CHAPTER - V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

Consumer behaviour is defined as, “The integral part of human behaviour exhibited by people in planning, purchasing and using economic goods and services”.

Consumer behaviour refers to the decision making process by which consumers interact with their environment and the actions they take in the market place. It consists of factors influencing the consumer decisions and actions. In this process, two activities take place on the part of buyer: first one is, the thought process that analyses and decides what to buy, when to buy, why to buy, how to buy and where to buy etc, and second one is, the resultant activity, viz., accepting or rejecting a product or service. Consumer behaviour is also affected by many uncontrollable factors and their purchases are strongly influenced by cultural, social, personal and psychological factors. These factors cannot be controlled by marketers but it must be taken into account before launching a product or advertising the product.

The main objective of this study is to identify the factors that influence the Buyers’ behaviour on select electronics durable goods and also to concentrate on evaluating the effectiveness of these factors. The study covers 990 respondents from Asmara city, State of Eritrea.

The study focused on primary data, collected from 990 samples for the analysis. The primary data were collected through field survey method with the help of a well structured questionnaire. The data thus collected were arranged and tabulated systematically in an orderly form and appropriate statistical tools
such as percentage analysis, average method, chi-square analysis, multiple regression model, factor analysis and Garrett ranking were used for data analysis, and inferences were drawn on the basis of the results. In this chapter, an attempt has been made to sum up the key findings and conclusions. Based on these findings, a few suggestions have been made for better influence of buyers’ behaviour.

5.2 FINDINGS

1. Age-wise analysis of buying behaviour on electronic durable goods highly reveals that the respondents of ‘Young Age Group’ (Below 30 years) are influenced on buying behaviour of durable electronic products comparatively better than the respondents of ‘Middle Age Group’ (31 to 50 years) and ‘Old Age Group’ (Above 50 years). The results of the Chi-square test also proved that there is a close relationship between the age of the respondents and their level of influence on buying behaviour of durable electronic products.

2. It is found from gender-wise analysis, that the respondents belonged to ‘Male’ gender are effectively influenced on buying behaviour of durable electronic products when compared with ‘Female’ gender. The results of the Chi-square test also proved that there is a close relationship between the gender of the respondents and their level of influence on buying behaviour of durable electronic products.

3. From the analysis, it is found that the respondents living in ‘Urban’ area are influenced on buying behaviour of durable electronic products comparatively better than the respondents belong to ‘Semi-urban’ and ‘Rural’ area. The results of the Chi-square test also proved that there is a close relationship between the living area of the respondents and their level of influence on buying behaviour of durable electronic products.
4. Marital status of the respondents is studied and it is inferred from the analysis, that the ‘Married’ respondents are influenced on buying behaviour of durable electronic products comparatively better than their counterparts viz. ‘Unmarried’ and ‘Divorced/widowed’ respondents. Further, it has been found from the Chi-square analysis that there is a close relationship between the marital status of the respondents and their level of influence on buying behaviour of durable electronic products.

5. It is divulged from the analysis, that the respondents living in ‘Nuclear family structure’ are effectively influencing on buying behaviour of durable electronic products when compared with ‘Joint family structured’ respondents. The results of the Chi-square analysis also proved that there is a close relationship between the family nature of the respondents and their level of influence on buying behaviour of durable electronic products.

6. The respondents family size was studied and it is inferred from the analysis, that the respondents whose family size is between ‘4 and 6 members’ are influencing high on buying behaviour of durable electronic products when compared with their counterparts viz. 3 members family, 7-9 members, 10-12 members and 13 & above family members. Further, it has been found from the Chi-square analysis that there is a close relationship between the family size of the respondents and their level of influence on buying behaviour of durable electronic products.

7. It is found from the analysis that the respondents possessing ‘School level’ education are highly influencing on buying behaviour of durable electronic products comparatively better than the ‘College level’ and ‘Professional level’ education. The results of the Chi-square test also proved that there is a close relationship between the educational
qualification of the respondents and their level of influence on buying behaviour of durable electronic products.

