CHAPTER - VI

SUMMARY OF FINDINGS AND CONCLUSION

6.1 SUMMARY

- The study reveals that the sample unit 516 posses 57% of male and 43% female consumer. These consumers also categories with respective age and it is found that maximum of 40.9% of consumer falls within the age group of 26-35 use the daily consumables.

- It possesses 39.70% of consumers are professionals and 23.2% are post graduates. So it shows more than 60% of consumers are highly educated. Also it covers 47.8% of consumers are working in private sectors and 13.50% of consumers are Govt. employees using daily consumables. It explains that more than 60% of consumers are working people.

- It is also found from the sample that 53.3% are married and 46.7% are single out of which 52.2% of consumers are having family members in the size of 1-3 using daily consumables.

- It reveals that more than 75% consumers are aware of the daily consumables.

6.2 FINDINGS FROM FACTOR ANALYSIS

- It is concluded that the sales promotion awareness of daily consumables is emerged through the populist approach towards the consumer and characteristic feature daily consumables and marketing strategic of brand.
The Sales promotion and its influence revealed through the product association approach towards product utility of the brand and information about the product through sales promotion and its influences.

Product utility of daily consumables is come into view through economic utility towards consumer status on usage of brand and its effect. Serve the purpose through purposive utility. The factors such as sales promotion, sales promotion awareness, product utility, brand knowledge, sales promotion and purchase decision, brand loyalty and sales promotion and its influences. Tacit knowledge is gained from experience rather than that instilled by formal education and training.

In brand knowledge is as important as formal, structured and explicit knowledge. The consumer knowledge on daily consumables is the important factors.

The sales promotion and purchase decision of daily consumables exposed excellence towards attractive packaging and manufacturer reputation, The Date of manufactured seal on the product and offering discount through product features. The price, quality and quantity through attractive features. The availability of stock and supplier performance through frequent availability

Post purchase decision of daily consumables divulged through attractive reputation towards satisfaction by usage of the brand, the deep attachment and prefers the brand for various reasons through excellent performance. They
feel don’t want to miss the brand and switching to some other brand since product affinity. The positive feeling and favorite image through perfect selection. The favor buying the same and that is top among other brand through repetitive purchase.

- Sales Promotion of daily consumables appeared through personal advertisement. The attractive offer, door selling, inducement of advertisement, manufacturers’ enthusiasm showing on consumer of daily consumables through Enthusiastic approach. The consumers of daily consumables shows interest on product of the brand display in the shops through dealers display.

6.3 FINDINGS FROM CONSUMER PERCEPTION ANALYSIS

- The customer of daily consumables has an agreement with retrieval of brand appearance and taste is essential. They also considered the sales promotion and its influences the reputation of the manufacturer and ingredients and process of buying the daily consumables.

- It is also found that the consumer understand the concept of advertising and they accept it gives knowledge to select the brand among the various brands. With the usage of brand they experience a lot of personal memory with the brand of daily consumables.

- The consumers rely on information provided by manufacturer of daily consumables. The personal relevance allows the consumers to relate
themselves with the brand, just as how people find their intersections and connections in life with one another before they can actually form meaningful association and relationships.

- The consumers feel more confident with the sales promotion and its influences of the brand, continue to be part of life by its utility, and prepared to buy brand of daily consumables supplied by the local company.

- They also agree with the effectiveness of usage of the brand is highly significant and able to evaluate the speedy satisfaction and effectiveness of the brand.

- Consumers believe that the growing number brands and innovation serve the purpose and fulfill the needs and requirements of the consumer and they reported that daily consumables has several beneficial effect on the consumers.

- They understand that the daily consumables serve the purpose by its utility and they believe the manufacturer’s differentiated pricing and labeling are to determine the relationship between price and quality of brand of daily consumables.

- It is found that the consumer of daily consumables agrees with the brand knowledge and it is one of the deciding factors for current and future purchase.

- They agree that daily consumables free from germs and it provides good internal health for all type of people
Consumer feels that the brand serves the purpose; satisfaction is partially driven by inventory availability. The process pattern and content of the process helps the consumer in the decision making process.

