CHAPTER VI

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTION

This chapter presents the findings from the primary data analysis based on the data collected from the respondents. Besides this it presents suitable suggestions to marketers and scope for further research that can be considered by the future researchers. This chapter also gives a profound conclusion on consumer buyer behaviour pertaining to software services.

6.1 FINDINGS

OBJECTIVE-1

The following findings are derived for the first objective “To study the socio-economic profile of consumers of software services namely software trouble shooting, General software re-services and software packages.”

Demographic Characteristics of consumers:

With the help of frequency distribution the findings are summarized as follows:

**Gender**: Out of 500 respondents selected for study, 276 are male respondents and 224 are female respondents.

- **Present Status**: Most of the respondents are salaried class; others are professional group, housewives, and self employed group.

- **Educational Qualification**: 56.4% of the respondents belong to the category of PG level education and 3.8% belong to the school level education.
Consumer’s opinion on various elements of buyer behaviour

Consumers collect information about recently selling brands and designs at different places. Consumers want to purchase software services which are propionate to the price and they are confused to choose because of many brands in the market.

Software services consumers in Chennai city enjoy shopping for software services. The software services consumers in Chennai city usually purchase software services of internationally reputed brands and they feel that brands posses special qualities. Consumers feel that they should plan their purchase more carefully and agree that often they are making careless purchase.

6.2 OBJECTIVE-2

The findings are presented pertaining to second objective “To analyse the information search and factors influencing pre purchase and purchase decision process of software services.”

The software services consumers in Chennai city are classified based on their purchase decision as price oriented consumers, appearance oriented consumers and rational consumers. The first group of consumers purchase when the need arises. The second group of consumers compare software services product with price. The third group consists of consumers who want to buy innovative software services.

TV plays an equal role in influencing them in making the purchase decision. As these cluster members are highly interested in information seeking, they look out for ads and discount sales before they make their
purchase decision; TV is a great source of information to them. The appearance oriented cluster members are highly family centered and do everything for the happiness of their family; they are highly influenced by the family members. The family and friends influence the technology oriented cluster members in making the purchase decision of General software re-services.

**Impact of The factors influencing on The Purchase Decision of the software services**

The study explored the influence of the family members, the friends and relatives, the company sales men and the dealers on the purchase decision of the software services.

From the analysis it is found that the family members, the company sales men, and the dealers had a significant influence on the purchase decision of the consumer goods but the friends and relatives had a relatively lower influence on the purchase decision of the products. The innovative cluster members were greatly influenced by the company sales persons and the dealers when compared to purchase interested and the family oriented cluster members. The influence of the family members on the purchase decision of the software services is very high among the family oriented cluster. The purchase interested cluster is moderately influenced by all the three sources namely the family members, the company sales person, and the dealers.

**Perception on the need for the Selected Software services**

The perception of the respondents on the need for the product was analyzed.

Software trouble shooting was perceived to be the most highly needed product, by the respondents of the entire three-lifestyle clusters. Software
trouble shootings were greatly preferred as they were treated as an essential product in a hot city like Chennai.

**General software re-services** is also perceived to be highly needed products. They have become part and parcel of every household, in Chennai.

A software package is used only as a product for essential activities of education as well as entertainment.

**Influence of the Information Sources on the Purchase Decision of the Software services**

The influence of the Personal sources (Family, Friends and Relatives), Public Sources (Company salesmen and Traders) and Commercial Sources (Radio, TV, Magazine and Newspapers) on the purchase decision of the software services was examined and it was found that the personal sources and the commercial sources significantly influenced the purchase decision of the software services, where as the public sources had the least influence on the purchase decision

Software packages: The impact of these sources was highly negligible in the case of the purchase interested and the innovative clusters. The influence of these sources on the family oriented cluster was also not significant. As software packages were the least preferred product at home, the purchase of it was not influenced by any of the sources.

Software trouble shooting: The purchase decisions of all the three-lifestyle clusters were significantly influenced by the Personal sources (Family, friends and relatives). They were also influenced by the commercial sources but least influenced by the public sources.
Among the personal sources family members had a great influence on the purchase of software trouble shooting. As consumers generally are close to family members, they are a greater source of information. Among the commercial source TV is a great source of information because of its wide reach. It has a great influence on the purchase decision.

**General software re-services:** The personal source had a great impact on the family oriented cluster and the innovative cluster. The purchase-oriented cluster was influenced equally by the personal and the commercial sources.

In the purchase-oriented cluster, it is seen that family (Personal source) and TV (commercial source) play an equal role in influencing them in making the purchase decision. The family oriented cluster members are highly influenced by the family members within the personal source while making a purchase decision on the General software re-services. The family and friends influence the innovative cluster members in making the purchase decision of General software re-services.