8. It is observed from the analysis that the respondents employed in ‘Government sectors’ are influencing on buying behaviour of durable electronic products comparatively better than the respondents working as agriculturist, businessman, private employee and professional persons. The results of the Chi-square test also proved that there is a close relationship between the occupational status of the respondents and their level of influence on buying behaviour of durable electronic products.

9. From the analysis, it is found that majority of the respondents earning of ‘Nf upto 3000 per month’ are influencing on buying behaviour of durable electronic products comparatively better than the other income groups. Further, it is noted that Chi-square test shows that there is a close relationship between the monthly income of the respondents and their level of influence on buying behaviour of durable electronic products.

10. The analysis of wealth status from the sample respondents shows that the respondents who do not have both land and car, but, living in either owned house or rented house are effectively influencing on buying behaviour of durable electronic products whereas, the respondents possessing either a car or land finds less influencing on buying behaviour of electronic durable products. Further, it is noted that Chi-square test also shows that there is a close relationship between the wealth position of the respondents and their level of influence on buying behaviour of durable electronic products.

11. The reasons for purchasing the Durable electronic product are studied from the sample respondents and it is inferred from the analysis that, the
respondents who have purchased the electronic product is ‘Highly based on their need’ when compared with other reasons like additional purchasing ability, friends possessed the same product, seasonal offers, window shopping, products purchased due to prestige and fashion. Further, it has been found from the Chi-square analysis that there is a close relationship between the purchase reason of the respondents and their level of influencing on buying behaviour of durable electronic products.

12. To measure the interdependent of independent factors and their total contribution to the level of influencing the buying behaviour of the respondent in the study area, a step wise multiple regression was used. The multiple linear regression component (Dependent Variable) is found statistically a good fit as $R^2$ is 0.60 which shows that the independent variables contribute 60 % of the variations in the respondents’ level of influencing buying behaviour of durable electronic products and this is statistically significant at 1% and 5% level. The factors like Age, Size of the family, Educational qualification; Occupational status, Monthly income and Reason for purchase of products are positively associated. On the other hand, factors like Gender, Area of residence, Marital status, Nature of family, and Wealth status are negatively associated with the level of influencing the buying behaviour of durable electronic products.

13. In order to study the major personal attributes influencing the buyers’ behaviour in purchasing of durable electronic products, factor analysis was used. For this purpose, the respondents’ opinion on 7 different personal attributes related to purchase influence of electronic products was collected with the help of a five point scale from 5 to 1. Out of 7 attributes, only two factors are influencing the buyers’ behaviour in purchasing of durable electronic products, which were grouped with a
cumulative variance of 46.186 percentage and the attributes are Friends Circle and Personal motivation.

14. In order to study the major organizational attributes influencing the buyers’ behaviour in purchasing of durable electronic products, factor analysis was used. For this purpose, the respondents’ opinion on 14 different organizational attributes related to purchase influence of electronic products was collected with the help of a five point scale from 5 to 1. Out of 14 attributes, only three factors are influencing the buyers’ behaviour in purchasing of durable electronic products, which were grouped with a cumulative variance of 58.149 percentage and the attributes are Store ambience, After sales service and Product appeal.