The timely home delivery and discount on bulk purchase are influencing factors of their purchase decision.

Reasonable quantity, proper display of different brand of daily consumables in super market and retail shops, attractive size, manufacturing date & seal on the brand and fascinating innovation helps to rethink of their purchase decision.

Price and quantity of purchase are most important factors of their purchasing decision and they intend to address the specific medical or health conditions on usage of daily consumables.

The customer daily consumables agrees that the Brand loyalty is binding with the convenient, availability and satisfaction with the brand.

They agree that the advertisement and genuine product information with offers about the daily consumables made them to remember and recall the brand; however, they feel door selling is more convenient.

6.4 FINDINGS FROM CORRELATION MATRIX

It is found that Brand knowledge also consider as one of the important factor to determine the sales promotion awareness on the brand of daily
consumables. The purchase decision, Brand loyalty and sales promotion established an optimistic correlation with the sales promotion awareness.

- It implies that the purchase decision culminates due to higher sales promotion awareness. In the case of Brand loyalty the customer of daily consumables continues to verify the true of their awareness. It is inferred that the sales promotion of the marketing dealer help the customer to possess more advantages of sales promotion and its influences.

- The sales promotion and its influences of daily consumables has positive correlation with other five element of brand loyalty. It is meticulously assured that it has high correlation with Sales promotion and least with Brand loyalty but both of them are significant. Hence it can be accompanying that the association of the brand depends upon the product utility and brand knowledge.

- Purchase decision also contemplates as one of the important factor to determine the association on the brand of daily consumables. The Brand loyalty and sales promotion established a positive correlation with the sales promotion and its influences.

- It shows that the sales promotion has higher involvement in the sales promotion and its influences of the daily consumables. Purchase decision, Brand loyalty of the daily consumables continuously validates the sales promotion and its influences. The product utility and knowledge strengthen the sales promotion and its influences.
- It is found that the product utility of daily consumables has positive correlation with other four element of brand loyalty. It is scrupulously convinced that it has high correlation with Purchase decision and least with Brand loyalty but both of them are significant.

- The Brand loyalty also weighs up as one of the important factor to determine the product utility on the daily consumables whereas the sales promotion has positive correlation with the product utility.

- It can be evaluated that the brand knowledge of the daily consumables depends upon the purchase decision and Brand loyalty.

- The sales promotion also consider as one of the important factor to determine the brand knowledge of the daily consumables. It has higher contribution in the brand knowledge of the daily consumables. The purchase decision is mechanized due to high knowledge of brand of daily consumables. The Brand loyalty gives more satisfaction when the customer gains experience and knowledge with the brand ,

- The purchase decision of daily consumables has positive correlation with other two element of brand loyalty. Besides that, it has high correlation with sales promotion and least with Brand loyalty but both of them are significant.

- So it can be determined that the purchase decision of the daily consumables depends upon the Brand loyalty and sales promotion.
The result on the above it concludes, the sales promotion has vital factor in the purchase decision of the daily consumables. The sales promotion of daily consumables constantly strengthen the purchase decision.

6.5 FINDING FROM ANALYSIS OF ANOVA

The analysis of variables reviewed that there is no significant difference between male and female consumer in perception of various elements of brand loyalty.

It is concluded that the male and female consumer of daily consumables posses some perception about sales promotion awareness and sales promotion and its influences. It is found that male and female consumer use same product utility and brand knowledge. It is identified that the male and female consumer performs same type of purchase decision and Brand loyalty. The sales promotion of daily consumables is equally attracting the male and female consumer.

It is ascertained that the two elements Sales promotion and its influences and Brand loyalty differ significantly with respect to age of consumer daily consumables.

In sales promotion and its influences, the consumer in the age group <25 has (3.83) is high association with brand of daily consumables. The consumer in the age group 36-45 (3.62) have moderate sales promotion and its influences
but less than the youngster. Other age groups of consumer have only moderate sales promotion and its influences of daily consumables.

- In the case of Brand loyalty, it is observed microscopically and found that the youngsters in the age group <25 (3.82) has severely react to the brand performance. Other age group especially in the age group 36-45 (3.60) behaves moderately on the performance of the brand after their purchase. Other brand loyalty elements do not differ in respective to the age group.