**The Consumers Opinion on the Purpose of Purchasing the Selected Software services**

The opinions regarding the purpose of purchase of the products was analyzed among all the three clusters and it was found that there was not much of difference in the opinion regarding the purpose for buying software packages, Software trouble shooting and General software re-services at home among the different segments of consumers. It is seen that software trouble shooting is considered as the most essential product among all the three clusters. The next product considered as essential by the three clusters is General software re-services and software packages being an educational product it is perceived as a comfort product by all the three clusters.
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6.3 OBJECTIVE-3

The results emerged out of primary data analysis using statistical tools are analogous to the objective-3 “To identify the influence product attributes and product evaluation process on consumers of software trouble shooting, General software re-services and software packages.”

Software packages-Product characteristics: The major factors relating to products are product value and product image.

It is found that Product value is more popular among the teenagers than product image. Consumers give more importance to product value and apply either emotional or logical strategy to influence their parents. While quality features, price, durability, utility and long term benefits are their top priority, they also look in to colour, popularity, social image, physical appearance and brand value of the product that give them a status among their peers.

Product evaluation: The factor analysis resulted in two factors. They are product convenience and value addition.

It is found that product convenience cues have more influence on the purchase decision than perceived value addition. This implies that teenagers are
inclined to get the product of the best value for their money, more than the perceived prestige and social image.

Software trouble shooting-Product Characteristics: Product related characteristic, is reduced into two factors. They are *product value and product image*. Though product value and product image are equally popular, consumers give more importance to product value.

Product Evaluation: In the product evaluation process two factors are identified. They are *Product convenience* and *value addition*.

It is found that *product convenience* has more influence on purchase decision than *value addition*. This implies that consumers are inclined to get the product for the best value of money, more than the image, perceived prestige.

General software re-services Product characteristics: Two factors reduced to product related characteristics are product value and product image

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Product evaluation: The factor analysis has reduced the nine statements into two factors. They are product convenience and value addition. It is found that product convenience has more influence on the purchase decision than perceived value addition. This implies that consumers are inclined to get the product for the best value for money more than the social image, perceived prestige.
Influence Of the Product Attributes on the Purchase Decision of software services

The influence of product attributes on the purchase decision of the software services was explored and from the analysis it was found that the influence of the attributes on the purchase decision depends on the software services being considered.

Software packages: The attributes of the product do not have a significant influence on the purchase decision of software packages and the influence does not differ among the purchase interested, the family oriented and the innovative cluster members.

Software trouble shooting: The influence of attributes on the purchase decision of software trouble shooting does not differ among purchase interested, the family oriented and the innovative cluster members.

General software re-services: The influence of attributes on the purchase decision of General software re-services does not differ among purchase interested, the family oriented, and the innovative cluster members.

6.4 OBJECTIVE-4

The statistical analysis revealed the findings suitable for the objective “To identify the post purchase behaviour of consumers on software services and to classify them based on the factors influencing their purchase behaviour.”

The consumers purchasing software trouble shooting also purchase General software re-services. Therefore, the meticulous consumers for efficiency create good impact over purchase of General software re-servicess.
The after sales service and marketability factors are not specifically considered in comparison with the purchase of software trouble shootings. The customers give much importance to the Simple mechanism than the consumers purchasing software packages and General software re-services.

Consumers purchasing software packages are concentrating on comfort of the software services than the consumers purchasing software trouble shooting. The consumers of software packages are more concerned about purchase of software services, which is easy to take care, than the consumers purchasing software trouble shooting.

Consumers purchasing software packages strongly agree that software services and comfort and spare availability factors are always considered at the time of purchase in comparison with consumers of software trouble shooting.

In Chennai city consumers of software packages while purchasing software services are more specific about the power economy, safety and innovative design. Factor in comparison with consumers of software trouble shooting.

The consumers give more preference to home, nearer to work, availability of safety goods and reasonable power economy

The consumers give optimistic confession for the shop nearer to home with prompt service, good salespersons approach and publicity. The consumers reasonably agree that they prefer to buy in the shop where offers and discounts are available, ambience and are nearer to office. For the shops offering credit facility, the consumers have given least preference in purchase of software services.
The consumers give importance for efficiency, salesmanship, and after sales service. The consumers reasonably agree for the change in the decision as to gifts, offers, and discounts given at the time of purchase.

