The chapter discusses the major findings emerging from the study and also throws light on certain suggestions which in my opinion may help the companies/respondents/future researchers in looking to the problems more objectively.

5.1 CONVENIENCE PRODUCT

BRAND PRODUCT: COKE

BRAND LEVER: AAMIR KHAN

The findings as regards Consumer Knowledge of Brand in respect to the Convenience Product, having Brand of Coke and Brand Lever as Aamir Khan is given Below:

1. 81.4% of the respondents classified on the basis of age, sex and income and education are of the opinion that price is not an important factor in selection of the cold drink brand of Coke. Thus price is not an important factor in selection of the cold drink brand of coke.

2. 85.8% of the respondents classified on the basis of age, sex, income and education opined that quality is an important factor in selection of the cold drink brand of Coke. Thus the overall response to the quality factor showed that along all the classification of the respondents, quality is an important factor in selection of their brand of cold drink named Coke. The above analysis therefore shows that the consumers are highly quality conscious.

3. 92% respondents on age wise, education wise and income wise classification held the view that nationality of the brand is not an important factor in selection of the Coke. Thus the overall view is that the Nationality of the Convenient Product having a brand of Coke does not plays an important role in selection of the Brand.

4. All the respondents irrespective of their classifications and status have unanimously opined that price of their choice of brand in Convenience Product (Coke) is not cheaper than its rival competitors. Hence we can safely conclude that Coke is on par with its competitors as regards the price and is no way cheaper as against its rival competitors.
5. 92.5% of the respondents when classified on the basis of age, sex, education and income opined that their branded product is much better in quality as compared to its competitors.

6. 83.2% of the respondents in all the categories have unanimously accepted the fact that the status symbol attached with their brands is better as against the status symbol attached with the competitor’s brand. Thus status wise the respondents feel much better off by opting for the Coke brand of cold drinks which gives them the psychological superiority over their competitors in terms of status.

7. The operational factor was not an important consideration in selection of the Coke brand of Cold Drink, as was unanimously accepted by all the categories of respondents. It is because there are hardly any operational problems in managing the branded product, i.e. Coke. It is just simply opening the cork of the bottle and drinking the same and hence operational aspects and problems are totally nil in the present case.

8. Maximum number of respondents are not aware of the composition and the salient features of their choice of brand. 89.4% of the respondents expressed ignorance of the compositions and the salient features of the brand. This clearly shows that a very little technical details are known to the customers and they remain more confined to the taste and habits.

9. 92% of the respondents in all the categories were of the view that their choice of brand is healthy for their body and does not have any side effects. Thus consumption of Coke will in no way affect the health of the respondents and thus the common opinion is that their choice of brand ensures a healthy and comfortable living style for them.

10. Almost in all the categories of classification the respondents are of the view that their brand is easily approachable. 83.7% of the respondents are of the opinion that distance of procuring their brand is not the problem and they can easily obtain their choice of brand from the nearby place. It is also because of the fact that Coke has maximum penetration of its production almost every small as well as large cities of India and one can easily obtain the drink within a reachable distance from their home. Thus the dealers of this brand of product are nearby to all the respondents.
11. There are hardly any attractive discount and sales promotions scheme for the retail consumers and hence all of the respondents in the classification above categorically opined that their brand does not offer any attractive discount and Sales Promotion Schemes.

12. A clear cut majority seems to come in this respect. 63.7% of the respondents are of the view that their choice of brand is affected by the advertisements in the various Medias. Thus media seems to have played an important role in the promotion of the brand of the Coke as the respondents have shown clear inclination towards media management of Coke Brand and their purchasing decision.

13. There are hardly any attractive exchange schemes for the retail consumers and hence all of respondents in the classification above categorically opined that their brand does not offer any attractive discount and Sales Promotion Scheme.

14. 92.5% of the respondents when classified on the basis of age, sex, education and income opined that the celebrity star personality associated with their brand (Aamir Khan) affects their purchasing decision. Aamir Khan is an international fame cine star and has effected the sentiments and life of many of his followers and based on Aamir’s preferences, many of the Indians have blindly followed the product and hence the result for the present question.

