Summary of Findings, Suggestions and Conclusion
CHAPTER VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

Brands belong to the daily life of consumers who might be attached, committed or loyal to some of them creating, developing, implementing and maintaining successful brand frequency at the heart of marketing strategy. Consumers face a variety of brands all of which make functional promises. But advances in technology make it difficult to sustain a functional advantage with the result that brands competing in the same category have become functionally more similar. It is widely accepted that brands satisfy emotional needs apart from fulfilling the functional needs. The study was aimed at inducing factors of purchase Decision of selected consumer durables with brand Equity and Extension. For this purpose, necessary data was collected from 500 sample respondents using an appropriately designed questionnaire. The data collected were subdued into suitable tabular forms and appropriate statistical tools were used for data analysis. Based on the analysis, interpretations were made systematically. In this chapter, an attempt is made to recapitulate the key findings and based on these few suggestions have also been made.

7.2 FINDINGS

7.2.1 CONSUMER DURABLE MARKET

- India will leap frog from twelfth position to fifth largest position in the consumer Market in the world by 2025. Consumer durable is one of the fastest growing industry segments in India; accounting for US$6.58 billion in 2009-10. According to Cygnus estimates, consumer durables market is further expected to cross the US$10.0 billion milestone by the year 2011-12, growing at a CAGR of 23.8. The growth in Consumer durable industry in India seems to be balanced and is fuelled by indigenous manufacturing facilities, government support, improvements in technology and growth in customer base from the rural areas. It will be the key challenge for consumer durables manufacturing companies to spend in R&D for
surviving in the highly competitive market by introducing innovative products at many affordable prices.

- Estimates provided by Corporate Catalyst India (CCI) indicate that the consumer durables market is expected to double at 14.8 per cent CAGR to USD 12.5 billion in financial year from USD 6.3 billion in the financial year 2010. Further, demand from rural and semi-urban areas is expected to expand at a CAGR of 25 per cent to USD 6.4 billion in financial year 15 from USD 2.1 billion in financial year 2010. All major companies in this sector have elaborate expansion plans for the near future. Japan’s Panasonic plans to invest USD 208 million by 2014 by setting up manufacturing units and an advanced R&D centre. Samsung plans to invest USD 94 million to expand capacity by 2012. Market leader LG has outlined around USD 292 million for enhancing production capacity and strengthening its LG brand shop network by 2012.

- India being the second fastest growing economy with a huge consumer class has resulted in consumer durables as one of the fastest growing industries in India. LG and Samsung, the two Korean companies have been maintaining the lead in the industry with LG being the leader in almost all the categories.

- The Indian consumer has undergone a metamorphosis of sorts with demand for improved lifestyle. Consequently, consumer durables industry has witnessed a considerable change in the last few years. There is an increased interest for LCD-TVs and DVD players. The demand for washing machines and refrigerators is also increasing. Urban consumer durables market is growing at almost 10% p.a., and the rural durables market is growing at 25% p.a. Some high-growth categories within this segment include mobile phones, TVs and music systems.

7.2.2 LEVEL OF AWARENESS TOWARDS VARIOUS BRANDS OF CONSUMER DURABLES

- There exists a lot of brands on purchase of consumer durable goods, the major brands which have unique product umbrella has been taken and accounted for study. When analyzing the products purchased under various brands, majority of respondents (35) have purchased BPL washing machine, majority of respondents
(36) have purchased Videocon audio system, majority of respondents (36) have purchased Samsung television, majority of respondents (26) have purchased LG microwave oven, majority of respondents (30) have purchased Kenstar Air conditioner.

- Entire sales of a product is realized only when the products are made aware to the people through the form of marketing. When considering the sources of awareness of various brands, for the BPL brand majority of the respondents (35) have got the awareness through their friends and relatives, For the Videocon brand, majority of the respondents (37) have got awareness through the Dealers and Representatives. For the Samsung brand a majority of them (40) have got awareness through various forms of advertisements and a majority of the respondents (35) who have purchased LG brand have got awareness through their Friends and relatives. A majority of the respondents (34) who have purchased Kenstar brand products have got awareness through Dealers and Representatives.

- The Media in which the products are advertised and create awareness has a lot of inputs in to sale. Hence analyzing the media in which the respondents have got awareness for the products which they have purchased, the respondents who have purchased BPL brand products a majority of them (28) have got awareness through the Internet media, Those respondents who have purchased products under Videocon brand majority (24) of them have got awareness through Posters and Banners. Those respondents who have purchased products under Samsung brand, majority (31) of them have got awareness through Notices, Those respondents who have purchased products under LG brand majority (31) of them have got awareness through Posters and Banner, Those respondents who have purchased products under Kenstar Brand a majority of them (34) of them have got awareness through Newspaper and magazines.

