qualifications of Top Management.
i) Following table represents the data on Business Activities of the SSI Units in Sample.

Table 5.1 Distribution of Units based on business activities

<table>
<thead>
<tr>
<th>Business Activities</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Hydraulic</td>
<td>29.62</td>
</tr>
<tr>
<td>2) Lathe Works</td>
<td>22.22</td>
</tr>
<tr>
<td>3) Foundry</td>
<td>03.70</td>
</tr>
<tr>
<td>4) Machine Tools</td>
<td>11.11</td>
</tr>
<tr>
<td>5) Others</td>
<td>33.33</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Based on the above Table, it is found that Hydraulic, Lathe and Machine Tools Manufacturing – together are the major business activities in the Industrial Estate of Udyam Bag – which account for 62.95% of the total number.
ii) The following table depicts the type of organizational set up of the units in the sample.

**Table 5.2 Composition of Units based on organizational setup**

<table>
<thead>
<tr>
<th>Business Activities</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Pvt. Ltd Companies</td>
<td>11.11</td>
</tr>
<tr>
<td>ii) Partnership Concerns</td>
<td>44.44</td>
</tr>
<tr>
<td>iii) Proprietorship Concern</td>
<td>44.44</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Private Limited Companies are of lowest number with 11.11% with Partnership and Proprietorship Concerns equaling each other at 44.44%.

Chart 5.2 Composition of Units based on organizational setup
(a) The table below gives the idea of the Chronological age of the units in the sample.

Table 5.3 (a) Composition of Units based on Chronological age of Units

<table>
<thead>
<tr>
<th>Business Activities</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) SSI Units with</td>
<td></td>
</tr>
<tr>
<td>Age &lt; 10 Years</td>
<td>18.52%</td>
</tr>
<tr>
<td>ii) SSI Units with</td>
<td></td>
</tr>
<tr>
<td>Age &gt; 10 Years</td>
<td>81.48%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Only 18.52% of the units are established within last ten years, while more than 80% are above ten years of age.
iii) (b) The following table indicates the average age of the Top Management (Directors, Managing Partners or Proprietor)

Table 5.3 (b) Composition of Units based on average age of Top Management

<table>
<thead>
<tr>
<th>Business Activities</th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Average age of Top Management &lt; 40 Years</td>
<td>12</td>
<td>22.22</td>
</tr>
<tr>
<td>ii) Average age of Top Management &gt; 40 Years</td>
<td>42</td>
<td>77.78</td>
</tr>
<tr>
<td>Total</td>
<td>54</td>
<td>100</td>
</tr>
</tbody>
</table>
It is evident that 77.73% of the units have the Top Management with average age of 40 plus, while only 22.22% of the units have it below 40 years.

Chart 5.3 (b) Composition of Units based on average age of Top Management

5.7 The extent of Computerization in Udyam Bag Industrial Estate:

i) The following table gives the details pertaining to extent of computerization.
Table 5.4 Presence / Absence of Computers in different types of Organizations

<table>
<thead>
<tr>
<th>Type of Business Organization</th>
<th>Present %</th>
<th>Absent %</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Pvt. Ltd. Companies</td>
<td>66.66</td>
<td>33.33</td>
</tr>
<tr>
<td>ii) Partnership Firm</td>
<td>58.33</td>
<td>41.66</td>
</tr>
<tr>
<td>iii) Proprietorship Concern</td>
<td>25.00</td>
<td>75.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>44.44</strong></td>
<td><strong>55.55</strong></td>
</tr>
</tbody>
</table>

It is found that of the total number of units surveyed, 44.44% have the Computers with them, while 55.55% of the Units have not bought the Computer. The category of Pvt. Ltd. Companies lead in terms of presence of computers with 66% while of Proprietorship concerns only 25% Units have Computers.
Chart 5.4 Presence / Absence of Computers in different types of Organizations

Table 5.5 Presence / Absence of Computers in the Units of different age group

<table>
<thead>
<tr>
<th>Chronological Age</th>
<th>Bought Computers</th>
<th>Not Bought Computers</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) SSI Units with</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age &lt; 10 Years</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>ii) SSI Units with</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age &gt; 10 Years</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>
It is found that 50% of SSI Units in Udyam Bag Industrial Estate with age beyond 10 Years have bought Computers, while 20% of the Units below the age of 10 Years possess Computers. Of the total Units having Computers, 91.66% units belong to the more than 10 years age group.

