CHAPTER VIII

SUMMARY OF FINDINGS AND CONCLUSIONS
The following are some of the important findings and conclusions that emerge from the study.

Consumer durables

1. Respondents in Hubli are found to own more than one item. Multiple ownership is more common in case of fan, tape recorder, television set, mixie, pressure cooker, two-wheeler and suitcase. This is positively associated with higher income, larger family size and higher education of the respondents.

2. All the respondents who owned two television sets had opted for a second colour television.

3. Majority of respondents who are found to own more than one durables like fan, iron-box, tape recorder, television, mixie, two-wheeler and suitcase are businessmen the reason being their higher income. In case of pressure cooker, employees outnumbered professionals and business class people. This is due to the necessity to save time in case of employee-respondents.

4. The main reasons for purchasing consumer durables as expressed by the respondents are, necessity, comfort, reduction of physical strain, time-saving, and status symbol.
5. During the survey it is found that a good number of consumers attach social importance to colour television, mixie and two-wheeler, because of the price factor. The marketer, therefore, should keep in mind these differences in the attitudes and perceptions of the consumers and device promotional strategies accordingly.

6. The reasons for not owning consumer durables as expressed by some of the respondents are economic (financial incapability) rather than non-economic. The non-economic factors are, no necessity, limited use, servicing problem, waste of time, lack of taste, and fear of accidents.

7. A large number of respondents purchased consumer durables from the local dealers, while a few purchased from local sellers. A small percentage of respondents purchased two-wheeler from show-room and seconds market.

8. It was observed during the survey that a majority of the respondents have preference towards important items.

9. Majority of items except television (colour) and two-wheeler were brought out of personal savings. Buying on credit basis is found more common among the respondents belonging to lower- and middle-income category.

10. Income of the respondent and price of the product is closely associated with the method of acquisition.
Lesser the price of the durable and higher the income of a buyer, more likely is he/she to buy it with personal savings. On the other hand, higher the price of a durable and lower the income of a buyer, more likely is he/she to buy it with loan/credit/installment system.


12. Quality of the product is considered as the most important factor influencing the brand preference, followed by reputation of the company, credit facility and price. With a few exceptions, buyers do not prefer to buy from local manufacturers.

13. During the survey, it is found that with increase in the education, the respondents appear to be more quality conscious and buy the products of reputed companies.
readily. It is also found that with the increase in the household income, the consumer appears to be more particular about design, shape/model - rather than price.

14. Majority of the respondents have strong brand preference in respect of tape recorder, television and two-wheeler, as they expressed that they postponed buying when their favourite brand was not readily available in the market. The marketer should keep this in mind and should always keep a ready stock of brands desired by the consumers.

15. A large number of respondents rely on company dealer, for repair/service of their consumer durables.

16. The main sources of product information in case of consumer durables are, shopkeepers, window-display and the observation of the consumers. Reference group, advertisement and sales force also play a vital role in informing the consumer about the product.

17. In case of mixie and pressure cooker Wife's - dominance is found in four specific situations, which are, need identification, search for information, brand selection and timing of purchase. In other remaining situations and items, husband dominates. It is observed that wife's role is more important in case of businessmen than in case of employees and professionals.
18. It is observed that dominance of wife in decision-making process is more, when she is a working woman.

19. It is observed that the time-lag between need identification and actual purchase is closely associated with the cost of the product/brand, income of the consumer and availability of desired brand. When the price of durable is low and the income of respondent is high and the availability of the desired product is easy the chances of buying the product without any any time-lag is more. On the other hand when the price is high and the income of respondent is low and the availability of the desired product is not easy the time-lag in buying the product is found to be more.

20. Buyers of consumer durables who involve themselves in gathering necessary information regarding the product are likely to delay their purchases. A marketer can place his claims before buyers searching for information which may result in attending to the preferences of the buyers to some extent.

21. Colours of purchase items preferred by a large number of respondents are, white, brown, blue, black and red in order of preference.

