CHAPTER VII
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

This study deals with certain aspects of the pre-purchase behaviour of selected consumers of four consumer durables, namely, Television, Washing Machine, Refrigerator and Air-Conditioners in Virudhunagar District. It is concerned with the search for and use of product information, as a part of purchase of decision making, which concerns consumer reaction to alternate product information sources.

In foregoing chapters, characteristics of the sample respondents, their family profile, source of information for pre-purchase decision, extent of consultation, determinants of consultation, influencers’ suggestions, different types of promotion schemes and incentives, incentives outlay ratios, belief of consumer towards sales promotion, identification of brand preference and factors influencing the purchase of a particular brand were discussed. In this chapter, the major findings along with suggestions and conclusions are given.

7.1 SUMMARY OF FINDINGS

In chapter IV, an attempt has been made to analyse the characteristics of the sample respondents, their family profile, source of information for pre-purchase decision, extent of consultation, degree of consultation and its determinants.
7.1.1 Demographic features

- It is revealed from the analysis that out of three hundred respondents, 173 respondents are in the age group of 26-45. It indicates that they have experience in selecting brand and taking careful planning.

- Among the sample of 300 respondents, 74 percent are male and remaining 26 percent are female. It indicates that males are playing a major role in purchasing consumer durable goods.

- It is obvious that 80 percent of the respondents who were selected from dealers invoice are married and only 20 percent are not married. The necessity for satisfying spouse and children lead the married person to buy consumer goods.

- It is inferred that only 13 percent of the total respondents have studied up to primary school level. 29.67 percent and 20.33 percent of the consumers are graduates and post graduates respectively. So, they are able to read, understand and process information collected from various sources.

- Among the 300 respondents, Hindus numerically (135) outnumbered other religious groups, followed by Christians and Muslims.

- About 55 percent of them are backward and most backward class and 23 percent of them are scheduled caste.

- Occupation wise classification reveals that 36 percent of them are doing own business, 23.67 percent of them are self-employed professionals and 20.33 percent are working in private concerns.
• In family circles, Fathers constitute 54.34 percent; mothers occupy 19.83 percent and grandfathers capture 16.33 percent of the sample respondents.

• It is inferred from the analysis that 43 percent of the sample respondents have their monthly income between Rs.10001 and 15000, followed by 31.3 percent of them whose monthly income is up to Rs.10000.

• Regarding the family size of the sample respondents, 33.33 percent of them have 5 to 6 members, followed by 30.67 percent of them who have members above 6.

• Regarding the type of family, nearly 70 percent of the sample respondents are from nuclear family.

• As far as family income is concerned, 49.33 percent of their family income has been Rs.15001-20000 per month, followed by 28.67 percent of them whose monthly family income varies from Rs.20001 to 25000.

• It is revealed from the analysis that among the male and female respondents, all male members and 64 percent of female members are earning members.

• In the study area, in addition to Television, Washing Machine, Refrigerator and Air - conditioner, the customers possessed cell phone (92percent), phone (70.67percent), gas (46percent), bike (44 percent) and four wheelers (42.67 percent).

• Regarding the mode of payment, 76.33 percent of them have purchased goods for cash. Among the credit holders, maximum number of
respondents (89.33 percent) have repaid their credit randomly, followed by 5.33 percent of them who have paid monthly once.

7.1.2 Sources of Information and the extent of consultation for pre-purchase behaviour

- Among 300 respondents, nearly 24.08 percent of them are the users of personal sources, 50.58 percent of them are the users of commercial sources and 25.34 percent of them are the users of retail outlet sources. It was found that majority of the respondents used commercial sources as their main sources to know about the product features.

- It is concluded that in aggregate, 33.83 percent of the total respondents have taken 20 days to decide in buying their products irrespective of the sources they used. To know the relationship between sources of information and time taken to buy durable products, Chi-square test has been adopted. It is concluded that there is no association between the sources of information and time taken to buy the durable goods except Television.

- Planning plays a major role in taking buying decision. It is known that 48.34 percent of the respondents have adopted careful planning before purchasing the durable goods. Chi-square test has been used to know the relationship between the sources of information and level of planning to buy goods. The result shows that there is no significant association between the sources of information and the level of planning to buy durable goods.
From the analysis, it is understood that 42.25 percent of the Customers have visited two shops before buying the products. Further in order to know whether there is any relationship between the sources of information and the number of shops visited, Chi-square test has been applied. It shows that there is an association between the sources of information and the number shops visited in the case of Television and refrigerator. But there is no association between the sources of information and the number shops visited for the products Air-conditioner and Washing Machine.