15. Almost in all the categories of classification, the respondents are of the view that the celebrity star associated with their brand is on top in his field. It follows the same management theory that follow your leader should be order of the day. 83.7% of the respondents are of the opinion that Aamir Khan is the topmost celebrity star in India and thus they blindly follow his choice.

16. Again as in the previous case, almost in all the categories of classification, the respondents are of the view that they perceive the same qualities in their personality as that of the celebrity star associated with their brand. The public in general identifies their personality traits with their brand personality. 83.7% of the respondents are of the opinion that they perceive the same characteristics in their personality as that of Aamir Khan.

17. 92.5% of the respondents when classified on the basis of Age, Sex, Education and Income opined that the celebrity star association with their brand gives them the
assurance as regards quality of the product. The respondents were of the view that their celebrities would always follow better brands and would always promote quality product and they are assured that their choice is quality product.

18. There are hardly any requirement of after sales services in cold drink and all the respondents in the classification above categorically opined that their brand dose not offers them any sort of after sales services.

19. 86.9% of the respondents in all the categories were of the opinion that their product has a standing of more then five years and hence had stood the test of reliability and this has been one of the major factors in choice of their selection. The respondents were of the view that a long stable brand ensures reliability and surety and their choice has proven a point on this aspect.

20. Almost universally and across all types of classification, the respondents are of the view that their brand contributes the national exchequer in terms of revenue as well as employment. It is true also as Coke India is paying hefty taxes to the Govt. of the India and is directly/indirectly biggest employer of the manpower in Cold Drinks sector in India.

5.2 SPECIALTY PRODUCT

BRAND: SANTRO CAR
BRAND LEVER: SHARUKH KHAN

The findings as regards Consumer Knowledge of the Brand in respect of the Specialty Product, having Brand Santro Car and Brand Lever as Shahrukh Khan is given below :-

1. There was almost universal acceptance of the fact that price is an important factor in selection this brand. 94% of the respondents agreed with this view and only a miniscule of the respondents were against the statement. It is because Car is an extremely costly item for an individual and the price plays a very important role in purchasing decision

2. Car being a very heavy specialty product, it becomes all more necessary that the product confirms to the highest standard of quality. 91.3 % of the respondents were of the view that quality is an important factor in selection of the brand.
However, it was surprising to note that a few have even neglected this aspect because of the less knowledge about the mechanism. Thus the overall view is that the quality plays an important role in selection of the brand.

3. Surprisingly, a large majority of the respondents did not agree on the Indian nationality as a condition for their purchasing decision in respect of car. It is because Indian Car Market have entered into a phase where a number of quality products of multinational brands of car are available and thus the general public is more concerned with quality and price aspect and is not moved by the sentiments of Nationality factor.

4. Santro Segment of car is comparatively costlier as compared to its rival competitor. This comes out from the sentiments expressed by the respondents across the board. 92.7% of the respondents are of the view that their choice of brand is not cheaper as compared to its rival competitors.

5. Santro Segment of car has stood the test of quality in much better terms than its competitors. The study revealed that 76.7% of the respondents were of the view that quality wise, their brand of car is much better as against its rival competitors.

6. The study revealed an extremely surprising fact that majority of the respondents were of the view that the status symbol attached with their brand of product is better than its rival competitors. It is perhaps because the more prestigious and better status symbols are now being attached with a board of new car segment and thus Santro Car loses its status symbol charm. Maximum of the respondents are of the view that easy operation is one of the hallmark of their brand of product. 76.7% of the respondents were of the view that their choice of brand is easy to operate than its competitors. Santro Segment of Car has introduced easy operation features in all its segment of the car and the respondents seems to have the same opinion of the product throughout the classification category.

7. Customers are very careful in their choice when they resort to the luxury segment, i.e. Car. The technical features and composition of the various parts of the components are noted in details by the customers at the time of purchase. This was amply revealed in the confessions of the respondents in our study. 92.6% of
the respondents across the board are of the view that they are aware of the salient features and composition of their product.

8. The built up and operation of the Santro Car makes a drive pleasurable, comfortable and a very healthy one. This has clearly emerged from the above findings, whereby 82% of the respondents are of the view that their choice of brand in the Speciality Product in the form of Santro Car ensures a healthy and comfortable living style for them.