- Tenure of knowing a brand yields greater possibilities of sales. A majority of the respondents (50) of them were aware of the BPL brand more than 2- 8 years, Majority of them (34) of them were aware of the Videocon brand for 4- 6 years, A majority of them (34) of them were aware of the Samsung brand for less than
2 years, a majority of them (40) were aware of the LG brand for 4-6 years, a majority of (35) of them were aware of the Ken star brand for a period of 2-4 years.

- There exists enormous features in selecting a brand viz., Quality, Price, Durability, Brand Image and so on. Those respondents who have purchased BPL brand products have been influenced by the quality factor. Those respondents who have purchased products of Videocon brand have been influenced by the Durability factor. Of those respondents who have purchased products under Samsung brand were influenced by the Durability factor. Of those respondents who have purchased products under LG brand, a majority of them were influenced by the price factor, of those respondents who have purchased products from Ken star has been influenced by the attribute of quality.

- The purchase of any product has been influenced by any of them who have been in our walks of life. The respondents who have purchased products under the BPL brand has been influenced by their children, of those who have purchased products from the Videocon, Ken star brands, the source of influence was the elders in their family, of those who have purchased products from Samsung, LG brands has been influenced by their children.

- The features of brands account for a lot of remembrance during sales. Design has been the attributed factor in the minds of consumer on purchase of products under the brand BPL, Videocon, and LG. Samsung and Ken star brands have been remembered by the Logo.

- The performance gives greater avenues for the repeat purchase of the brand. From the analysis it was proven that the Videocon, Samsung, Ken star brands have the performances ranging between Very good to Normal. BPL, LG brands have shown poor performances in the minds of the consumers.

- Satisfaction alone determines the consumer minds to go for the particular brand on in his own purchase or others. The BPL, Videocon, Samsung, LG brands have
accounted for satisfaction on the minds of the consumer. The Ken star brand was not up to the mark of satisfaction on the minds of the consumer.

- Availability relaxes the consumer on who is opting for purchasing a specific brand. Almost all the brands are easily available in the market for the purchase and almost of the consumer have purchased the products from their respective wholesalers.

- It is evident from the analysis that majority of the respondents who are engaged in business have purchased products from branded retail shops.

- It is found that respondents who have school and no formal education have the habit of purchasing durable goods from retail shops.

- Income wise analysis was conducted among the sample respondents and it is found that majority of the respondents drawing a monthly income ranging between Rs.10,000 to Rs.20,000 and Rs.30,000 & have purchased durable goods from retail shops.

- From the analysis it is found that irrespective of the age group, educational qualification and occupation the consumer concentrates on the physical attributed factors viz., Symbol, Logo, Trade mark, Design before purchasing products.

- It was learned from the analysis that ensuring brand equity becomes the foremost important factor in facilitating the success of brand extension. The study revealed that consumers agree to the statement that only brands having strong equity can go for brand extension.

- It is found from the analysis that consumers make a combined decision on purchase of durable products and it was quite interesting that all the consumers who have taken for study have taken predominant decision before they have purchased.
7.2.3 FACTORS INFLUENCING THE PURCHASE DECISION OF CONSUMERS

- RELIABILITY OF ADVERTISEMENT
  The advertisement is not merely the means of communication about the products but definite strategy which attracts the consumer and also creates confidence in the minds of the consumers about the branded products and its features. The study revealed that consumers feel the advertisements are reliable only to a certain extent. Hence manufacturers of the branded products should consider this aspect and all possible measures to ensure advertisements are reliable.

- CONSUMER AWARENESS
  The awareness being the first element of purchase process, the manufacturers need to focus on consumer awareness in a better way for achieving the results.

- QUALITY
  It is an undisputable fact that the quality aspects play a predominant role in marketing of any product. The study clearly indicates that consumers believe that branding ensures quality. Hence the manufacturers need to take proper steps and ensure quality not only in manufacturing process but also in the distribution process. Ensuring brand equity becomes the foremost important factor in facilitating the success of brand extension. The study revealed that consumers agree to the statement that only brands having strong equity can go for brand extension.