Chart 5.5 Presence / Absence of Computers in the Units of different age group

<table>
<thead>
<tr>
<th>Bought Computers</th>
<th>Not Bought Computers</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSI Units Aged &lt;10 Years</td>
<td>SSI Units Aged &gt;10 Years</td>
</tr>
</tbody>
</table>

ii) The data pertaining to the inclination of the SSI units to buy or not to buy the Computers in future is tabulated as under.
Table 5.6 Types of Organizations and inclination to buy Computers

<table>
<thead>
<tr>
<th>Types of Organization</th>
<th>Planning to Buy Computers</th>
<th>Not Planning to Buy Computers</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Pvt. Ltd. Companies</td>
<td>66.66%</td>
<td>33.33%</td>
</tr>
<tr>
<td>ii) Partnership firms</td>
<td>33.33%</td>
<td>66.66%</td>
</tr>
<tr>
<td>iii) Proprietorship Concern</td>
<td>75.00%</td>
<td>25.00%</td>
</tr>
</tbody>
</table>

Overall Scenario indicates that 55% of the Units are planning to buy the Computers, while 45% are not considering it.
iv) The relationship between the average age of top management and presence/absence of Computerization in the Units they manage, is established as follows:
Table 5.7 Average age of Top Management and Computerization

<table>
<thead>
<tr>
<th>Age Categories of Top Management</th>
<th>Computer Presents%</th>
<th>Computer Absent%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age &lt; 40 years</td>
<td>33.33%</td>
<td>66.66%</td>
</tr>
<tr>
<td>Average Age &gt; 40 years</td>
<td>47.62%</td>
<td>52.48%</td>
</tr>
</tbody>
</table>

It is found that 33.33% of the SSI units with Top Management average Age below 40 Years have Computers in their Units. While this figure is 47.62% for the Units with their Top Management Average age at above 40 Years. Of the total units possessing Computers, 83.33% belong to the category Top Management Average age of more than 40 Years.
vi) Following table indicates the relationship between Average Age of the top management and the likelihood of those units to buy computers in future.

Table 5.8 Average age of Top Management and inclination to buy Computers

<table>
<thead>
<tr>
<th>Average Age of Organization</th>
<th>Planning to Buy Computers</th>
<th>Not Planning to Buy Computers</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Average Age of Top Mangt &lt;40 years</td>
<td>66.66%</td>
<td>33.33%</td>
</tr>
<tr>
<td>ii) Average Age of Top Mangt &gt;40 years</td>
<td>52.48%</td>
<td>47.62%</td>
</tr>
</tbody>
</table>

It is found that 66.66% of the Units with Top Managements average Age below 40 Years are planning to buy the Computers,
while 33.33% are not considering it. Corresponding figures for the Units with Top Management Average age above 40 Years are 52.40% planning to buy and 47.62 not planning at all. Of the total units planning to buy computers 73.33% belong to the category of those Units with Average Top Management age above 40 Years.

**Chart 5.8 Average age of Top Management and inclination to buy Computers**

vii) The relationship between the business activities of SSI units and extent of computerization there in with the inclination to buy/not to buy the computers is depicted in the table below:
Table 5.9 Business Activities and Computerization / Inclination to buy

<table>
<thead>
<tr>
<th>Business Activities</th>
<th>Percent of Total Number of Units</th>
<th>Computers Present</th>
<th>Absent</th>
<th>Planning to buy Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Hydraulic</td>
<td>29.62%</td>
<td>37.50%</td>
<td>53.30%</td>
<td>62.50%</td>
<td>37.50%</td>
</tr>
<tr>
<td>ii) Machine Tools</td>
<td>11.11%</td>
<td>00.00%</td>
<td>100%</td>
<td>100%</td>
<td>00.00%</td>
</tr>
<tr>
<td>iii) Foundry</td>
<td>03.70%</td>
<td>100%</td>
<td>00.00%</td>
<td>100%</td>
<td>00.00%</td>
</tr>
<tr>
<td>iv) Lathe</td>
<td>22.22%</td>
<td>50.00%</td>
<td>50.00%</td>
<td>16.67%</td>
<td>83.33%</td>
</tr>
<tr>
<td>v) Others</td>
<td>33.33%</td>
<td>55.55%</td>
<td>44.45%</td>
<td>55.55%</td>
<td>44.45%</td>
</tr>
</tbody>
</table>
viii) The Table gives the details pertaining to the Composition of the Sample, the Percentage of the total Sample having the Computers and those inclined to buy in future:
Table 5.10 Business Activities and Computerization / Inclination to buy (Overall)

<table>
<thead>
<tr>
<th>Business Activities</th>
<th>% in the Sample</th>
<th>Have Computers</th>
<th>Planning to Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hydraulic</td>
<td>29.12%</td>
<td>25.00%</td>
<td>33.33%</td>
</tr>
<tr>
<td>Machine Tools</td>
<td>11.11%</td>
<td>00.00%</td>
<td>20.00%</td>
</tr>
<tr>
<td>Foundry</td>
<td>03.70%</td>
<td>18.33%</td>
<td>06.66%</td>
</tr>
<tr>
<td>Lathe</td>
<td>22.22%</td>
<td>25.00%</td>
<td>06.66%</td>
</tr>
<tr>
<td>Others</td>
<td>33.33%</td>
<td>41.66%</td>
<td>33.33%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

i) Of the total Hydraulic Units, 37.5% of the units have Computers.
   - 53.5% of Hydraulic Units are planning to buy the computers.