9. In Indore, the proximity of dealer is an imminent truth for all the respondents. The dealers of Santro Car are located in the heart of the city and are easily approachable and hence all the respondents, irrespective of their classes are of the view that dealer of their branded product is nearby and is easily approachable.

10. Santro Car had introduced attractive discount schemes for its customers to avail. Also a wide range of sales promotion schemes have been launched by the company. The same fact was amply revealed by the respondents across all classification categories, when 74.6% of the respondents believed that their brand offers attractive discount and sales promotion schemes. 9.92% of the respondents across the board are of the view that they are affected by advertisement in the media in relation to their choice of branded product.

11. There is hardly any exchange scheme offered by Santro Car to its customers and thus there is a total absence of attractive exchange schemes in respect of Santro Car.

12. Presence of a celebrity star status (Shah Rukh Khan) is definitely a big booster in furthering the cause of purchase of Santro Car by the respondents. 94.7% of the respondents are of the view that celebrity star personality associated with their choice of brand affects their purchasing decision. People perceive Shah Rukh Khan as their image symbol and quite blindly follow his choices and so with the car, where the name of Shah Rukh is used for publicity by the company.

13. Almost complete unanimity is maintained on the issue that Shah Rukh Khan, the celebrity star associated with the Santro Car is being perceived by his fans, being the respondents in the present case as the Top in the Film Industry at present.
This fact can also be confirmed from various film magazines and articles published in the newspaper and there is a virtual complete unanimity on the issue.

14. Just as most of the respondents are affected by the Brand Personality associated with their product, so it becomes natural that a large number of respondents start perceiving the same qualities in their personality as that of their brand ambassador. 78.7% of the respondents were found to have the notion that their personality traits have some similarity with the star personality.

15. Quality being one of the most vital aspect which a respondent always looks in the heavy segment like Car. Association of Star Personality gives an assurance to the respondents that the product of their choice confirms to the standards of quality. 91.3% of the respondents have agreed on the point important role in selection of the brand.

16. The manufacturers of Santro Car provided three free services to their customers along with warranty for few years of the purchase. Thus after sales services are being completely looked into by the local dealers of the company. There was complete unanimity on the issue as 100% of the respondents replied positively to the statement.

17. 90% of the respondents have purchased their car on one of the solid reasons that the car had an existence for a period of more than 5 years in the market and this had prompted them to take such a decision. A product with a standing of 5 years or more is assured of the standards and reputation it enjoys in the market and most of the purchasers begin to rely on such facts. The Interesting Observations Emerging From the Above Study were:-

18. The owners of Santro India Ltd. pays a hefty tax to the Government of India. Also they are one of the biggest employers of manpower through direct/indirect recruitment and this was amply demonstrated in their response. 66.67% of the respondents felt that their brand choice is contributor to the nation in terms of contribution by way of taxes employment and social service.
5.3 **SHOPPING PRODUCT**

**BRAND : MAYUR SUITINGS**

**BRAND LEVER : SHAHRUKH KHAN**

The findings as regards Consumer knowledge of the Brand respect of the Shopping Product (Mayur Suitings and Shirtings) having Brand Lever as Shahrukh Khan is given below:-

1. 92.5% of the respondents classified on the basis of age, sex, income and education opined that Price is an important factor in selection of their brand.

2. 85.8% of the respondents classified on the basis of age, sex, income and education opined that Quality is an important factor in selection of the Mayur Brand of Suiting and Shirting. Thus the allover response to the quality factor showed that along all the classification of the respondents, quality is an important factor in selection of their brand of Shopping Product namely Mayur suitings.

3. Almost in all the categories of classification, the respondents are of the view that the nationality is an important factor in selection of brand. Mayur Brand is an Indian product and hence in the clothing category is most favored by the respondents. 83.7% of the respondents are of the opinions as stated above.

4. Maximum number of respondents are of the opinion that their choice of brand in Shopping Product (Suiting’s and Shirting’s) is not cheaper against the competitors. 89.4% of the respondents are of the same opinion. This clearly shows that the respondents view Mayur Brand as costly brand as compared to the prevailing brands in the market.

