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Summary and Conclusions
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A brief summary of the research conducted along with the salient findings is presented in this chapter. The important conclusions drawn from this study and policy options developed for policy makers and administrators are also indicated here under.

The present study was undertaken in Bangalore city of Karnataka with the general objective to study the demand for consumer durables according to their increase in the income and employment in the area under study. The following were the specific objectives of the study.

6.1. Specific Objectives

1. To document the consumers possession durables in different categories of household.

2. To identify the factors influencing their purchase decisions with regard to durables.

3. To assess the consumer value system for consumer durables and

4. To assess the role of advertising in their purchase decision.
6.2. Area under Study and Sampling Procedure

Bangalore city was selected for the study. Bangalore city, the capital of Karnataka State, is a cosmopolitan area with a diverse population cutting across different socio-economic and cultural groups which gives it the rich diversity to undertake consumer studies. Bangalore exemplifies every aspect of the Indian milieu with economic progress; the demand for consumer durables increase for a variety of reasons which gives rise to a retail revolution. This trend is effectively captured in Bangalore which can then be generalized for the whole country.

After becoming greater Bangalore, the Bangalore city consists of 27 assembly constituencies other than this, the city are divided into 196 wards at the area of 740 sq km. and the average population per ward was 40,277, the highest being 47,000 and lowest 30,000 and I selected random samples from these wards.

The cluster sampling method was followed and sample respondents post stratified based on their income, education, and age. In Bangalore city, out of 196 wards, made 10 clusters. Data was collected from the samples randomly drawn from each cluster. Totally 500 sample respondents were selected from all these wards.

For evaluating the specific objectives of the study, necessary primary data were obtained from the selected respondents through personal interview method with the help of pre-tested and structured schedule. Respondents were asked questions in Kannada and English.
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The data collected from the respondents related to their Age, Education and Income and also costs incurred on the purchase of consumer durables and attributes related to the consumer durables and then brand’s perception on each consumer durables.

In addition to primary data collected from sample respondents, secondary data was also obtained. Secondary data on sales and purchase of each consumer durables for the source on internet.

6.3. Major Findings of the Study

6.3.1. General Characteristics of Sample Respondents

1. The sample was post stratified into groups viz., low, medium and high. This was done using Cluster Analysis. The sample was subject to k-mean clusters where three groups were specified. Accordingly three groups were formed whose profile has been analyzed and presented. The average age of the low, medium and high groups were 35, 34 and 34.6 years respectively, and the average monthly income of the low, medium and high groups were (Rs. 13535), (Rs. 25603) and (Rs. 47344), respectively. Thus income of the clusters had a pattern and accordingly the clusters have been named.

2. The average amounts spend on selected consumer durables like television, computer, refrigerator, washing machines, mobile phones and air cooler.
The high group respondents were observed to be spending more money i.e., Average (Rs. 28758) as compared to Medium (Rs. 17555) and low (Rs. 12040) on Television. The medium group respondents spend (Rs. 34425) on Air-conditioner when compared to high group who spent (Rs. 32167) and the low group (Rs. 19250). The high income groups were observed to be spending more on most of the consumer durables. Expenditure on Computer purchased by the high income group on an average was (Rs. 35370) as compared to Medium (Rs. 35075) and low group (Rs. 31670). The high income group respondents spent more on Refrigerator with an average per monthly expenditure (Rs. 13615) as compared to medium (13484) and low group (Rs. 11686). On washing machine, the high group respondents spend on an average (Rs. 15965) as compared to Medium (Rs. 14781) and low (Rs. 13000).

The high income group respondents spend more on mobile phones was on an average (Rs. 9889) as compared to Medium (Rs. 9346) and low (Rs. 5564)

3. The Average expenditure by professional such as doctor spends more on consumer durables purchase on an average spending of (Rs. 119250) as compared to medium group also Doctor's spends more money compared to other professions and in low income group, Business persons spend more money as compare to the other professions i.e., (Rs. 13630).
6.3.2. Demand for Consumer Durables over the Years

The demand for consumer durables over the years has been increased dramatically the main reason behind is that the increase income in both urban and rural area, lifestyle changes and increasing of urbanization and improving the education level of the respondents.