15. In order find the major decision making elements considered by the respondents while the time of buying durable electronic products, cluster analysis was employed. For this purpose, the respondents’ preference on 15 decision making elements related to purchase of electronic products was collected with the help of a five point scale from 5 to 1. Finally, from the analysis, it is concluded that the advance planning for product and brand selection, price of the product and product reliability are the prime decision making elements where the buyers consider giving much importance to analyze these elements comprehensively and then deciding to purchase durable electronic products. Whereas, comparison of competitors price and quality, product knowledge, shop location convenience, trustworthiness of the shop, mode of payment, product demonstration, hospitality and response rate of sales personnel, time taken to close the purchase, after sales service, prompt product delivery, replacement of defective product, and sale & customer relationship management were categorized with secondary importance.
16. Henry Garrett ranking method was used in the study to identify the factors influencing the buyers’ behaviour in selecting the brand for their electronic products. For this purpose, 13 attributes are chosen and asked the respondents to rank according to their preferences. Finally, it is found that attributes such as product quality, brand prestige, product reputation, company reputation, product availability, product reliability, which are ranked I, II, III, IV, V VI by the respondents. It is followed by price attraction, existing users influence, better sales service, product innovations, advertisements, promotional offers and sales force ambience as the VII, VIII, IX, X, XI, XII and XIII respectively.

17. The common problems faced by the respondents in using of durable electronic products were studied with the help of Henry Garrett ranking by selecting five main issues. Among these issues, ‘poor or substandard quality’ and ‘fear of damage during rough handling’ are highlighted as the prime problems faced by them. At the same time problems like ‘lack of knowledge in operating all the features at optimum level’ is the least problem for the users of electronic products.

18. The common expectations by the respondents from durable electronic products were studied with the help of percentage analysis and it is learnt from the analysis, that the respondents expected from electronic product are high reliability and durability.

19. Family decision making style was studied by considering two types of family structure (Nuclear and Joint) and it is found from the analysis that the decisions during the purchase of electronic products are taken only after clear discussion with all the family members in both the structures.

20. In order to know the level of awareness of durable electronic products among the respondents, the study was made with the help of percentage
analysis and it is inferred that, the respondents with an average (95.5%) are aware about Category I “Basic electronic products” and the respondents with an average (58.2%) are aware about Category II “Special electronic products” and some of the products like camcorder (55.6%), iPhone (52.2%) and Home theatre (70.0%) of the respondents are not aware of those products. Finally it is divulged that Category I products are highly aware by Asmarian consumers than the Category II products.

21. The sources of awareness was studied by taking 9 different sources and it is found that, most of the respondents are aware about durable electronic products through their friends, co-workers, family members and relatives, sales personnel and also through media like television and radio.

22. In order to find the range of users and non-users of durable electronic products among the respondents, the study was made with the help of percentage analysis and it is found that, majority of the respondents with an average (76.2%) are using Category I ‘Basic electronic products’ and the respondents with an average (79.3%) are not using Category II ‘Special electronic products’. Finally it is inferred that, Category I products are highly used by Asmarian consumers than the Category II products.

23. It is identified from the analysis, that majority of the respondents with an average (94.7%) are having product operating knowledge of Category I ‘Basic electronic products’ and the respondents with an average (86.6%) are having product operating knowledge of Category II ‘Special electronic products’. Finally, it is observed that, both Category I and Category II product users are having high operating knowledge about their products.
24. The study also employed to know the period of experience in using the durable electronic products by the respondents. The analysis shows that, most of the respondents in Category I are using the products for more than 5 years and in Category II products like Air conditioner, Camcorder, iPhone, Microwave, Home theatre are also using by the respondents for more than 5 years and products like ipod video player, Personal Laptop are using for about 2 years and the respondents using Plasma TV are just one year experienced.

25. It is observed from the analysis, that most of the respondents reasons for not purchased of Category I electronics products are due to their lack of financial conditions and the reasons for not purchased of Category II products are due to their product unawareness, lack of financial conditions and products which are not necessary to their day to day life.

26. Presently, there is no credit sales system in the study area market. Hence, the researcher has considered this as an important marketing element and he tried to find the respondents opinion about implementing credit sales system will improve the purchasing power or not. The study was conducted and the result reveals that most of the respondents those who need of products are suffering with buying ability and they expressed that they are mostly interested (49.3%) in purchasing the products through credit sales system.