ii) No unit amongst machine tools category possess computers
   - However all of them are planning to buy in near future.
iii) 100% of the Foundry Units have Computers and they are planning to buy as well.

iv) 50% of the Units in Lathe activity have computers.

v) In others category 55.55% of the Units possess the Computers.

vi) Hydraulic and 'Other' Category make 66% of the total Units inclined to buy the Computers, with 33% each.

vii) Hydraulic and Lathe make 50% of the total units computerized with 25% each.

viii) The table below gives the relationship between the educational qualifications of the top management and presence/absence of computer in their units.
### Table 5.11 Qualifications of Top Management and Computerization / Inclination to buy

<table>
<thead>
<tr>
<th>Category</th>
<th>No. Of Units</th>
<th>Present</th>
<th>Absent</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management with Tech. Qualifications</td>
<td>66.66%</td>
<td>91.66%</td>
<td>46.66%</td>
<td>66.66%</td>
<td>66.66%</td>
</tr>
<tr>
<td>Management with Non Tech. Qualifications</td>
<td>33.33%</td>
<td>08.33%</td>
<td>53.33%</td>
<td>33.33%</td>
<td>33.33%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Two third number of the Units surveyed belong to the Management with Technical Qualifications.

Of the total Units Computerized 91.16% of the Units are having their Top Management with Technical Qualifications, while only 8.34% with Non Technical.
Of the Units planning to buy Computers 66.66% belong to the category of Units with Technical Qualifications.
3) Brands & Market Share:

Brand wise breakup and Market Share ranking of Computers sold at Udyam Bag Industrial Estate is as follows:

Table 5.12 Market Share of different Brands

<table>
<thead>
<tr>
<th>Brands</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assembled</td>
<td>41.67%</td>
</tr>
<tr>
<td>PCL</td>
<td>16.67%</td>
</tr>
<tr>
<td>Wipro</td>
<td>16.67%</td>
</tr>
<tr>
<td>Compaq</td>
<td>08.34%</td>
</tr>
<tr>
<td>Vintron</td>
<td>08.34%</td>
</tr>
<tr>
<td>HCL</td>
<td>08.34%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Chart 5.12 Market share of different Brands

Assembled type Computers with 41.67% of the Market Share is the highest as compared to national and MNC Brands. PCL and Wipro with 16.67% each, are at the second level.
Section II (ii)

The Marketer Analysis

5.9 Dealers Profile

There is representation of all National and Multinational Brands at Belgaum through Dealers network

Most of the Dealers are small to medium sized establishments with one man show at one extreme to 8 member staff team at the other extreme.

The Dealers here normally market multiple brands and multiple items related to office automation. They sell Hardware, Software, Power Supply equipments, Peripherals, Stationery and Printers. Almost all of them market assembled/unbranded Computers and few have Software Development activity as well. They also take up Maintenance Contracts and indulge in Computer Training activities. The total number of Computer Dealers is thirty, including very small entities as well.
Following are the brands, which they deal in:

i) Hardware - HCL, Wipro, Compaq, IBM,

ii) Software - TCS, Tally, Finac, Auto CAD, MS Office, Lotus Nodes

iii) Printers - HP, Canon, L & T, Gdrej

i) The table below gives the figures on type of organizations selling Computers and associated products.

Table 5.13 Types of Organizations of Dealers

<table>
<thead>
<tr>
<th>Type of Organization</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pvt. Ltd. Companies</td>
<td>00%</td>
</tr>
<tr>
<td>Partnership Firms</td>
<td>40%</td>
</tr>
<tr>
<td>Proprietorship Concerns</td>
<td>60%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

There are no private Ltd Companies, while Proprietorship Concerns lead with 60% followed by 40% Partnership Firms.
iv) The following table gives the data on the qualifications of the Computer Dealers at Belgaum.

Table 5.14 Composition of Dealers based on Qualifications

<table>
<thead>
<tr>
<th>Qualification of Dealers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealers with Technical Qualifications</td>
<td>100%</td>
</tr>
<tr>
<td>Dealers with Non Technical Qualifications</td>
<td>00%</td>
</tr>
</tbody>
</table>
It is found that hundred percent of the Simple of Computer Dealers possess either an Engineering Degree or are Diploma Holders.

iii) The following table depicts the average Top Management age of different Computer selling organizations.