It can be concluded, that the consumers give immediate response to gifts and discounts and they give less importance to cash offers, coupons, and exchange. The consumers give optimistic confession for the shop nearer to home with prompt service, good salespersons approach and publicity. The consumers reasonably agree that they prefer to buy in the shop where offers and discounts are available, ambience and are nearer to office. For the shops offering credit facility, the consumers have given least preference in purchase of software services

The consumers strongly agree that they change their decision regarding their purchase when safety software services are available. They give optimistic confession that they will give importance for efficiency, salesmanship, and after sales service. The consumers reasonably agree for the change in the decision as to gifts, offers, and discounts given at the time of purchase.

The consumers give immediate response to gifts, discounts and they give less importance to cash offers, coupons, and exchange of software services. The consumers give more importance to electronic media and give less importance to press media.

It can be concluded that the important factors which are influencing the buyer behaviour of software packages consumers are after sales service, safety, inbuilt spare parts, and value and product proximity.

The important factors which are influencing the buyer behaviour of software packages consumers are after sales service, safety, inbuilt spare parts, and value and product proximity.
The consumers prefer the purchase of software trouble shootings based on efficiency, comfort, longevity, ideal, appearance and marketability

The consumers of General software re-services considered basic comforts; trustworthy, performance and hedonism are the major criteria for the purchase of General software re-services.

6.5 OBJECTIVE-5

The findings derives have exact similarity with the Objective-5 “To measure the influence of demographic variables on consumer behaviour factors of software services.”

Influence of demographic characteristics on various elements of purchase behaviour

As far as pre purchase behaviour is concerned the male consumers have better interest in selection of shops and good quality software services in comparison with female consumers.

The consumers in the age group of 40 to 50 have more interest in collecting information on different software services available in the market. With reference to post purchase behaviour the consumers in the age group of 50 and above are impulsive in purchase.

Persons with the Higher Secondary Certificate qualification are more interested in collecting the information on different products available in the market. With reference to purchase decision, persons with professional qualification are taking correct decisions comparing quality and price.

With reference to occupation, the persons engaged in business prefer shopping for different needs and these persons also prefer purchase of quality software services.
Persons with less than Rs 10000 as income have more interest in shopping different varieties of software services and these persons love shopping very much.

**Influence of demographic characteristics on factors influencing the purchase behaviour of the software services**

At the time of purchase of software services products, the software trouble shooting consumers are giving more importance to factors like colour, efficiency, brand, comfort, reparability, fitting, durability, quality and innovative design in comparison with the software packages consumers.

During the purchase of software services, the consumers in the age group of less than 20 are concentrating more on the factors like colour, efficiency, comfort, and reparability. The consumers in the age group of 20 to 30 consider the factors like easy to care, quality, colour, fitting and sex appropriateness. The consumers in the age group of 40 to 50 consider about the durability of the software services. The consumers in the age group of above 50 are giving least importance to efficiency, durability quality, reparability, innovative design and price.

The consumers with H.S.C. qualification, concentrate on factors like brand, reparability comfort and easy to operate at the time of purchase of software services. The graduate consumers concentrate more on efficiency, efficiency, brand and comfort. The consumers with P.G. qualification consider colour, colour and fitting. The consumers with professional qualification concentrate mainly on quality and innovative design.
6.6 SUGGESTION

Consumers are well aware of the software services available in the market on account of the effective advertisements made by the marketers through Television, Radio, Newspapers and other media concepts. At times the advertisements put the consumers in a perplex while deciding on their purchase of articles. In addition to this the sales personnel in the showrooms try to persuade and convince the prospective buyers by highlighting only the favorable aspects of their products. They do no touch upon the unfavorable side. In such contexts the consumers may go by the opinion of the friends, colleagues and neighbors because they would always give a balanced opinion about the product. Moreover the buyers can get the first hand opinion about the pros and cons from the users of the particular brand or model of the company. This will enable the buyers to make the right choice in their purchase of the software services.

Consumers are generally attracted by promotional offers advertised by the marketers. They must be careful about certain promotional offers. The consumers may consider the promotional offers like seasonal price reduction, exchange offer, free gift, and assured free after sales service and years of guarantee while purchasing their software services. Cash back offer and prize schemes are highly deceptive and the consumers must be very careful while considering them.

In the purchase of software services the consumers may consider certain aspects of article evaluation process like convenience of the article, easy availability, maintenance and prestige of the article rather than other aspects like dealer display and financial options. Since the software services are purchased primarily for convenience, the consumers may spend extra money on the purchase of the software services.
Consumers are suggested to avoid frequent use of credit cards while purchasing both software services since the use of credit card increases the price of the articles and there are other inconveniences associated with it.