27. To identify the level of satisfaction with the existing users of electronic products, the study established with some identified factors that influence the respondent’s level of satisfaction. The analysis was made with the help of Likert’s summated scaling technique and the result reveals that the most of the respondents are satisfied in using of various selected durable electronic products in respect of four important factors like product performance, product durability, product reliability & user
friendliness of the product and at the same time another four factors like after sales service, electric consumption by the product, maintenance of the product, and product value for money resulted very low in satisfaction among the respondents.

28. In order to find, whether branded or non-branded durable electronic products are preferred among the respondents, the study was made with the help of percentage analysis and it is found that, most of the respondents are very much preferred in buying ‘Branded electronic products’ rather than the unbranded products.

29. The study also conducted to know the brand preference among the durable electronic products by the respondents. The analysis shows that, most of the respondents are highly preferred to buy the brands like Sony, JVC, LG, Apple, Dell, Nokia and Samsung compare to other brands.

30. To identify the market potential from the existing users of electronic products, the study established to find the respondents willingness to replace any of their durable electronic products immediately. Finally, the result reveals that, most of the respondents (averagely 70%) are ‘Not willing’ to replace their electronic products either in Category I or Category II. Only the mobile users are willing (50.5%) to replace their phones.

31. The study also conducted to know the reasons for replacing their durable electronic products by the respondents. The analysis shows that, most of the respondents those who are willing to replace their electronic products both in Category I and Category II are commonly due to maintenance problem, upgrading the features, just for change and change in brand value reasons.
5.3 SUGGESTIONS

1. It was learned from the analysis that young respondents have perceived high level of influence to purchase electronic durables than the middle and old age category. Hence, it is suggested that the promoters of electronic goods should concentrate to attract the middle and old age people to purchase electronic products through some effective sales promotions.

2. Sex-wise analysis reveals that women are empowered on par with male and hence, it is suggested that women folk should be given more importance in general and in particular to rural areas, because they are the end users of most of the electronic durable items.

3. Marital status of the respondents was studied and found that unmarried respondents are less influenced in purchasing electronic durables. Hence, the sellers should concentrate the products which are specifically for unmarried category should be exposed through aggressive marketing strategy.

4. While analyzing the decision making process in the family, it was identified that members in the joint family are delaying the decision making. Hence, more awareness should be created for quick decision making through highlighting the unique features of the electronic durables.

5. The electronic durables are not much attracted by the huge family when compared to medium and small size family. Hence, it is suggested that the market potential for various electronic goods should be identified and exploit the resources.

6. The respondents belonged to agriculturist and incumbents from private sector organization are less influenced to buy the electronic durables
when compare to government employees, professionals and business man and also it is identified that their income level is not sufficient to buy. Hence, it is suggested that the products which are required for the agriculturist and private employee should be offered on installment basis to increase the sale of electronic durables.

7. The expectation of high income group and having high wealth status are expecting electronic durables in very high level and they prefer world class standard products. Hence, high quality products should also be displayed in the electronic shops along with other range of products.

8. Organizational attributes and personal attributes will always have a positive impact in improving the sales. The prime factors are revealed in this study. Hence, the shop owners should concentrate more on organization attributes as well as personal attributes listed in the analysis for enhancing better sales.

9. Frequent advertisement is required to highlight the special attributes of the products such as quality, brand, reputation, change in features and availability.

10. While analyzing the problems faced by the respondents, poor or substandard quality and fear of damage were highlighted as the prime issues. Hence, it is suggested that good quality with assurance/warranty may be offered to avoid fear of damages.

11. Generally, the respondents expect reliability and durability for electronic durable goods. Hence, it is suggested that the warranty card should be issued in local vernacular language.

12. A few products in category II are not aware by the respondents especially, camcorder, iphone and home theatre. Hence, a good
awareness campaign should be made to attract the present and potential consumers.

13. Sources of awareness of these products are restricted with family members and relatives and hence, it is suggested that the audio and audio visual medium may be used frequently with attractive word jargons and through famous celebrities.