1. Air-conditioners

Air conditioners have become a necessity these days and the prices have come down to affordable levels. The growth of air conditioners in the country witnessed a significant increase from 100 million in 1990-91 to 560 million in a span of 10 years recording a compound annual rate of growth of 21.74 per cent per annum, which is indeed phenomenal. Given the state of the weather in the country and the rising incomes these numbers are likely to grow much further in the coming years. The strong drivers of air conditioners would be rising incomes, changing weather patterns, growth of the tertiary and the rise in office culture, improved power supply and the desire for comfort.

2. Refrigerators

Nowadays, Refrigerators have become a necessity consumer durable good in all the households and the reason behind this are these days is the lack of manpower has prevented households to visit the market often. Thus, storage of food articles has become important. The growth of Refrigerators in the country has
witnessed a significant increase from 1.24 million in 1990-91 to 2.62 million in a span of 10 years recording a compound annual rate of growth of 10.18 per cent per annum, which is indeed phenomenal. Given the state of the weather in the country and the rising incomes these numbers are likely to grow much further in the coming years. The strong drivers of Refrigerator would be raising incomes, changing life style, affordability, growth of the city culture and improved power supply and the desire for comfort.

3. **Washing machine**

Washing machines have become a necessity for the urban people when compared to rural people due to non availability of servants and working wives in the city place. The growth of washing machine in the country has witnessed a significant increase from 220 thousands in 1990-91 to 880 thousands in a span of 10 years recording a compound annual rate of growth of 16.77 per cent per annum, which is indeed phenomenal. And the rising incomes these numbers are likely to grow much further in the coming years. The strong drivers of washing machines would be rising incomes, necessity, changing life styles, patterns, affordability, urbanization and the rise in office culture, improved power supply and the desire for comfort.

4. **Television (Colour)**

Television has become a necessity in recent past days and the prices have come down to affordable levels. The growth of Television in the country has
witnessed a significant increase from 1.2 million in 1990-91 to 5.8 million in a span of 10 years recording a compound annual rate of growth of 23.74 per cent per annum, which is indeed phenomenal. And the rising incomes these numbers are likely to grow much further in the coming years. The strong drivers of Television would be raising incomes, changing life styles, patterns, affordability and the desire for comfort.

5. Television (Black and White)

Television (Black and White) has become more in demand in the past, when the non availability of colour Television and nowadays the demand Television(Black and white) has comes down or stagnant and also the prices have come down to affordable levels. The growth of Television in the country has witnessed a significant increase from 3.5 million in 1990-91 to 5.4 million in a span of 10 years recording a compound annual rate of growth of 7.51 per cent per annum, which is indeed phenomenal. And the rising incomes these numbers are likely to grow much further in the coming years. The strong drivers of Television would be changing life styles, affordability, growth of the tertiary, improved power supply and the desire for comfort.

6. Computer

Nowadays the computer has become a necessity these days for urban or city people when compared to rural people and also the prices have come down to affordable levels. The growth of Computer in the country has witnessed a
significant increase from 0.07 million in 1990-91 to 1.5 million in a span of 10 years recording a compound annual rate of growth of 4.38 per cent per annum, which is indeed phenomenal. And the rising incomes these numbers are likely to grow much further in the coming years. The strong drivers of computer would be improving education level, rising incomes, changing lifestyles, affordability, growth of city culture and improved power supply and the desire for comfort.

7. Laptop

Laptop has become a major demand when compared to computer in these days and the prices have come down to affordable levels. The growth of Laptop in the country has witnessed a significant increase from 15 million in 1995-96 to 300 million in a span of 14 years recording a compound annual rate of growth of 26.07 per cent per annum, which is indeed phenomenal. And the rising incomes these numbers are likely to grow much further in the coming years. The strong drivers of Laptop would be rising incomes, changing lifestyles, patterns, affordability, and the rise in office culture and the desire for comfort.

