Chapter 6

Summary and conclusions

In this chapter, the summary of findings and conclusions of every chapter has been given.

In the first chapter, the statement of the problem, importance of the study, objectives and scope and limitations of the study are given. In the second chapter, the related literature has been reviewed and the profile of the Indian durable industry has also been discussed. In the third chapter, the profile of the respondents has been examined and the consumer preference, awareness, purchase behavior and satisfaction of durable goods have been analysed in the fourth chapter. The decision making styles of the consumers have been discussed in the Fifth chapter. The major findings and the suggestions of the study are given in this chapter.

6.1 Major findings of the study.

1. It is observed that most of the consumers (56.00%) are in the age group of below 35 years.

2. It is observed that majority of the consumers (45.00%) are non – graduates.

3. This shows that most of the consumers (53.60%) are females.
4. It is observed that majority of the consumers (76.00%) are married.

5. It is found that most of the consumers (54.00%) are self-employed.

6. It is observed that majority of the consumers (53.80%) are having a family income of less than Rs. 5 lakhs.

7. It is found that most of the consumers (61.60%) are living in nuclear families.

8. It is observed that most of the consumers (84.20%) are interested in consumer products.

9. It is found that majority of the consumers (74.60%) are aware of durable products.

10. The mean responses given towards purchase behavior of durable goods are all above the average level; this shows that the consumer’s purchase behavior is good towards the durable goods.

11. The mean responses given towards purchase behavior of durable goods are all above the average level; this shows that the consumer’s perception about brand is good towards the durable goods.

12. The mean responses given towards post purchase behavior of durable goods are all above the average level; this shows that the consumer’s post purchase behavior is good towards the durable goods.

13. The mean responses given towards promotion and marketing of durable goods are all above the average level, this shows that the
consumers are satisfied with promotion and marketing of durable goods.

14. The mean responses given towards awareness about the brand of durable goods are all above the average level; this shows that the consumer’s awareness about the brand is good towards the durable goods.

15. The mean responses given towards performance of durable goods are all above the average level; this shows that the performance of durable goods.

16. The mean responses given towards brand loyalty of durable goods are all above the average level; this shows that the consumer’s brand loyalty of durable goods is good.

17. It is observed that most of the consumers (22.00%) are using Samsung products in televisions.

18. It is observed that most of the consumers (30.80%) are using L.G. products in refrigerators.

19. It is observed that 20% of the respondents are using LG products in air-conditioners.

20. It is observed that 22% of the consumers are using Whirlpool products in washing machines.
21. It is observed that most of the consumers (43.00%) are using LG products in micro oven.

22. It is observed that 29.4% of the consumers are using Sony products in audio-video systems.

23. It is observed that 22.4% of the consumers are using Preethi products in mixies.

24. It is observed that 35.2% of the consumers are using Ultra products in Grinders.

25. It is observed that most of the consumers (27.00%) are using Prestige products in Induction stoves.

26. It is observed that 22% of the consumers are using Nokia products in mobile.

27. It is observed that the consumers with age less than 35 years show more interest on consumer durables.

28. It is found from the analysis that there is no relationship between educational qualifications and interest in consumer products.

29. It is found from the analysis that there is no relationship between gender and interest in consumer products.

30. It is found from the analysis that there is no relationship between marital status and interest in consumer products.
31. It is found from the analysis that there is no relationship between occupation and interest in consumer products.

32. It is found from the analysis that there is no relationship between family income and interest in consumer products.

33. It is found from the analysis that there is no relationship between nature of family and interest in consumer products.

34. It is found that consumers having interest in consumer products are purchasing the goods in particular shops.

35. It is observed that awareness about consumer products is more with the consumers with age less than 35 years.

36. It is observed that most of the non-graduates are having awareness about consumer products.

37. It is observed that awareness about consumer products is more with males.

38. It is found from the analysis that there is no relationship between marital status and awareness about consumer products.

39. It is found from the analysis that there is no relationship between occupation and awareness about consumer products.

40. It is found from the analysis that there is no relationship between family income and awareness about consumer products.
41. It is found from the analysis that there is no relationship between nature of family and awareness about consumer products.

42. It is observed that consumers having awareness about consumer products are having interest in consumer products.

43. It is observed that consumers having awareness about consumer products are buying the products in particular shops.

44. It is observed that consumers having awareness have not changed the brand recently.

6.2 Suggestions based on the study.

Based on the study, the following suggestions are made.

1. To acquire complete information about all the available branded consumer durables, attempts should be made by the customers through various sources like print, media, friends, relatives, opinion leaders etc. before buying a particular brand in order to safeguard the interests of the buyers.

2. The manufacturers should not frequently change the brands as they may not provide any significant benefits, as they may lose the link of the additions to the previous brand.

3. The manufacturers of popular branded durable goods should make products to suit the various segments of society as a whole, giving
complete information about the product to help the consumer acquire knowledge.

4. Durable goods require proper application of technology. And hence, the instructions thereto should be more explanatory with regard to composition and its operation and also how to use and store them.

5. Promotional agencies should get the testimonial or proper specification from the manufacturer relating to correct price, and other technical details like quantity, quality, durability and various benefits of the product, before propagating any messages relating to the branded consumer durable products.

6. The manufacturing agencies have to add ‘electrical precautions’ in their products which may provide safety to the consumers.

7. The instructions given on the wrapper of the products are very tiny letters, unable to read and not clear. Therefore, the manufacturers have to provide instructions in clear and bold letters.

8. The manufacturing agencies should provide some technical code words on the wrapper, to verify the genuineness of the product.

9. To protect the general public from the health hazards that may come by using the Durable goods, the Government both Central and State can create a separate agency to certify the products.
10. The manufacturing agencies of Durable goods can provide their web address in the wrapper. They can receive and attend the complaints registered on-line.

11. The manufacturing agencies can introduce mobile marketing of select durable goods.

12. The dealers can provide full or partial loan facilities by themselves rather asking some of the banks to offer to the customers.

13. The manufacturers of the consumer durables can extend the warranty period to at least three years rather one year.

14. The companies can provide Annual Maintenance Contract straight to the consumers for at least two years with free of cost.

15. The companies can straightaway replace the old ones with the new ones as and when there is a change of the model.

6.3 Scope for further research.

The present study focuses on the consumer behaviour of durable goods. Hence, an attempt can be made to study the Brand preference, perception and customer satisfaction of FMC Goods with regard to Bigorganised retail stores.