- DEALERS ROLE
  The dealers play a significant role in the establishment of brand equity and marketing of products in brand extension. The dealers not only mediates between producers and consumers, but act as a facilitator for ensuring brand equity and enabling brand extension. The manufacturer has to ascertain the opinion of dealers periodically towards making improvements or modification in the products. This will help them to have better relationship with the dealer and in turn will result in building better relationship with their consumers.
7.2.4 BUYING BEHAVIOR OF CONSUMERS

- The major factor for the buying of consumer durable goods was viz., Price, Durability, Friends & relatives, Brand image, After sales service, Convenience, Discount offers & gifts, Dealers & agent, Festival seasons, Model, Features of the product. The second criterion was the Friends relatives, Credit facility, Model, Guarantee & warrantee, Demonstration.

7.3 SUGGESTIONS

- The branded durable products have excellent market opportunities in India and in other developing countries, and they enjoy competitive advantage worldwide, so the branded companies should concentrate on the technology and product adoption towards potential markets.

- The price of the durable products should match with the purchasing power of the Indian buyers.

- As the majority of the buyers prefer pre-installment purchase, the dealers should extent credit facilities.

- The brand owners should adopt better consumer motivation technique, as the consumer prefer to keep premium brand, the manufacturer should concentrate on exploring this opportunity.

- Unbranded goods are least considered by the consumers and the study revealed that brand has influence on the purchases decision of consumers. Branding facilitate the business to market their products by helping the consumer to identify products that might benefit them. Hence, the manufacturer should understand the value and power of brand so that confidence can be created in the minds of the consumers.

- The advertisement is not merely means of communication about the products but definite strategy which attracts the consumer and also creates confidence in the minds of the consumers about the durable goods and its features. The study revealed that consumers feel that the advertisements are reliable only towards to a
certain extent. Hence manufacturers of the durable goods should consider this aspect and take all possible measures to ensure advertisements are reliable.

- The awareness being the first element of purchase process, the manufacturers need to focus on the consumer awareness in a better way for achieving the results.

- It is undisputable fact that the quality aspects play a predominant role in marketing of any product. The study clearly indicates that consumers believe that branding ensures quality. Hence the manufacturers need to take proper steps and ensure quality not only in manufacturing process but also in the distribution process.

- The technological advancement has increased the consumer expectation and the study revealed that the consumer likes the durable goods which have superior technology, so the manufacturers of branded durable goods have to follow the latest technology in order to match with competitions.

- The primary aspect of any manufacturer to be successful in the market, to make the product available to the consumer. If the manufacturer of branded durable goods does not concentrate on this aspect it will lead to the dissatisfaction of the basic expectation of the consumer.

- Ensuring brand equity becomes the foremost important factor in facilitating the success of brand extension. The study revealed that consumers agree to the statement that only brands having strong equity can go for brand extension. Every manufacturer should try to establish brand equity by winning the confidence of the consumers and then go for the brand extension.

- The dealers play significant role in the establishment of brand equity and marketing of products in brand extension. The dealers not only mediates between producers and consumers, but act as a facilitator for ensuring brand equity and enabling brand extension. The manufacturer have to ascertain the opinion of dealers periodically towards making improvements or modification in the products. This will help them to have better relationship with the dealer and in turn will results in building better relationship with their consumers.
7.4 CONCLUSION

Branding has become so strong that today hardly anything goes unbranded particularly automobiles or the reason that branding helps buyers in many ways. Brand name helps the consumer to identify products that might benefit them, and for familiarizing brand name advertisements play key role. Brands also tell the buyer something about the product quality. Buyers who always buy the same brand know that they will get same features, benefits, and quality each time they buy. In this way, it is found that a powerful brand has high brand equity, higher brand loyalty, name awareness, perceived quality, strong brand associations and other assets such as patents, trademarks and channel relationship.

However it is important to note that fundamental asset underlying brand equity is consumer equity and hence proper focus of market planning is required to extend life value to the legal consumers. All these aspects facilitate the brands to go for brand extension where successful brand name helps in launching new products. The very important point to be considered is that if a brand extension fails, it may harm consumer attitude towards the other products that carry the same brand name. It is worth to note that a brand name may lose its special positioning in the consumer’s mind through over use and hence the companies intend to use the old name.

7.5 SCOPE FOR FURTHER RESEARCH

As the brand value rules the market and determines the sales of any product, the potentiality of implementing brand name is picking up as a trend nowadays. This thesis has been framed in making a study on the women consumer’s buying behavior towards branded durable goods.

Further Research can be made on focusing the below dimensions

1. Customer attitude, preference towards branded durable goods.
2. Indifference in service quality and its effect on buying behavior.
3. Analyzing the brand image, extension towards branded durable goods.