- It is concluded that the consumers in the age group <25 has more reaction to product recalls, product judgment and behavior intentions in the daily consumables than the other age group consumers

- It is ascertained the Sales promotion defer significantly with respect to education of consumer daily consumables,

- In sales promotion of daily consumables the consumer of UG/Diploma has value (3.94) and PG has value (3.93) is significant and more value than that of other consumer. It explains that the effective advertisement attract the consumer however door selling is preferred by the consumers.

- It is concluded that satisfaction, attractive package, advertisement and door selling are influencing factors in the brand of daily consumables

- It is found that proper elements of Sales promotion and its influences, and Brand loyalty differ significantly with respect to occupation of consumer daily consumables,
In the descriptive table, the sales promotion and its influences of student has (3.91) is higher than other consumer such as Govt. employees, Private sector, self employed and house wife. It is quite obvious that student more interested in life style and attracted by sales promotion and its influences of advertisement and beautiful container of the daily consumables.

In the Brand loyalty, the student has (3.94) is more than the other consumer. It explicit that student shows more response on selected brands which are fit to use and immediate reaction on satisfaction of daily consumables. It comes into view that the students shows high purchase decision and Brand loyalty in the daily consumables.

It is found from above study the consumers of daily consumables, student shows immediate reaction on satisfaction of daily consumables.

It is ascertained that the elements of Sales promotion awareness, product Utility, knowledge, Brand loyalty and sales promotion defer significantly with respect to martial status.

The single (unmarried) has value 3.83 in sales promotion awareness, 3.94 in product utility, 3.99 in brand knowledge, 3.81 in Brand loyalty, 3.93 in sales promotion.

All the above cases the single has mean value higher than the married consumer. It illustrates that before married, the single has more individuality in decision making and high association with the sales promotion awareness.
They have more knowledge on the brand with quick purchase decision and immediate response on the Brand loyalty than the married consumer of daily consumables.

- In the family size it is ascertained that the components of Sales promotion and its influences significantly differ compared to other elements of brand loyalty.

- In sales promotion and its influences the family size -1 has value 3.97 is higher than compared to other family sizes. It proves that the smaller family has uncomplicated in decision making and purchase behavior in relation to daily consumables. If the family size is big they need to consider the constraint of the other family members. So it shows brand loyalty of the daily consumables depends upon the brand associated factors such personal relevance, utility, advertisement and other influencing factors of family members

- It is ascertained that the component of Sales promotion awareness, association, product utility, brand knowledge, purchase decision, Brand loyalty and sales promotion do not defer significantly with respect to how long the consumer used the particular brand of daily consumables.

- It concludes that all the consumer of daily consumables has same views in usage of brand irrespective of period they use.
6.6 FINDINGS FROM CLUSTER ANALYSIS

- It is found that 27.14% of consumers are moderate of daily consumables in the population. Then it is observed that 63.29 % of consumer is highly aware of all the elements of brand loyalty. A minimum of 9.56 % of consumer daily consumables are unaware of sales promotion and its influences, product utility and brand knowledge. As a whole it forces to conclude that the considerable 91 % percentage consumers are well acquainted with the sales promotion awareness, sales promotion and its influences of daily consumables and they are meticulous about its utility.

- It is found that 40.9 % have inclination to shift the brand and 59.1 % does not show any sign of shifting the brand they use. This shows that maximum percentage of consumer like to continue to usage of the same brand

- It is also found that a maximum of 34.88 % consumers are very strong in their awareness of brand knowledge and its utilities are profoundly strict to their same brand

- Then it is observed that 69.23 % (45 out of 68) consumers in weak section also stick on the same brand. Also concluded that demographic variables are significant in these role to decide the brand loyalty.

- The consumer satisfaction of complicated behavior is important aspect which induces the brand loyalty among the consumer. The non pneumatic approach
through Chi-square analysis identified the significance association of strong moderate and weak perception of consumer daily consumables.