22. Majority of the respondents expressed that advertisement has not at all influenced them while buying. However, a
few of the respondents in case of television, pressure cooker, two-wheeler and suitcase reported that advertisement influenced them to a great extent while buying. Thus mere advertisement does not boost the sales, but the quality, reputation of the company, and performance really matter in influencing the consumers to purchase.

23. Consumers give less consideration to price and more consideration to quality, performance and shape/model of the product. It is clear from the survey that for majority of the respondents price has not at all influenced them while buying, while a few of the respondents expressed that price has influenced them very greatly in case of fan, television (colour), mixie and two-wheeler.

24. An overwhelming majority of the respondents in case of all eight consumer durables expressed that they like their consumer durables very much.

25. Many of the respondents prefer attractive as well as protective package rather than only attractive or only protective package. A few of the respondents feel that package is not at all necessary for them as far as consumer durables are concerned.
It is surprising to note that respondents using iron box, mixie, and pressure cooker for years are not able to recollect the brand names.

During the survey it is found that the degree of brand awareness of Hubli consumers is more in cases of fan, tape-recorder, television, mixie and two-wheeler and less in cases of iron box, pressure coocker and suitcase.

Only a limited number of respondents reported to have availed of the special offer(s). The reasons for not availing of special offer(s) as expressed by the respondents are, credit purchase, expiry date of offer, lack of knowledge about such offer(s), and the fear that offered products are of inferior quality.

Consumer non-durables

It is seen that the average monthly expenditure of the businessmen and professionals on all non-durables is Rs.178.23 and Rs.176.56 respectively which is more than the average (Rs.174.82), while the average monthly expenditure of the employees (Rs. 169.47) is less than the average expenditure on all non-durables (Rs.174.82).

Among all the three segments the average monthly expenditure was found to be more or less the same on toothpaste and face-cream. However, in case of tea,
detergent soap and toilet soap there is some degree of variations among the three segments.

31 The fundamental reasons for buying non-durables are habit, and necessity (in case of tea), decay prevention, and to stop bad breath (in case of toothpaste), necessity (in case of detergent soap and toilet soap) and to appear smart/beautiful (in case of face-cream).

32 The reasons for not buying consumer non-durables as expressed by a few respondents are, no habit, waste of money and bad habit.

33 Multiple brand usage is largely seen in case of toothpaste, detergent soap, toilet soap and face-cream.

34 It is observed that an increase in the household income and increase in education level lead to an increase in the number of brands used in the family.

35 A large number of respondents are the users of toothpaste, detergent soap and toilet soap in cake form, while a meager percentage of respondents are the users of bar soap [for washing clothes] and liquid form of toilet soap.

36 Brand loyalty is found to be prevalent- in cases of, 'Brooke Bond' tea, 'Colgate' toothpaste, 'Rin' and 'Arial' detergent soaps, 'Lux', 'Lifebouy' and 'Liril' toilet soaps and 'Fair and Lovely', 'Emami' and 'Vicco Termeric' face-cream.
The consumers concentrate on a very few brands of reputed firm/company, as large number of non-durables preferred by the respondents are from 'Hindustan Lever Limited', a Multinational giant.

In case of some consumer non-durables like tea, toothpaste, detergent soap and toilet soap, same brands are being used by a majority of respondents for more than ten years. Among them employees rank first as compared to businessmen and professionals. It is seen that brand loyalty is common and important feature among the respondents, more so in case of employees.

The dominating factor responsible, for patronizing a particular brand as perceived by the respondents is quality of the product closely followed by reputation of the company, price and advertisement.

A few of the respondents expressed that they are habituated to use the same brand for years together. It is further observed that the respondents gave less preference to factors such as, durability, time-saving, influence of reference group, package etc. From this one can infer that the quality and the price of the product play an important role in motivating the consumers to buy it.

Majority of the respondents showed resistance to change their favourite brands inspite of better advertisement,
better attractive packaging or even when the price of the competing brands are relatively low.

