CHAPTER - 7
CONCLUSIONS

7.1 Conclusion

The below are the conclusions from the study.

i. The women consumers of all categories of age, educational level, occupation, income and family size differ significantly in the selection of purchase outlets, promotional offers and article evaluation process with respect to microwave oven, refrigerator and washing machine.

ii. It is concluded that there exists two types of consumers of durables in the market. They are classified as strong and weak consumers based on their awareness of the attributes of durable products. The attributes of the product are considered indispensable tool to materialize the purchase of durables.

iii. The consumers give more importance to attributes. “characteristics and display”, “service and features” “standard”, “affordability” and “brand and model” during their purchase of durable product

iv. Consumers concentrate more on cost, quality and features of durables like microwave oven. But, for other durables they concentrate on all the attributes, exhaustively.

v. Consumers buy the durables like microwave oven, refrigerator and washing machine based on the compulsion of family members or their own needs. If a durable is useful for the whole family, then the family members dominate the purchase.

vi. The demographic variables of the consumers are not deeply associated to their attribute awareness of the product. The years of possession of durables give the consumers an excellent knowledge of the product.
vii. Brand loyalty is not sufficiently found among the consumers of durables. They expect good satisfaction from the brand they purchase. They have inclination to change the brand to acquire more benefits from the product.

viii. They collect maximum information of the product from various sources. They do not prolong the time of purchase of durables if they get positive and optimistic information about the product. Price of the product forces the consumers to measure a proportional benefit of the product, purchased.

7.2 Scope For Further Research

This preliminary study gives an idea about the consumer’s behaviour of women consumers in the purchase of consumer durables like microwave oven, refrigerator and washing machine by considering the most of the behavioural aspects. Further, researches on the following lines will be useful in reinforcing the present findings. A case study of consumer behaviour for a particular consumer durables company producing durables like microwave oven, refrigerator and washing machine may be conducted.

In the present study, the dealer’s viewpoints are not included. Hence, research can also be conducted by taking into the views of the dealers of consumer durables like microwave oven, refrigerator and washing machine with reference to the consumer behaviour. Various stages of consumer’s expectation and satisfaction can be identified through an extensive research work for all types of consumers.