8. Mobile

Nowadays mobile has become a necessity to all kind of people due to non-usage of landline phone, all the using mobile phones and demand also increased drastically recent past days and the prices have come down to affordable levels. The growth of Mobile in the country has witnessed a significant increase from 0.15 million in 1995-96 to 73.5 million in a span of 14 years recording a
compound annual rate of growth of 60.87 per cent per annum, which is indeed phenomenal. And the rising incomes these numbers are likely to grow much further in the coming years. The strong drivers of mobile would be rising incomes, changing life styles, patterns, Status, affordability, growth of the tertiary and the rise in office culture and the desire for comfort. (Table 4.3.7 (a)) The exponential growth in sales can be seen from the figure as well).

6.3.3. The Results of Logistic Regression in the Entire selected Consumer Durables are as follows are:

With respect to Refrigerator, education and durability are the two most important factors that influence the buying of refrigerators with odds ratios of 1.56 and 2.08, respectively. For Televisions service quality and durability are the two most important factors that influence the buying of television with odds ratio of 2.56 and 1.59, respectively. With respect to Computer education and brand technology are the two most important factors which influence the buying of computer the odds ratio are 1.21 and 1.18 respectively. In so far as washing machines are concerned, education and durability are the two most important factors that influence the buying of computer and the odds ratio are 1.25 and 1.09 respectively, Age and price are the two most important factors which influence the buying of mobile with odds ratio of 1.04 and 1.003, respectively.
6.3.4. To study the Brand Perceptions among the Respondents on the Consumer Durables Multidimensional Scaling was done and Results revealed the following:

With regard to Refrigerator the brands like BPL, Whirlpool, Philips, Kelvinator, IFB and Videocon are group together and the brands like LG and Samsung were perceived as unique and different. With regard to Television the brands like Videocon, Samsung, Sansui, TCL, Akai are perceived as one group and the other brands like LG and Sony are considered unique groups.

6.3.5. To Study the Consumer Durables Grouping in all the three High, Medium and Low Groups again Multidimensional Scaling Technique was used and the Results are as follows:

1. **High Group** : The consumer durables like Computer, washing machine and Television are perceived as one group and durables like fridge are considered unique group.

   In other wards purchase of Television, Washing machine and Computer were bunched together whereas Fridge buyers were unique.

2. **Medium Group** : In this group the consumer durables like Washing machine, Refrigerator and Mobile are in a one group and the other durables like Computer and Air Cooler are Unique.

   In other wards purchase of Washing machine, Refrigerator and Mobile were bunched together whereas Computer and Air cooler buyers were unique.
3. **Low Group**: In this low group the consumer durables like computer, mobile and Washing machine are perceived as one group and durables like Air cooler, Refrigerator and Television are considered unique group.

In other wards purchase of Mobile, Computer and Washing machine were bunched together whereas Air cooler, Refrigerator and Television buyers were unique in this group.

### 6.4. Conclusions

The following conclusions can be drawn based on the findings of the present study:

1. The demand for consumer durables has been growing in a cosmopolitan city like Bangalore where the average income is very high and the distribution of income is skewed in favour of the rich. This significantly increased the demand for consumer durables. The other factors that have contributed to the increase in demand for consumer durables are urbanization, high disposable incomes, availability of line of credit to purchase white goods, the advertisement media and word of mouth led by the demonstration effect. The beneficial aspect of this trend is that it creates employment in manufacture and distribution and sales. It spurs industrial development and leads to all round development of the economy.
2. These industries promote employment in the organized sector and they should be encouraged through government policies, without encouragement the foreign countries to make serious inroads into the domestic market.

3. In technology wise the aim at improving power efficiency and make the product environmental friendly.

4. These commodities should made more competitive so that these products have presence in the global market.

5. The harmful externality of this trend is that it will increase the demand for power as these gadgets are power intensive and it could create a problem of waste disposal. All these items are bulky and not recyclable, leading to a huge problem of waste recycling.