Table 5.15 Age groups amongst Dealers

<table>
<thead>
<tr>
<th>Average Age of Top Management</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age &gt; 40 Years</td>
<td>00%</td>
</tr>
<tr>
<td>Age &lt; 40 Years</td>
<td>100%</td>
</tr>
</tbody>
</table>

It is found that all the Computers Dealers are quite young with age less than 40 years.
5.10 Perception Analysis

i) Factors perceived to be important by the Customers (SSI Units), while buying Computers:

Table 5.16 Mean Score and Ranks of Factors considered by Buyers

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>After Sales Service</td>
<td>4.4348</td>
<td>0.7278</td>
<td>1</td>
</tr>
<tr>
<td>Reliability Image of Dealer</td>
<td>4.2174</td>
<td>0.9023</td>
<td>2</td>
</tr>
<tr>
<td>Price</td>
<td>4.0000</td>
<td>0.7977</td>
<td>3</td>
</tr>
<tr>
<td>Brand Image</td>
<td>3.3913</td>
<td>1.2336</td>
<td>4</td>
</tr>
<tr>
<td>Discounts/Promotions</td>
<td>2.9130</td>
<td>1.2028</td>
<td>5</td>
</tr>
</tbody>
</table>

* NOTE:
Mean Score above 4 - Very Important
Mean Score between 3 to 4 - Important
Mean Score between 2 to 3 - Not that Important
Mean Score below 2 - Not at all Important
Mean Score was used to analyze the factors perceived to be important by the Buyers and the Ranks as shown in table No. 5.16 were obtained.

It is observed from the table that, After Sales Service is perceived to be the most important factor by the Buyers while buying the Computers, while the Discounts/Promotions are given least importance.

Price is ranked in between, while Reliability of the Dealer ranks No.2.
ii) Factors perceived to be important by the Dealers:

**Table 5.17 Mean Score and Ranks of Factors considered by Dealers**

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>After Sales Service</td>
<td>4.6000</td>
<td>0.6992</td>
<td>1</td>
</tr>
<tr>
<td>Reliability Image of Dealer</td>
<td>4.5000</td>
<td>0.7071</td>
<td>2</td>
</tr>
<tr>
<td>Price</td>
<td>3.9000</td>
<td>0.9944</td>
<td>3</td>
</tr>
<tr>
<td>Discounts/Promotions</td>
<td>3.4000</td>
<td>1.4298</td>
<td>4</td>
</tr>
<tr>
<td>Brand Image</td>
<td>3.0000</td>
<td>1.1547</td>
<td>5</td>
</tr>
</tbody>
</table>

* NOTE:

Mean Scores above 4 - Very Important
Mean Score between 3 to 4 - Important
Mean Score between 2 to 3 - Not that Important
Mean Score below 2 - Not at all Important

Mean Score was used to analyze the factors perceived to be important by the Dealers and the Ranks as shown in table No. 5.17 were obtained.

It is observed from the table that after Sales Service is perceived to be the most important factor by the Buyers while
buying the Computers. Reliability, Price and Discount/Promotions come next followed by Brand Image.

iii) Dealers Perceptions regarding Applications of the Computers in SSI Markets:

Table 5.18 Mean Ranks and Ranks to applications as perceived by Dealers

<table>
<thead>
<tr>
<th>Application Areas</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet/Information</td>
<td>4.4000</td>
<td>0.8433</td>
<td>5</td>
</tr>
<tr>
<td>Auto CAD Applications</td>
<td>3.9000</td>
<td>0.9944</td>
<td>4</td>
</tr>
<tr>
<td>Automation of Inventory</td>
<td>2.8000</td>
<td>1.1353</td>
<td>3</td>
</tr>
<tr>
<td>Word processing</td>
<td>2.4000</td>
<td>1.2649</td>
<td>2</td>
</tr>
<tr>
<td>Automation of Accounting</td>
<td>1.5000</td>
<td>0.7071</td>
<td>1</td>
</tr>
</tbody>
</table>

Note: Rank 1 - Most applications
       Rank 2 - Above average applications
       Rank 3 - Average applications
       Rank 4 - Below average applications
       Rank 5 - Least applications
Mean Rank Techniques was used to ascertain the perception on applications of Computers in SSI Units of Udyam Bag Industrial Estate.