Since a sizable amount of money is spent on software services, the consumers may take extra pains in collecting information about the articles. They may also compare the price and other attributes of the products between different shops and dealers. They could also share their experience with others in selecting a particular brand. It will ensure the buyers to buy a better product at lesser prices.

The consumers may take sufficient time for planning shopping very carefully. They may avoid carelessness while purchasing their software services. Once the software services are purchased they must be put in use till they become obsolete or condemned. Trial purchase is not possible in the case of software services. Hence careless or unplanned purchase of software services will make the consumers unhappy.

The consumers while buying the software services may avoid sticking to one brand or to one dealer or shop. Due to the changing economic scenario in the globalization era and due to the improvement and advancement in science and technology new products with more utility values keep coming to the market. In order to attract the consumers the dealers also sell products of latest designs, models at an attractive price. Hence the buyers have to adapt themselves according to the changes that take place in the software services. They may switch over to new products and new dealers without sticking to the same product and stores. It will ensure maximum satisfaction to the users of software services.

The quality conscious consumers think that the higher the price of the product the better is the quality. It may hold well in the case of software services. But the consumers must be novelty and fashion conscious. Whatever
new products of software services are available in the market the consumers must be ready to accept them. They must enjoy the new articles. They should be willing to accept the new and improved technologies. Only then the manufacturers would find new ways and means for manufacturing new products or update the technology according to international standards. It will induce and encourage the manufacturers to manufacture new and fashionable goods. Further it will lead to increase the production and reduce in cost of production, which in turn will reduce the price of the product and increase the standard of living of the consumers.

Consumers should consider shopping as a pleasant activity. The head of the family may take the family members for shopping. This will enable the consumers to know more about the products, their availability, their uses etc. Moreover when the entire family members do the shopping, they may have an opportunity to share their experience with their neighbors, friends or relatives. Shopping offers some sort of relief to the consumers who are already gripped in a tensed mood. While the entire family members do shopping they get elated with the display of products in the stores.

The inshore atmosphere also attracts the family members to visit the shop again and again. It induces them to enjoy shopping.

SUGGESTION TO MARKETERS/MANUFACTURERS

Globalization, Privatization and Liberalization bring about remarkable changes in the retail business – selling both software services. Prominent and giant companies like Reliance have entered into retail trade. The government allows foreign direct investment in the retail business.
The marketers may try to sell everything under one roof whether software services. They should create better inshore atmosphere like air-conditioning, attractive display of goods etc.

They should offer free after sales service and make themselves easy accessible to the consumers. Sufficient sales personnel may be appointed to assist the customers in the selection of softwares.

They should provide good quality softwares with high efficiency and user friendly nature at reduced price.

SCOPE FOR FURTHER RESEARCH

The Present study has aimed at analyzing the factors influencing the buying behaviour of consumers. In this study the researcher has conducted a study on the factors which influence the purchase decision of the consumers in respect of consumer software services. This is purely a general study. There is no categorical segregation of any product either in the case of software services. Similarly there is no identification about particular factor influencing the buying behaviour of consumers. The researcher has taken all factors, via personal, firms marketing efforts like advertisements, media, and promotional offers and the product attributes via brand, quality, price etc.

On account of its limited scope and absence of study of any particular factor or particular product of durable, the researcher offers scope for further study in the following areas:

1. Consumer behaviour is dynamic and not static. It is subject to change from time to time, product to product and from one factor to another factor. Hence research on consumer behaviour may be conducted as and when it becomes necessary.
2. Studies may be conducted taking into account any particular item separately all or items of consumer software services collectively.

3. Further researches may be conducted on all the factors affecting the buying behaviour of consumers totally or any one factor separately.

4. Further studies may be conducted taking into account any one of the item or all items of daily consumables separately or totally

6.7 CONCLUSION

It can be concluded that software attributes have a great impact on the purchase decision of consumers. In a consumption environment, the customer chooses a software which possess high efficiency and user friendly in nature. It is further concluded that domestic customer and corporate customers differ in their purchase decision based on the need of the software and efficiency of the software.

Globalization, privatization, liberalization and modernization have removed the boundaries of nations. On account of these, the software markets are filled with numerable varieties with several modules from different international companies with heavy competition.

Scientific advancements and technological improvements make the consumers keep abreast of latest information about the availability of different softwares in the market. Consumers get information through television, newspapers friends/neighbours colleagues, dealers and sales personnel.

With the increase in the income level of consumers the standard of living, life style shopping patterns, preferences and also shopping habits have changed tremendously. This leads to the preference of innovative softwares for their domestic purpose.
Consumers have ample opportunities to evaluate the software efficiency through its technology and price. The deals and the sales personnel are able to explain the required software as well as their efficiency to attract both domestic and corporate customers.