Regarding consultation of preceding purchase, out of 300 sample respondents, 30.67 percent of them have consulted extensively with their family members.

In order to examine the factors, namely, age, education and family size which influence the degree of consultation with family members, Multiple Linear Regression Model has been applied. The computed results of Multiple Log Linear regression Model shows that the age and family size are positively related to the degree of consultation, while the variable educational status is negatively related to the degree of consultation with family members.

7.1.3 Role of influencers in buying decision of the consumers

The chapter V dealt with the role of influencers, the extent of consideration of influencers’ suggestions, different types of promotional schemes and incentives, incentive outlay ratios and belief structure of consumers towards the sales promotion.
● It is observed that there are 423 members in 300 respondent’s families who have acted as influencers.

● Among the influencers, 58.63 percent and 41.37 percent are male and female respectively.

● As far as the age group of influencers is concerned, 58.86 percent of the influencers are under the age group of 16 – 35 years, followed by 19.15 percent of them who are in the age group between 36 and 45 years.

● Regarding educational qualification of influencers, 32.39 percent of the total influencers are graduates and 9.45 percent are professionals.

● Out of 423 influencers, 23.87 percent of them have their own business, 19.39 percent are working in private concerns and 17.26 percent are housewives.

● It is observed that out of 423 influencers, 31.21 percent of them are wives, followed by children (12.77 percent), husbands (35.46 percent) and grandfathers (7.80 percent).

● Out of 423 respondents, the maximum numbers of influencers are wives for Television, Washing Machine, Refrigerator and Air-conditioner.

● Chi-square test was carried out to examine the null hypothesis, whether there is any relationship between influencers and product purchased. The result reveals that a relationship is found between influencers and product purchased.

● Regarding the extent of consideration of influencers’ suggestions, 58.67 percent of the respondents told that they have considered fully while purchasing the products.
In order to examine the relationship between the characteristic variables such as age, education, sex, occupation, income and family size and the extent of consideration of influencers’ suggestions, Chi-square test has been applied. The Chi-square test reveals that the null hypothesis holds good for age, education, income and family size. But sex and occupation influence the consideration of influencers’ suggestion for choice of the product purchased.

In order to promote sales, companies have followed various types of sales promotional tools, namely, price offs, coupon, rebate, extra product, premium, prize contest and sweepstake. The analysis of incentive outlay ratios reveals that Washing Machine has the lowest mean value, whereas the highest is observed in Television. The highest and the lowest range values are observed for Television (1.01) and Washing Machine (0.45).

Chi-square test has been used to examine the null hypothesis that there is no relationship between product category and the types of promotional schemes. The test reveals that there is an association between product category and promotional scheme.

Analysis of variance (ANOVA) was carried out to test the significant difference in incentive-outlay ratio. The result reveals that mean I.O. ratios are significantly different for four products under study.

Factor analytical method had been used to extract the important factors of belief structure of consumers towards sales promotion. The results reveal that ‘materialism’, ‘cheating’, ‘product incredibility’, ‘worthless premium’, ‘quality deficiency’, and ‘price manipulation’ are the important
dimensions of belief structure towards sales promotion. Then these factors were ranked by customers. The first rank is given to ‘materialism’ and second, third, fourth, fifth and sixth ranks are given to ‘worthless premium’, ‘price manipulation’ ‘quality deficiency’, ‘product incredibility’ and ‘cheating’ respectively.

7.1.4 Analysis of Brand Preference of consumer durable goods

In chapter VI, brand preference of consumer durable goods among the respondents were discussed.

- Chi-square test has been carried out to examine the established null hypothesis that there is no significant relationship between characteristics of the sample respondents and brand preference.

- The results reveal that age, sex, occupation and monthly income of the respondents have influenced the brand choice of the television. But education does not influence the brand preference of Television.

- In the case of washing Machine, there is a relationship between demographic variables, namely, age, sex education, occupation and income and brand preference.

- In the case of Refrigerator, there is no association between age, education and monthly income and brand preference. But sex and occupation influence the brand preference of refrigerator.

- In the case of Air - Conditioner, sex, education and occupation influence the brand preference. But age and income do not influence the brand preference of Air – Conditioner.
Garrett’s Ranking Technique was used to identify the factors which influence the purchase of consumer durable goods. It is inferred from the results that price influence and company image have been given top priority by the respondents for the purchase of Television.

In the case of Washing Machine, price influence and brand popularity are ranked first and second by the respondents. It is followed by technical features and company image.