It is found that Automation of Accounts and Word Processing applications are at Rank 1 and Rank 2 respectively. The Internet Search and Auto cad Applications are 5th and 4th Inventory Application is third in order.
iv) (a) Perceptions of the Dealers with reference to the Effective Marketing Strategies:

Table 5.19 Mean Ranks and Ranks of Strategies considered by Dealers

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine Publicity</td>
<td>4.700</td>
<td>1.1595</td>
<td>6</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>4.400</td>
<td>1.6465</td>
<td>5</td>
</tr>
<tr>
<td>Promotional Materials</td>
<td>4.100</td>
<td>1.7288</td>
<td>4</td>
</tr>
<tr>
<td>Advertisements</td>
<td>3.300</td>
<td>1.2517</td>
<td>3</td>
</tr>
<tr>
<td>Sales Person’s Presentation</td>
<td>2.600</td>
<td>1.5776</td>
<td>2</td>
</tr>
<tr>
<td>Discussions with Dealers</td>
<td>1.900</td>
<td>1.2867</td>
<td>1</td>
</tr>
</tbody>
</table>

Note: Rank 1 - Most effective
      Rank 2 - Above averages
      Rank 3 - Average
      Rank 4 - Below averages
      Rank 5 - Least effective

Mean Rank Technique was used to identify the importance attached to different Strategies by the Dealers.
It is found that the Discussions with Buyers and Personal Selling are the top priorities followed by Advertising and Promotional materials.

Magazine Publicity is perceived to be the least important.

iii) (b) Spearman Rank Correlations:

Table 5.20 Spearman's Correlation Table of different Strategies.

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Adverts</th>
<th>Sales Presnts</th>
<th>Magazine Publct</th>
<th>Personal Contact</th>
<th>Prom Materia</th>
<th>Sales Prom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisements</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Presnts</td>
<td>-1.150</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazine Publct</td>
<td>.134</td>
<td>-.206</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Contact</td>
<td>-.399</td>
<td>-.276</td>
<td>-.446</td>
<td>1.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prom Material</td>
<td>-.562</td>
<td>.013</td>
<td>-.019</td>
<td>.182</td>
<td>1.000</td>
<td></td>
</tr>
<tr>
<td>Sales Prom.</td>
<td>.111</td>
<td>-.390</td>
<td>-.314</td>
<td>-.007</td>
<td>-.453</td>
<td>1.000</td>
</tr>
</tbody>
</table>

From table No.5.20 it is observed that very few strategies are positively correlated with each other (viz., Magazine Publicity & Advertisement ($r^2=0.134$), Promotional Material and Sales Presentations ($r^2=0.013$), Promotional Material and Personal Contact ($r^2=0.182$), and Sales Promotional Advertisements ($r^2=0.111$). The
Inter correlation between all the other variables is found to be negative.

Hence, strategies are perceived in individual perspective and not usually seen as clubbed together.

iv) Analysis of Perception Differences on Application of Computers in SSI Market:

Table 5.21 ‘t’ Test for Equality of Means of Combined Perceptions on Applications

<table>
<thead>
<tr>
<th>Applications</th>
<th>t</th>
<th>df</th>
<th>Sig. (2 Tailed)</th>
<th>Mean Diff.</th>
<th>Std. Error of Diff.</th>
<th>Mean Diff. 95% Conf. Level of Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automation of Accounting</td>
<td>.091</td>
<td>31</td>
<td>.928</td>
<td>2.1E-02</td>
<td>.2380</td>
<td>-1.4637, 1.072</td>
</tr>
<tr>
<td>Automation of Inventory Management</td>
<td>.931</td>
<td>231</td>
<td>.353</td>
<td>3.652</td>
<td>3.923</td>
<td>-1.439, 1.163</td>
</tr>
<tr>
<td>Word Processing</td>
<td>-1.109</td>
<td>31</td>
<td>.276</td>
<td>-5.130</td>
<td>.4625</td>
<td>-1.4564, .4303</td>
</tr>
<tr>
<td>Auto CAD Applications</td>
<td>1.207</td>
<td>31</td>
<td>.237</td>
<td>.5087</td>
<td>.4215</td>
<td>-.3509, 1.3683</td>
</tr>
<tr>
<td>Internet and Information Search</td>
<td>-1.391</td>
<td>31</td>
<td>.174</td>
<td>-3.391</td>
<td>.2437</td>
<td>-.8362, .1580</td>
</tr>
</tbody>
</table>
The table clearly indicates that there is no significant difference on any of the applications of Computers.

Hence, the perceptions of Dealers and Buyers matches.

v) Analysis of Inter relationship among the factors influencing Decision Making, using Pearson's Correlation Technique:

Table 5.22 Pearson's Correlation Values of Factors

<table>
<thead>
<tr>
<th>Factors</th>
<th>Prices</th>
<th>Brand Image</th>
<th>After Sales Service</th>
<th>Reliability</th>
<th>Discounts &amp; Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>1.000</td>
<td>-1.45</td>
<td>-2.34</td>
<td>2.14</td>
<td>-1.54</td>
</tr>
<tr>
<td>Brand Image</td>
<td>-1.45</td>
<td>1.000</td>
<td>-2.34</td>
<td>-0.53</td>
<td>-1.54</td>
</tr>
<tr>
<td>After Sales Service</td>
<td>-2.34</td>
<td>-2.34</td>
<td>1.000</td>
<td>0.163</td>
<td>1.191</td>
</tr>
<tr>
<td>Reliability</td>
<td>2.14</td>
<td>-0.53</td>
<td>0.163</td>
<td>1.000</td>
<td>1.191</td>
</tr>
<tr>
<td>Discounts &amp; Promotion</td>
<td>-1.54</td>
<td>-1.54</td>
<td>1.191</td>
<td>1.191</td>
<td>1.000</td>
</tr>
</tbody>
</table>