5. Almost in all the categories of classification, the respondents are of the view that their brand is much better as compared to its rival competitor. 83.7% of the respondents are of the same opinion.

6. Almost universally and across all type of classification, the respondents are of that the status symbol attached with their brand is better than its rival competitors.
7. The operational factor was not an important consideration in selection of Mayur Suitings Brand of product in the Shopping type of Product. It is because, there is hardly operational problems in managing this type of product.

8. Maximum number of respondents are not aware of the composition and the salient features of their choice of brand. 89.4% of the respondents expressed ignorance of the composition and the salient features of the brand.

9. Almost in all the categories of classification, the respondents are of the view that their choice of brand ensures a healthy and comfortable living style for them.

10. Almost in all the categories of classification, the respondents are of the view that their brand is easily approachable. 83.7% of the respondents are of the opinion that distance of procuring their brand is not the problem and they can easily obtain their choice of brand from the near by place. Thus the dealer of this brand of product is nearby to all the respondents.

11. There are hardly any attractive discount and sales promotion scheme for the retail consumers and hence all of respondents in the classification above categorically opined that their brand does not offer any attractive discount and Sales Promotion Schemes.

12. A clear cut majority seems to come in this respect. 63.7% of the respondents are of the view that their choice of brand is affected by the advertisement in the media. Thus media seems to have played an important role in the promotion of the brand as the respondents have shown clear inclination towards media management of Mayur Suitings brand and their purchasing decision.

13. There are hardly any attractive exchange schemes for the retail consumers and hence all the respondents in the classification above categorically opined that their brand does not offer any attractive discount and Sales Promotion Schemes.

14. Almost in all the categories of classification, the respondents are of the view that their brand celebrity star is effected their purchasing decision and they are affected by the image of their celebrity star. 83.7% of the respondents are have favored the opinion.
15. Almost in all the categories of classification, the respondents are of the view that their brand celebrity star associated with the brand is on the top in his field. It follows the same management theory that follow your leader should be order of the day. 83.7% of the respondents are of the opinion that Shahrukh Khan is the topmost celebrity star in India and thus they blindly follow his choice.

16. 83.2% of the respondents in all the categories have unanimously accepted the fact that they perceive the same quality in their character as their celebrity star personality.

17. 92.5% of the respondents when classified on the basis of age, sex, education and income opined that the celebrity star association with their brand gives them assurance as regards quality of the product. The respondents were of the view that their celebrity would always follow better brands and would always promote quality product and hence they are assured that their choice is quality product.

18. There are hardly any requirements of after sales service in this product category and hence all the respondents in the classification above categorically opined that their brand offers them any sort of after sales service.

19. 82.1% of the respondents in all the categories were of the opinion that their product has a standing of more than last 5 years and hence had stood the test of reliability and this has been one of the major factors in choice of their selection. The respondents were of the view that a long stable brand ensures reliability and surety and their choice has proven a point on this aspect.

20. Almost universally and across all type of classification, the respondents are of the view that their brand contributes to the national exchequer in terms of revenue as well as employment.

5.4 UNSOUGHT PRODUCT

BRAND: MRF TYRES

BRAND LEVER: SACHIN TENDULKAR

The findings as regards Consumers Knowledge of Brand in respect of the Unsought Product (MRF Tyres) having Brand Lever as Sachin Tendulkar is given below:
1. There was almost universal acceptance of the fact that price is an important factor in selection of brand. 94% of the respondents agreed with this view and only a miniscule of the respondents were against the statement.

2. 90.7% of the respondents were of the view that quality is an important factor in selection of the brand. However, it was surprising to note that a few have even negated this aspect.

3. Maximum of the respondents are not affected by the Nationality of the Brand. Tyres are being produced by a hoard of National as well as Multinational Companies and thus customers are flooded with a wide choice of tyres. Moreover Multinational Companies are coming out with better quality and cheaper tyres as compared to national brands and thus consumers are pulling themselves for the multinational brand. The study showed that 59.5% of the respondents were not affected by the Nationality of the Brand.