14. It was learnt that most of the respondents are not having adequate knowledge to operate the electronic durables especially in category II and hence, it is suggested a proper demo should be present to the buyers and whenever they complaints immediate after sales service should be provided in much zeal.

15. So far, there is no credit sales system practiced in Eritrea and hence, it is suggested that credit sales system may be introduced to the people of Eritrea for the reason to improve their buying ability.

16. While analyzing the expectation of electronic products, it is learned that most of the respondents prefer to buy branded electronic products. Hence, it is suggested that the leading brands such as Sony, JVC, LG, Dell, Nokia, and Samsung may be offered in the market all the time to gain good reputation.

17. Generally, the Asmarian respondents are not often willing to replace the electronic durables, but a few who want to replace the products are all due to maintenance problems, features up gradation, fashion to change and change in brand value. Hence, the marketers are suggested to do continuous study in these areas for not losing their existing buyers and to position themselves in the market for long term.

18. While conducting marketing research in Asmara, it is essential to do the right research because to understand how people really think and act,
and how they feel about your brand. It is better to avoid asking green questions, as the researchers will only get green answers: people intuitively understand which are the ‘correct’ responses and like to believe they would do the right thing – even when in practice they don’t. Observational research and open-ended questions about everyday situations are more likely to generate reliable and useful data.

19. Make communications direct and immediate, personal and emotional, visual and imaginative. Involve and inspire consumers through a range of channels, including in-store environments, social media and community events. Create ‘tribes for change’ and motivate people by regularly sharing the results of their collective efforts.

20. Make change easy and provide small steps, change the default option and choice edit where necessary. Be pioneering within the business: take the effort to reassess consumers’ real underlying needs, innovate sustainable new products and services and develop new business models.
5.4 CONCLUSION

Buyers make purchases in order to satisfy their needs. The wealth of products and services produced in a country make the economy very strong. All the behaviour of human beings during the purchase may be termed as "buyer behaviour". Competing for the consumer is a never-ending challenge. This is due principally to the uniqueness and competitiveness of each individual market, Knowledge of the buying motives of consumers is essential for a marketer. The changes in the market are brought by the consumers.

Some of the needs are basic and must be filled by everyone on the planet (Viz., food, cloth and shelter) while others are not required for basic survival and vary depending on the person. It probably makes more sense to classify needs that are not a necessity as wants or desires. In fact, in many countries where the standard of living is very high, a large portion of the population's income is spent on wants and desires rather than on basic needs.

The review of buying behaviour factors described in chapter II provided various views about consumer behaviour with appropriate considerations for use during evaluation of electronic durables buying behaviour, influence, satisfaction and decision making. Buyers’ behaviour review focused on the literature and findings provided to consumer behaviour by various authors.

Sustainability will never be the main concern for the vast majority, but people are concerned and look to businesses to enable sustainable living, through the measures described above. And while it’s important not to confuse consumers with too much information, it can incrementally raise their awareness, understanding and commitment by publicising the issues particularly by working with media partners, such as newspapers and TV channels. Leading consumers is not easy. It requires every business to have a clear understanding of its own Area of Opportunity, and often entails taking a risk, whether through investment in business action or potentially controversial
choice editing. But the size of the prize can be great, in generating not only positive behaviour change but also brand value and competitive advantage.

Generally, a buyer can obtain information from several sources like Personal sources (Family, Friends, Neighbours, etc), Commercial sources (Advertising, Salespeople, Retailers, Dealers, Packaging, point-of-sale displays), and Public sources (Newspapers, Radio, Television, Consumer Organisations, and magazines. The usefulness and influence of these sources of information will vary by product and by customer. However, according to this research Asmarian buyers are mostly influenced by sources like word of mouth and self motivation. On the other hand, Asmarian buyers are expecting good quality, brand loyalty, after sales service, credit sales and reliability from durable electronic products. Hence, the challenge for the marketing team is to identify which information sources and factors are most influential in their target market.