Based on Pearson's correlation table (No.5.22) it is evident that as perceived by Buyers and Dealers, there exists Direct Relationship between:
1. Price & Reliability ($r^2=0.144$)
2. Price & Discounts / Promotions ($r^2=0.494$)
3. Brand Image & After Sales Service ($r^2=0.241$)
4. After Sales Service & Reliability ($r^2=0.163$)

5.11 Hypothesis Testing:

In this Section, the Hypothesis framed are tested by analyzing the data using the Statistical Tools.

$Ho_1$ states as: There exists no relationship between Top Management Qualifications (Technical or Non Technical), and purchase of Computer/s.

Table 5.23 Qualifications and Status of Computerization

<table>
<thead>
<tr>
<th>Technical Qualifications of Top Management</th>
<th>Status of Computerization</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>No</td>
<td>14</td>
</tr>
<tr>
<td>Technical</td>
<td>Yes</td>
<td>16</td>
</tr>
<tr>
<td>Non-Technical</td>
<td>No</td>
<td>16</td>
</tr>
<tr>
<td>Non-Technical</td>
<td>Yes</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>54</td>
</tr>
</tbody>
</table>
Table 5.24 Chi Square Test

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi Square Calculated</td>
<td>54</td>
</tr>
<tr>
<td>Chi Square Tabulated</td>
<td>3.841</td>
</tr>
<tr>
<td>df</td>
<td>1</td>
</tr>
<tr>
<td>$\alpha$</td>
<td>0.05</td>
</tr>
</tbody>
</table>

As 0 Cells (.05) have expected frequencies less than 5. The minimum expected Cell frequency is 13.5.

Based on this, Ho1 is accepted.

ii) Ho2 states as: While buying Computers by SSI Units, the importance attached to various sources of information varies.

Table 5.25 Mean Ranks of Sources of Information considered by Buyers

<table>
<thead>
<tr>
<th>Sources of Information Considered by the Buyers</th>
<th>Mean Rank (n = 54)</th>
<th>Standard Deviation</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussions with Dealers</td>
<td>2.5217</td>
<td>1.2384</td>
<td>I</td>
</tr>
<tr>
<td>Advertisements</td>
<td>2.6957</td>
<td>1.3292</td>
<td>II</td>
</tr>
<tr>
<td>Sales Person’s Presentation</td>
<td>2.9130</td>
<td>1.6764</td>
<td>III</td>
</tr>
<tr>
<td>Discussions with Colleagues/Friends</td>
<td>3.0870</td>
<td>1.5642</td>
<td>IV</td>
</tr>
<tr>
<td>Magazine Publicity</td>
<td>4.7391</td>
<td>1.2511</td>
<td>V</td>
</tr>
<tr>
<td>Promotional Material And Brochures</td>
<td>5.2174</td>
<td>1.0426</td>
<td>VI</td>
</tr>
</tbody>
</table>
The above table indicate that the mean ranks given to different sources of information are not the same and vary from 2.521 (Discussion with the dealer) to 5.217 (Promotional Material and Brouchers) which implies that the customers attach different weightages to different sources of information.

Hence, Ho2 is accepted.

iii) Ho3 states as: There exists no difference between the Perceptions of Dealers and Customers (SSI Units), with reference to factors influencing Computer Buying.

Table 5.26 T Test for Equality of Means of different Factors

<table>
<thead>
<tr>
<th>Factors</th>
<th>t</th>
<th>df</th>
<th>Sig. (2 Tailed)</th>
<th>Mean Difference</th>
<th>Std Error Difference</th>
<th>95% Confidence Interval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>-.307</td>
<td>31</td>
<td>.761</td>
<td>.1000</td>
<td>.3256</td>
<td>95% Confidence Interval</td>
</tr>
<tr>
<td>Brand Image</td>
<td>-.853</td>
<td>31</td>
<td>.400</td>
<td>.3913</td>
<td>.4588</td>
<td>-1.3270</td>
</tr>
<tr>
<td>After Sales Service</td>
<td>.606</td>
<td>31</td>
<td>.549</td>
<td>.1652</td>
<td>.2726</td>
<td>-.3907</td>
</tr>
<tr>
<td>Reliability</td>
<td>.877</td>
<td>31</td>
<td>.387</td>
<td>.2826</td>
<td>.3221</td>
<td>-.3743</td>
</tr>
<tr>
<td>Discounts and Promotions</td>
<td>1.010</td>
<td>31</td>
<td>.320</td>
<td>.4870</td>
<td>.4821</td>
<td>-.4964</td>
</tr>
</tbody>
</table>
For above purpose t test for equality of means was used at 
α0.05, and it is observed from the table No.5.26 that the factors are 
perceived without any significantly difference by the Dealers and the 
Buyers.