4. 66.67% of the respondents felt that their brand choice is cheaper as compared to the brand of its competitors.

5. 78.7% of the respondents were found to have the notion that their brand product is much better in quality as compared to its competitors.

6. 94.7% of the respondents are of the view that the status symbol attached with their brand is better than its rival competitors.

7. Maximum of the respondents are of the view that easy operation is one of the hallmark of their brand of product. 76.7% of the respondents were of the view that their choice of brand is easy to operate than its competitors.

8. Customers are very careful in their choice when they resort to the items as tyres. This was amply revealed in the confessions of the respondents in our study. 92.6% of the respondents across the board are of the view that they are aware of the salient features and composition of their product.

9. The built up and operation of the MRF Tyres makes a drive pleasurable, comfortable and a very healthy one. This has clearly emerged from the above
findings, whereby 82% of the respondents are of the view that their choice of brand ensures a healthy and comfortable living style for them.

10. Indore being a mini metro, the proximity of dealer is an imminent truth for all the respondents. The dealer of MRF Tyres is located in the heart of the city and is easily approachable and hence all the respondents, irrespective of their classes are of the view that the dealer of their branded product is easily approachable.

11. The dealers of MRF Tyres are offering attractive discount schemes and sales promotion schemes to boost their sales. 66.6% of the respondents felt the same.

12. 74.6% of the respondents opined that their choice of brand is affected by advertisement in the media.

13. There is hardly any exchange scheme offered by MRF Tyres to its customer and thus there is a total absence of attractive exchange schemes in respect of MRF Tyres.

14. Almost complete unanimity is maintained on the issue that the celebrity star associated with the MRF Tyres is the greatest motivating feature in their purchasing decision.

15. 78.7% of the respondents were found to have the notion that their celebrity start associated with the brand is number one in field.

16. Just as most of the respondents are affected by the Brand Personality associated with their product, so it becomes natural that a large numb3r of respondents star perceiving the same qualities in their personality as that of their brand ambassador. 78.7% of the respondents were found to have the notion that their personality traits have some similarity with the star personality.

17. 92.6% of the respondents across the board are of the view that the association of celebrity star with their brand gives them an assurance of the quality of their product.

19. There is hardly any after sales service required for the MRF Tyres and thus there is a total absence of attractive exchange schemes in respect of MRF Tyres.
20. 90% of the respondents have purchased this brand of tyre on one of the solid reasons that it had an existence for a period of more than 5 years in the market and this had prompted them to take such a decision. A product with a standing of 5 years or more is assured of the standards and reputation it enjoys in the market and most of the purchasers begin to rely on such facts. The owners of MRF Tyres pay a hefty tax to the Govt. of India. Also they are one of the biggest employers of manpower through direct/indirect recruitment and this was amply demonstrated in their response. 91.3% of the respondents felt that their brand choice is contributor to the nation in terms of contribution by way of taxes employment and social service.

5.5 MAJOR FINDINGS

The major findings emerging from the above study were :

1. Price seemed to be an important factor in Speciality and Unsought type of product. The importance of price seems to be lost in Shopping Product and Convenience Product. It is perhaps because the first category of the products are of heavy usage and long durability product and also the price associated with them is of high amount. Thus price sensitiveness is prevalent in the first classification and absent in the rest.

2. Quality of the product has been universally accepted as an important ingredient which the respondents always looked into the product irrespective of the classification of the product, the quality element had played an important role in decision making.

3. The concept of exchange scheme is totally absent in all the categories of the products and thus exchange scheme possibility is totally ruled out.

4. After Sales Services were available in Speciality Product only and totally absent in other three categories respectively.

5. The dealers of almost all the products were in proximity to the respondents and this in turn affected their purchasing decision to a certain extent.
6. The brand of product chosen by the respondents was perceived to be the best in their eyes and better than the competitors, though in the Price Segment, many were of the view that their choice of brand is costlier as compared to the competitors.

7. All most all the categories of respondents in all the class of products were influenced by the advertisement media and thus advertisement had played an important role in selection and choice of brand in the eyes of the respondents.

8. The brand lever associated with the respective product has a clinching influence on the consumers and thus brand lever has played a key role in selection of the brand choice among the respondents.