Price influence and brand Image are given first and second rank by the respondents for purchasing the Refrigerator. It is followed by prize contest, technical features and company image.

In the case of Air-conditioner, price influence, prize contest and technical features are ranked first, second and third respectively.

**7.2 OBSERVATIONS AND SUGGESTIONS**

On the basis of the above discussion a few observations and suggestion are given below:

1. Markets are developing fast and the marketers (that is local, national and international) are concentrating on this huge market through an effective advertising, by focusing more importance to product usage, price and place of availability. As a result, the consumption pattern of people will be changed drastically.

2. Majority of the consumers collected information from commercial sources about product features. So, marketers should select right media and develop good advertisement copy with true facts and also present them in
an attractive way. Any misleading fact and wrong selection in media adversely affect buyer’s decision.

3. One of the observations of the study is that 50 percent of the consumers had educational qualification below degree level. It is a major hindrance in the way of marketing of consumer durable goods. So audio-visual ads are most effective to inform the consumers regarding the commodities. While asked about how they differentiate the technical features of two different brands of consumer durables, a sizeable number of respondents stated that it is to be thoroughly studied before buying the products through some friends, technicians and dealers. In this regard, it may be suggested that the dealers should create the confidence in brand choice among the consumers through display and other mode of sales promotions schemes.

4. The sources of information are very important for the consumers to plan for buying a product as also to visit shops to consider the brands available. In recent days, website information is also useful to know about the product features and preference. Hence, it should also be considered as one of the sources of information.

5. Consumers visit more than two dealer shops to gather information about the product features. Hence, it is suggested to give proper training to the employees of dealer shops to explain product features and attract the buyers to select a particular brand.

6. It was noted from the study that the consumers have considered the following six factors, namely, warranty, brand name, appearance and
style, price, perfect working and after sales service before taking buying
decision of household durable products. So, it is suggested that the
producers of household durable products should always consider these
factors to induce buying behaviour of consumers.

7. It was observed that a few respondents had brand loyalty. Majority of the
respondents (Male and Female) responded that brand was very important
for buying the durable goods. However, some respondents had been using
only specific branded goods and ignored shift to other brands. In this
regard, Researcher would like to suggest that the manufacturers and the
marketers should concentrate on brand value that is the quality, utility and
reliability of their products.

8. In the study area, it was found that most of the consumers go by price
influence of the products. So, the companies should strictly adhere to the
reasonable price.

9. Consumers preferred to buy the durable goods only from authorized
dealers. It indicated that the channel of distribution must be designed. So,
it is suggested that the Producer - Authorized Dealer - Consumer model of
channel of distribution may be followed to enhance the sales of Consumer
durable goods.

10. It was noted from the study that the consumers in the study area were
tempted to purchase durable products even though they need not buy or to
buy unaffordable products or poor quality products due to effective sales
promotional techniques adopted by the producers and dealers. So, it may
be suggested that the consumers are beware of sales promotion schemes on durable goods.

7.3 CONCLUSION

Consumer behaviour consists of all human behaviour which reflects in making purchase decisions. An understanding of the consumer behaviour enables a marketer to take marketing decisions which are compatible with its consumer needs. One of the most important areas for marketers to understand in planning their strategies is how families reach their purchase decisions. The present study highlights the various factors which influence the consumer behaviour towards the purchase of durable goods, namely, Television, Washing Machine, Refrigerator and Air-Conditioner. The findings of the study will enable the marketers to lay an emphasis on an effective marketing of products.

7.4 SUGGESTION FOR FURTHER RESEARCH

1. The study is confined to the consumer behaviour of selected household durable goods in Virudhunagar District. This study may also be applied to other districts also to find the buying behaviour of the consumers of other durable goods. It may also be extended over to the rural areas to analyze the purchasing pattern of the durable products.

2. The geographic segmentation variables may be explored for further research in the area of gender difference to understand the role of adolescents in family purchase.

3. Indian families have different social mores which require a detailed exploration in family research and in particular family purchase decision.
The diversity on the basis of caste-based society and religious bondage may give a direction for future research.

4. The effect of technological development (e.g. internet) as an information source for buying decision may be investigated to study its impact in developing awareness and knowledge for male and female adolescents.

5. Prediction of consumer behaviour pattern is useful to the suppliers of durable goods. Further research may also be made to know the income priority allocation in buying the select consumer durable goods among the other necessary products.

6. It is noted that Consumer behaviour in decision making relating to necessary goods and factors force them to buy are new area of future study. It is also worthy to undertake a new study on Housewives particularly newly married couple’s role in purchase decision.