Based on above, the Hypothesis is accepted.

i) Ho4 states as : CAD (Computer Aided Designing) 
application is perceived by the Dealers and 
Customers to be the highest potential Computer 
market segment in SSI Sector.

Table 5.27 T Test for Applications of Computers

<table>
<thead>
<tr>
<th>Applications</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>Mean Diff.</th>
<th>Std. Error of Diff.</th>
<th>T Value</th>
<th>95% Conf. Level of Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automation of Accounting</td>
<td>0.09</td>
<td>492.04</td>
<td>-2.174E-02</td>
<td>2.380</td>
<td>-4687</td>
<td>-5072</td>
</tr>
<tr>
<td>Automation of Inventory</td>
<td>3.1</td>
<td>359.9</td>
<td>365.2</td>
<td>39.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word Processing</td>
<td>-1.19</td>
<td>73.6</td>
<td>-3130</td>
<td>4625</td>
<td>-14564</td>
<td>-4303</td>
</tr>
<tr>
<td>Auto CAD Applications</td>
<td>-1.207</td>
<td>237.1</td>
<td>-5087</td>
<td>4315</td>
<td>-3509</td>
<td>1.3683</td>
</tr>
<tr>
<td>Internet and Information</td>
<td>-1.391</td>
<td>74.3</td>
<td>-3391</td>
<td>2437</td>
<td>8362</td>
<td>1580</td>
</tr>
<tr>
<td>Search</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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perceived without any significant difference by the Dealers and the Buyers.

Based on above, the Hypothesis is rejected.
5.12 Summary of Major Findings

Based on the analysis of the data collected following are the findings:

I. Findings based on Analysis using Buygrid Model.

1) End Customers’ expectations and aspirations for seeking ISO Certification are the two major reasons triggering the need for buying the Computers.

2) While determining the decisions pertaining to characteristics and type of the Computers to be bought, the users/future users and Accounts Department people are consulted by the Top Management.

3) While describing the quality and characteristics the discussion with the potential suppliers takes place and the focus is on Price and Application issues. Some times children of the Top Management attending Engineering courses are consulted.
4) For identifying potential suppliers Advertisement or Yellow Pages are referred. Word of Mouth also plays a role.

5) While evaluating the proposal, normally ‘Systems Buying’ approach is adhered to, the evaluation criteria is Reputation of the Dealer, After Sales Service, Price and Warranty – normally in that order.

6) The order is placed either in formal manner or in an informal way (oral).

7) No advance payments – the full payment is made after successful installation and feedback from users.

II. Findings based on Analysis using Gordon Brand New Task Buying Model:

8) The Stimulus/triggering of the ‘need’ takes place either on seeing the Ad or on looking at friends unit or at the instance of son’s daughter’s initiative (who is in Engineering College), or due to customer expectations.
9) Normally the decision is in favor of buying Computer from the Dealer, rather than assembling on their own.

10) Advertisements, or Yellow Pages are referred for identifying suppliers, followed by telephone talk with the Dealers or personal visit to their places.

11) Dealer choice is made based on the criteria like Reliability, Goodwill and After Sales Service.

12) Straigth rebuy is a remote possibility, while Modified rebuy is resorted to for the reason of safe feeling.

III. Findings based on the analysis using Buying Center Influence Matrix.

13) The top Management involves itself in all the phases and all the types of buying situations – New Buy, Modified Rebuy and Straight Rebuy.

14) Accounts Department plays a significant role in all the critical steps.
IV. Findings based on the Analysis using Mattson Model:

15) The buyers are 'for profit', Production and Marketing organizations who look at Computers as Capital Equipments.

16) The Buying Center Comprises of Top Management and user Department (usually Administrative / Accounts Department)

17) The Buying is either New Task or Modified Rebuy Type.

18) An outside influence of moderate kind works from friends or College going Children.

19) The final negotiation and deal is settled in dyadic situation.

V. Findings based on analysis carried out using Jagdish Sheth Model

20) The Company Specifications are – Small, For profit units with high degree of centralization.

21) The perceived risk is high while buying this capital item, even though the time pressure is nil.
22) The sources of information are the Sales Persons, Newspaper ads, Direct Mails, and Word of Mouth.