9. The qualities as perceived to be in the brand leader are presumed to exist in the personalities of the respondents themselves. The respondents across the board have perceived that their individual personality meets the character requirements as possessed by the brand lever.

10. The use of the product has made the life of the consumers comfortable and pleasurable. The respondents were of the view that the use of the products has resulted in making their life comfortable and easy.

11. Nationality of the product seems to have been the importance in the eyes of the respondents. In a globalised era, where the respondents are faced with a barrage of national and multinational products the concept of nationality has lost its importance. The respondents viewed that nationality of the product has never effected their purchasing decision.

12. Almost all the respondents were of the view that the existence of the product for a period of more than 5 years have led them to a confidence building measure and has effected their purchasing decision. A long standing product has caused them and led them to belief that the product has survived the test of the market competitiveness and had stood the test of time and this has prompted them to choose the required product.

13. Attractive discount and sales promotion schemes existed in Shopping Products and Speciality Product and thus has led to the influence in decision making process of the respondents. Also the process of easy operation was one of the important factor for selection, particularly in the Speciality Product.
14. Many of the respondents particularly in the Convenience Product category as well as Shopping Product category had little knowledge about the contents and composition of the product. But in case of the Speciality Product as well as Unsought Product, the respondents were fully aware of the technical details of the product.

15. Thus this summed up the knowledge of customers as regards the selection of brand of products in Sagar and sub urban areas of Indore city and this was the effect of the brand lever associated with the brand on the purchasing decision of the consumer.

Thus from the above findings and discussions is clear that the Brand Knowledge and Brand Leverage has great impact on the consumer’s brand choice. Thus the H0 is rejected and the H1 is accepted.

5.6 MAJOR SUGGESTIONS

1. Nationality as a factor has not been stressed by the Indian manufacturers in the eyes of the consumers and hence the nationality aspect has been completely overlooked by the respondents. The Indian Manufacturers must utilize this important sentimental value in the eyes of the customer to push up their sales.

2. There is a lack of awareness of the product features and product characteristics, in general, in the eyes of the respondents. The manufacturers of the product, need to publicize the technical details of the product in a more elaborative manner to the consumers, so that the consumers can have a better understanding of the product.

3. In an era of competitive enterprise, attractive exchange scheme and discount schemes must be spread throughout the different class of products by its manufacturers. This will not only benefit the customers but will always go in way of consolidation of the market position of the product.

4. The image of brand lever has a clinching influence on the perspective of the consumers and thus the selection of brand lever must always be made in tandem with the requirements of the market. The brand lever that has become outdated in the market will no longer be able to attract the consumers and hence the brand lever selection will always play an important role in the promotion of the product.
5. Younger age respondents in our study seems to have aggressively responded to the positive aspects of the product and thus it is quite clear that the younger age respondents tends to make market perception and market influence on the promotion of the product. Thus promotional policy of the product must always be made keeping in the minds the younger generation perception in mind.

6. The Professional as well as Middle Aged Category respondents are always too rigid in their choices and behavior. The product manufacturer must always keep in the mind the rigidity and stiff behavioral personalities of the middle aged and professionals category.

7. The Personal behavior and Personal Etiquettes of the Celebrity Star Personality associated with the brand is looked upon with the great details and is followed in their own personality by the consumers and hence the behavior in the public and personal etiquettes of the celebrity star must always be kept in mind by the star as it has mass impact on the consumers.

8. And lastly, through a combination of innovations and product sales management strategies, the essence on long term relationship with the consumers can be clearly established and this must always be kept in mind by the product manufacturers.

5.7 SCOPE OF FURTHER RESEARCH

1. A comparative study can be made over the period of time to track the changes in the preference of the consumer in the same city.

2. Study across the Major Cities of Madhya Pradesh can be undertaken to know the divergent views of the respondents across the cities.

3. More product related factors could be added to the questionnaire to elicit a more detailed inquiry into the matter.

4. The future research can be conducted to understand the effect of high preference factor on post purchase satisfaction in more or less similar conditions.

5. With the advent of internet portals for consumers online buying a study will be very useful in tracing consumer preferences of brand preference factors for online.