42 A large number of respondents are willing to buy new or innovative brands, while a few others, (in case of tea, toothpaste, toilet soap, and face cream), who have strong brand loyalty expressed that they are not willing to use new brands.

43 Uncertainty of quality, lack of interest in changing brand, and unwillingness to take risk are the reasons for not attempting new or innovative brands as expressed by some respondents.

44 Many of the respondents switch from their patronised brand to other brands because of temporary non-availability of their favourite brand, irregular supply, etc.

45 Majority of the respondents in case of all five non-durables have expressed that they make their purchases once in a month. Among the respondents who purchased once in a month, at large number of them are employees. However, some of the respondents in case of face cream make their purchases quarterly.

46 Wife dominance is noticed in four specific situations, which are, need identification, search for information, brand selection and timing of purchase in respect of tea, detergent soap, toilet soap, and face-
cream. The role of husband is predominant in respect of other situations. Wife's dominance is seen more in case of working women.

47 Influence of children is found in certain specific situations, such as, need identification, search for information, and brand selection, in respect of tooth paste, toilet soap and face-cream. Children influence is found more among higher income group.

48 A large number of respondents prefer 'blue', 'rose', and 'white' colours for their consumer non-durables.

49 A large number of respondents (in case of tea, detergent soap, toilet soap), have reported that they are not at all influenced by advertisement while buying. On the other hand, majority of respondents, (in case of tooth paste), expressed that advertisement influences them greatly.

50 For majority of the respondents, price has not at all influenced while buying tea, toothpaste, detergent soap, toilet soap and face-cream.

51 Majority of the respondents in case of all the five non-durables, opined that they like their brands very much, while in case of tooth paste and face-cream, many expressed that they like their brands moderately.

52 A large number of the respondents prefer attractive as well as protective package for non-durables. They give
much preference to protective package as compared to attractive package in case of tea, tooth paste and face-cream.

53 The degree of brand awareness is found to be more in case of all the five non-durables.

54 An overwhelming majority of the respondents in case of all the five non-durables has reported to have availed of the special offer(s) at least once.

Consumer awareness and shopping behaviour

55. Majority of respondents are in the habit of reading label to know the price, method of usage, date of manufacture and contents of the product. The label reading habit is more prevalent among employees, followed by professionals and businessmen. Further the employees are found to be more price-conscious than professionals and businessmen.

56 It is observed that about two-thirds of the respondents are aware of sales tax and names of manufacturers of the non-durables they are using.

57 The degree of tax awareness is found more among employees as compared to professionals and business class respondents.

58 More than two-thirds of the total respondents are aware of ISI mark, while only two-fifths of them prefer ISI mark while buying. The ISI mark awareness is also found
more among employees, followed by businessman and professionals.

Majority of the respondents are unaware of the existence of 'consumer council' in Hubli-Dharwad. Among those who know about the existence of the 'consumer council', professionals are relatively large in number, followed by employees and businessmen.

Education level is positively correlated with the label reading habit, tax and ISI mark awareness and the existence of 'Consumer council'.

A large number of respondents opine that the prices of the products are 'very high', and that the products are 'adulterated to a large extent'.

A large number of respondents perceive advertisement as 'informative', except the business class.

For half of the respondents there is no particular day fixed for shopping, while one-fourth of the respondents make their family shopping in the first week of every month. Majority of such respondents belongs to employee segment.

About half of the respondents make their shopping in the evenings, while a few of them in evenings and mornings. The employees are found to be evening shoppers as compared to professionals and businessmen.
Many of respondents expressed that they cannot say exactly how much time they require for shopping.

Among the total respondents under study, majority of them purchase non-durables from private retail outlets, followed by Super Bazar/Co-operative stores and Departmental stores. The reasons for patronising the private retail outlets are, quality products, correct weight, credit facility, friendly behaviour, fixed and reasonable prices, regular working hours, quick services and reputation.

Majority of the respondents prefer cash purchases. The respondents who prefer credit purchases belong to lower and middle income groups.

A large number of respondents have patronised their respective stores for more than ten years.