The pneumatic logistic Regression approach pinpoint the Brand loyalty of consumer is essential factor affecting the brand loyalty in the case consumer daily consumables

6.7 CONCLUSION

The study examined how the consumers are loyal to a product with special reference to daily consumables. It is investigated the circumstances and effects that come with it. It will start of by thoroughly re-viewing literature of elements of brand loyalty and analyzed the key success factors stimulating brand loyalty and how these factors are influenced by different conditions through statistical analysis.

From the study it is found that 27.14% of consumers are moderate in usage of daily consumables in the population. Then it is observed that 63.29 % of consumer is highly aware of all the elements of brand loyalty. A minimum of 9.56 % of consumer daily consumables are unaware of sales promotion and its influences, utility and brand knowledge. As a whole it forces to conclude that the considerable 91 % percentage consumers are well acquainted with the sales promotion awareness, sales promotion and its influences of daily consumables and they are meticulous about its utility.

Brand loyalty is based on the amount of brand commitment. The amount of commitment is not fixed, but can be considered as a continuum. The amount of
commitment is based on the type of brand satisfaction. There are two types of satisfaction that is manifest and latent satisfaction.

This in turn depends on the level of motivation and capacity that a certain consumer needs in order to evaluate the product. Manifest satisfaction is the result of a high degree of laboration. Latent satisfaction is based on the fact that "the consumer is not fully aware of his/her satisfaction, because of a lack of motivation and/or ability of the consumer to evaluate his/her brand choice.

Finally it is concluded that consumers are loyal to Brand, if they are satisfied with the brand of product, the brand loyalty of the consumer may be short term or long term depends upon how long they satisfied with brand of product. So the key element of brand loyalty is overall satisfaction of the consumer after the usage of the product. It is also identified sales promotion awareness, sales promotion and its influences, product utility, brand knowledge factors are affecting purchase decision. Sales promotion and Brand knowledge have significant effect on building the Brand Loyalty.

Building brand loyalty can be much like taking care of a pet. It has less to do with the brand you feed them, and more to do with the way you treat them. As long as you continue feeding and loving your pet he will return your love by loving you. As a company need both to provide the needed products to your consumers as well as keep the customers happy.
6.8 SUGGESTION

As the consumer are able to discriminate the brand of daily consumables due to their previous knowledge, so the manufacturer may give the transparent information about daily consumables in the label stick on the daily consumables.

The purchase decision of daily consumables exposed through the Mark of excellence towards attractive packaging and manufacturer reputation, so the date of manufactured seal on the product and offering discount on sale improve the brand loyalty.

Proper window display and advertisement made consumer to remember and recall the brand and influence purchase decision however they feel door selling is more convenient and it improves the brand loyalty.

Availability of stock is important factor that keeps customer happy and build brand loyalty.

Favorable brand attitudes are the determinants of brand loyalty – consumers must like the product in order to develop loyalty to it. In order to convert occasional purchasers into brand loyalists, habits must be reinforced. Consumers must be reminded of the value of their purchase and encouraged to continue purchasing the product in the future. To encourage repeat purchases, advertisement before and after the sale is critical. In addition to that creating awareness and promoting initial purchases, advertising shapes and reinforces consumer attitudes so these attitudes mature into beliefs, which need to be reinforced until they develop into loyalty.
Customers will buy a company's products or services if there is true or perceived differentiation, a high level of service and consistent value. Brand differentiation pivots on a company's ability to meet customer needs on that emotional level rather than merely an intellectual level.

The ultimate goal of branding is to create loyal customers. With loyal customers, marketing is easier, selling is faster, premium pricing is more acceptable, repeat business is extremely higher, and positive word of mouth helps generate new business.

6.9 SCOPE FOR FURTHER RESEARCH

Trust and commitment are critical factors in achieving attitudinal brand loyalty in a business-to-business setting. Sales consultant will increase attitudinal loyalty towards a preferred brand, and that a high level of trust in the sales consultant increases commitment to the sales.

Yet, to date, little research has been carried out on the relationship between attitudinal brand loyalty So it is required that at least two directions that empirical research in this area could take, and these include directed case studies and field survey research using structural equation modeling.

Further research recommended on psychology and purchase behavior of consumer in the process of purchase decision and repeat purchase model.