CHAPTER 6: FINDINGS AND CONCLUSION

6.1 Findings

1. Out of the 399 customers surveyed (Generation X= 205 and Generation Y = 194):

(a) 68.88% were married (Generation X = 189, Generation Y = 81).

(b) 28.7% had a semi-urban background (Generation X = 53, Generation Y = 47) and 61.9% had an urban background (Generation X = 114, Generation Y = 102) of upbringing.

(c) 52.3% were post graduates (Generation X = 112, Generation Y = 96) & 39.4% were graduates (Generation X = 76, Generation Y = 81)

(d) 66.6% had service (Generation X = 135, Generation Y = 126) and 19.4% were professionals (Generation X = 27, Generation Y = 49)

(e) 26.2% had no dependents (Generation X = 30, Generation Y = 71), 48.4% had 1-2 dependents to look after (Generation X = 101, Generation Y = 86), 21.5% had 3-4 dependents to look after (Generation X = 61, Generation Y = 22) and 3.9% (Generation X = 8, Generation Y = 8) had more than 4 dependents to look after

(f) 41.4% had monthly family income which was between 51K to 2L (Generation X = 100, Generation Y = 64) and 17.7% (Generation X = 31, Generation Y = 39) had monthly family income which was more than 2L
(g) 30.4% respondents said that the house that they lived in was built/purchased by them and/or their spouses by taking a loan (Generation X = 89, Generation Y = 30), 28.6% said that the house that they lived in was built/purchased by their parents (Generation X = 39, Generation Y = 73) & 24.5% lived in a rented house (Generation X = 38, Generation Y = 58),

(h) 66.8% have purchased the Television by paying cash (Generation X = 134, Generation Y = 119), & 17.2% respondents have purchased the Television with the help of EMI (Generation X = 33, Generation Y = 32),

(i) 68.7% have purchased the Fridge by paying cash (Generation X = 140, Generation Y = 110) & 14.6% respondents have purchased the Fridge with the help of EMI (Generation X = 34, Generation Y = 19)

(j) 215 respondents i.e. 54% did not have an air conditioner.

(k) 64.4% have purchased the Washing Machine by paying cash (Generation X = 113, Generation Y = 90).
2. Generation X and Generation Y differ based on the following variables:

a. Considering my monthly family income, I tend to spend more than I save.

b. Before coming to a decision, I tend to check & compare the prices of every brand of the electrical appliance I am purchasing

c. I always try to balance my purchases and my pocket

d. I am very careful in trying newly introduced electrical appliances.

e. I enjoy doing house work.

f. I act on my hunches and do not consult my family when I purchase electrical appliance such as Television / Fridge / air conditioner /Washing Machine

g. People come to me more often than I go to them for information about electrical appliances & brands

h. Television/ Fridge/air conditioner/Washing Machine is a necessity today
3. Generation X and Generation Y do not differ based on the following variables:

a. I shop for special products only.

b. While choosing an electrical appliance, I am guided more by the “Technology” & “Innovative feature” rather than its “utility” or my “need”

c. When buying the electrical appliances, I usually take opinions & research on the internet

d. I am quite willing to pay extra for big brands

e. A person can save a lot of money by shopping around for bargains, discounts & sales schemes.

f. I like to have all the appliances for my house hold work.

g. My idea of housekeeping is doing it "once in a blue moon”

h. I like to try new stores & sales outlets for my purchases

i. While buying the electrical appliance I usually pay cash for all my purchases

j. I like to try and buy new and different electrical appliances.

k. Buying /owning branded electrical appliances gives me excitement

l. I often try the latest electrical appliance

m. I am more independent than most people while deciding about my purchase of the electrical appliance
n. My friends or neighbours often come to me for advice

o. I get a sense of accomplishment in buying the latest gadget & electrical appliances

p. I must have the latest electrical appliances even if I have to buy them on EMI

q. My electrical purchases should reflect my family's **social & economic status**.

r. I keep upgrading my Television /Fridge /air conditioner & Washing Machine as per new introductions in the market

s. Price is no consideration in buying a Television/ Fridge/ air conditioner/Washing Machine.

t. Every bed room must have a Television & air conditioners

u. Latest Television/Fridge /air conditioner & Washing Machine advocates my social status

v. Brand plays a major role in buying a Television/ Fridge/ air conditioner/Washing Machine.
4. Generation X and Generation Y differ over Personality.

5. Generation X and Generation Y do not differ over Attitude and Lifestyle.


7. The data reduction technique with the help of Factor Analysis using the Principle Component Analysis method resulted in 8 factors.

6.2 Conclusion

Based on the statistical findings of the research, marked differences have been identified in the buying behaviour of Generation X and Generation Y customers while purchasing the household electrical appliances. Based on the statistical findings following conclusions have been drawn.

1. The study shows that the percentage of married persons is more in Generation X and there are more number of single Generation Y individuals.

2. Majority of Generation X and Generation Y individuals predominantly come from an urban or semi-urban background.

3. Both Generation X and Generation Y are educated (most of them hold a post graduate degree)

4. Both Generation X and Generation Y are service oriented, but more number of Generation Y are professionals as compared to Generation X.

5. Generation X have more number of dependent family members than Generation Y.

6. More no of Generation X as compared to Generation Y have their own houses which they had purchased on loan.

7. Both Generation X and Generation Y preferred to purchase Television/Fridge/air conditioner and Washing Machine by paying cash and EMI was the second most preferred option of payment.
8. Both Generation X and Generation Y customers have little preference and lower priority in purchasing air conditioner.

9. Generation Y customers tend to spend more than they save as compared to Generation X customers.

10. Generation X customers check and compare the prices of the electrical appliances they are purchasing.

11. Generation X customers always try to balance their purchases and their pocket as compared to the Generation Y customers.

12. Generation X customers are very careful in trying out newly introduced electrical appliances where as Generation Y customers do not mind trying out the newly introduced electrical appliances.

13. Generation X customers enjoy doing the house work more than Generation Y customers.

14. Generation Y customers act on their hunches and do not consult their family members while purchasing the electrical appliance where as Generation X customers do consult their family members.

15. Generation Y customers feel that they are opinion makers and people come to them for information / advice about electrical products, brands and appliances.

16. More number of Generation X feel that Television/ Fridge/ air conditioner and Washing Machine is a necessity today than Generation Y.
17. **Generation Y shows more Impulsive Behaviour** than Generation X while purchasing the household electrical appliances.

18. Both Generation X and Generation Y demonstrate same type of **Attitude** towards the purchasing of the selected household electrical appliances.

19. **Lifestyle is equally important** to Generation X and Generation Y while purchasing the selected household electrical appliances.