23) The Top Management normally gives weightages for After Sales Service and Reliability the User Departments (Administrative/Account Departments) emphasize on Prices.

VI. Findings based on Market Analysis (Quantitative Analysis)

24) For major activities in Udyam Bag Industrial Estate are Hydraulic, Lathe, Foundry and Machine Tools.

25) Lathe and Machine Tools together make major share with 62.95%.

26) Maximum number belongs to proprietorship Concerns and Partnership firms with 88% while the rest 11.5% Pvt. Ltd. Companies.

27) More than 80% of the Units are older than 10 Years.

28) More than 70% of the units are managed by the individuals with average age above 40 Years.
29) 55% of the Units surveyed have Computers while the others do not.

30) In terms of percentages, Pvt. Ltd. Companies are highest with 66.66% and Proprietors Concerns have least 25% Units having Computers with them.

31) Only 20% of Units bellow 10 Years of age have Computers, while this figure is 50% for those units older than 10 Years.

32) As far as inclination to buy the Computer is concerned, 75% the Units of Proprietorship type are inclined positively, while this figure is 66.66% and 33.33% for Pvt. Ltd Companies and Partnership firms respectively.

33) The overall scenario indicates that 45% of the Units are not considering buying of Computers.

34) Younger lot with average age bellow 40 Years have Computers to the tune of 33.33%, while the elderly management has gone in for Computers on higher side at 47.62%.
35) Of the total Units surveyed 83% of the units with Top Management Average Age above 40 years have gone in for Computers.

36) The younger group of management at 66.66% are inclined to go in for Computerization while the corresponding figure for above 40 Years age category is 52.48%.

37) All Foundry Units are found to possess Computers while none of the Machine Tools Units have.

38) All the Machine Tools and Foundry Units are planning to buy Computers in future.

39) Lathe and Hydraulic Units together make 50% of the units which have Computers while their number is 52% of the total Units.

40) 66% of the Units are managed by the technically qualified persons (Engineers or Diploma Holders).

41) 91% of the Units with technically qualified Management have Computers and 66.66% of this group is planning to buy Computers in future.
42) The brands found in the Udyam Bag Industrial Estate are PCL, Wipro Compaq, Vinton and HCL.

43) Assembled Computers Market Share is highest with 41.67%.

44) According to the buyers After Sales Service is the most important factor followed by Reliability and Price. Discounts and Sales Promotions are perceived to be the least important.

45) The top sources of information according to the buyers are Discussion with the Dealers, Advertisements and the Sales persons presentation – in that order while the Brouchers and Promotional Materials are given least importance.

VI. Findings based on Marketer Analysis (Quantitative Analysis)

46) There is no Dealer who has Pvt. Ltd Company, while 40% of the Dealers are Partnership firms and 60% of them are Proprietorship Concerns.
47) All the Dealers of the Computers are technically qualified (Either BE or Diploma Holders)

48) Hundred Percent of the Dealers covered in the Survey are younger than 40 Years.

49) Dealers believe that the highest importance attached by the Buyers is After Sales Services while Brand Image is least counted. Reliability is number two and Price is at three.

VII. Findings based on Perception Analysis carried out using Mean Score, Rank Score, T Test, Spearman Rank Correlation Technique, Persons Correlation Technique and Chi Square Test.

50) It is found that After Sales Service is perceived as the most important factor considered by the SSI buyers while buying the Computers while Discounts/Promotion is the least important factor. Reliability of the Dealer, Price and Brand Image are second third and fourth factors respectively.
51) Even the Dealers believe that the Customers’ Criteria while buying Computer is After Sales Service, Reliability and Price in that order. However as per Dealers Perception Discount/Promotion are more important than Brand Image.

52) Dealers perceive that the applications of Computers among SSI Units of Udyam Bag is in Automation of Accounting, Word Processing, Inventory Management, Auto CAD and Internet usage - in that order.

53) Dealers use the Strategy of Personal Discussions and Personal Selling more predominantly, followed by Advertisements and Promotional material.

54) It is found that there is no correlation between various strategies used by the Dealers (v.z. Advertisements, Sales Presentation, Publicity, Promotional material and Sales Promotion.)

55) It is found that the perceptions of Dealers and Buyer are very much similar with regards to applications of Computers.
56) There exists direct relationship between:

- Price - Reliability
- Brand Image - After Sales Service
- After Sales Service - Reliability

57) There is no significant relationship between qualifications of Top Management and Computerization.

58) There is difference in terms of importance attached to various sources of information by the buyers. Discussion with the Dealers is at the top, followed by Advertisements and Sales Presentation. Publicity and Promotional Materials are last two.

59) Automation of accounting is the most potential market segment for Computers.

60) Most of the Dealers and Buyer believe that the Usage of computer is between 25-50% of potential.