CHAPTER VII

Summary of Findings & Suggestions
CHAPTER -VII

SUMMARY OF FINDINGS AND SUGGESTIONS

7.1. Summary

"The single most important item in 2008 households is the computer. These electronic brains govern everything from meal preparation and waking up the household to assembling shopping lists and keeping track of the bank balance. Sensors in kitchen appliances, climatising units, communicators, power supply and other household utilities warn the computer when the item is likely to fail. A repairman will show up even before any obvious breakdown occurs." 1

In this final chapter, a summary of the work completed is given first and then the findings emerging from the analysis is presented.

Computing at home as an emerging phenomenon leading to post-industrial work and domestic arrangements and creating new patterns of behaviours and relationships resulting from the adoption of information technologies. Implications of such a development are naturally drawn for the conduct of paid work, government policy making and future directions in the fields of education, finance and commerce. Preliminary research in this area indicates what to expect along these lines. One direction refers to the reconstituting of home as an extension of the work environment. Other such possibilities include new modes of computerised learning, perceptions and societal and psychological benefits. The household computer was a class of personal computer, which entered the market in the early eighties. These computers are marketed to consumers as accessible personal computers. These computers typically cost much less than business, scientific or engineering oriented desktop personal computers. Today the possession of household computers has transformed the socio-cultural life style of a family. In recent years, the computer has become an indispensable part of human life.

Although computer technology has been available for adoption by households for nearly two decade, systematic empirical research to understand the true nature of

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1 Berry, James R. (11 1968). "40 Years in the Future". Mechanix Illustrated.
its impact is limited. This research work brings out a detailed study about the consumer attitude towards the household computers. It also relates with the Planned Behoviour Theory. The analysis and interpretation of the data is carried out with the respondents of computer users, behaviour of consumers with their socio-economic conditions, their opinion and the level of satisfaction on various factors that influences them to go for a particular brand of computer use and finally about their satisfaction level.

The entire primary research was done in Vellore District by using a protocol. The potential population can be divided into eight sub-population groups (Vellore, Tirupattur, Ambur, Arakonam, Pernambut, Gudiyatam, Vaniyambadi and Ranipet) of users and analysed to identify significant determinants and population characteristics that differentiate users. The reasons and factors have been classified and analysed with scientific attitude and SPSS (Statistical Packages of Social Sciences). The researcher undertook this study based on descriptive design. Descriptive Design here supported the researcher to describe the existing phenomenon of preferences given to the usage of household computers among all categories of people. Thus, the researcher decided to collect required primary data through questionnaire from 60 respondents from each town by Convenient Sampling method.

An attempt is made to analyse and interpret the results from the collected data and various statistical tools like Mean, Median, Chi-Square Test, ANOVA, Correlation and Factor Analysis have been used. The analysis and the interpretation have enabled to arrive at a conclusion with main findings and recommendations. This study is an attempt to make further understanding of the consumer attitudes and purchase decision towards the purchase of the household computers and the social impacts of computers in the home.

### 7.2. Application of Decomposed Planned Behaviour Theory

The application of decomposed Planned Behaviour Theory has proved that there are differences with regard to purchase period from the purchase intention as shown in table 7.58.
### Table 7.58
**ATTITUDE- (Motivating Attitudes: Convenience, Personal Growth and Opportunity to be with Family)**

<table>
<thead>
<tr>
<th>Factors</th>
<th>Factors Influencing to Purchase Household Computers</th>
<th>Actual Purchase Period (Total Responses in percentages)</th>
<th>( \chi^2 )</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>With in Four Weeks</td>
<td>More than Four Weeks</td>
<td></td>
</tr>
<tr>
<td><strong>Attitude</strong></td>
<td>Need Convenience</td>
<td>83.4%</td>
<td>16.6%</td>
<td>0.009</td>
</tr>
<tr>
<td></td>
<td>Need for Personal Growth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Attitude to be with Family</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subjective Norms</strong></td>
<td>Family Type</td>
<td>94.7%</td>
<td>5.3%</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>Peer Influence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mass Media Influence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Perceived Behaviour Control</strong></td>
<td>Feeling of High Status</td>
<td>58.5%</td>
<td>41.4%</td>
<td>0.093</td>
</tr>
<tr>
<td></td>
<td>Necessity of Computer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Family Income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Type of Profession</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\( \chi^2 = \text{Chi-square Test is used to find out the significant relationship of variables with the actual purchase period.} \)

**ATTITUDE- (Motivating Attitudes includes Convenience, Personal Growth and Opportunity to be with Family)**

Attitude is significantly associated at **0.009 significant levels** with the actual purchase period of household computer. Attitude (Rank II) for convenience, personal growth and attitude to be with family play a significant role in providing behavioural intention to buy a household computer. Attitude provides behavioural intention within four weeks for 83.4 percent of the respondents and more than four week requires for 16.6 percent of the consumers to develop the behavioural intention and make actual purchase.

**SUBJECTIVE NORM- (Subjective Norms includes Family Type, Peer Influence and Influence of Mass Media)**

Subjective Norm is very much significantly associated at **0.000 significant levels** with the actual purchase period of household computer. Thus, it can be
concluded that \textit{Subjective Norms (Rank I)} of the consumers play a very high significant role in providing behavioural intention to buy a household computer. Subjective Norm provides behavioural intention within four weeks for 94.7 percent of the respondents and more than four week requires for 5.53 percent of the consumers to develop the behavioural intention and make actual purchase.

\textbf{PERCEIVED BEHAVIOURAL CONTROL- (PBC includes Feeling of High Status, Feeling of Necessity of Computer, Family Income and Type of Profession)}

Perceived Behavioural Control is not significantly associated at 0.093 \textit{significant levels} with the actual purchase period of household computer. Perceived Behavioural Control (\textit{Rank III}) becomes the third factor in providing behavioural intention to buy a household computer. Perceived Behavioural Control provides behavioural intention within four weeks for 58.5 percent of the respondents and more than four week requires for 41.4 percent of the consumers to develop the behavioural intention and make actual purchase.

From the study the researcher has concluded the hypothesis as follows:

1) \textbf{H1:} The effect of \textit{Attitude} on behavioural intention will be stronger when the consumers have a high \textbf{level} of subjective product knowledge than when consumers have a low level of subjective product knowledge.

As per the study it is found out that the subjective norm has the influence over the attitude, so the Hypothesis is accepted.

2) \textbf{H1: \textit{Subjective Product Knowledge} influences the relationship between subjective norm and behavioural intention.}

From the study it is found out that there is influence of the subjective product knowledge and the relationship with subjective norms, so the second hypothesis is also accepted.

3) \textbf{H1:} The effect of \textit{Perceived Behavioural Control} on behavioural intention will be stronger when the consumers have a low \textbf{level} of
subjective product knowledge than when consumers have a high level of subjective product knowledge

The third hypothesis is also accepted, since the researcher proved that the perceived behavioural control is less but the intention is strong due to the influence of the subjective norms. It means the perceived behavioural control is lesser but the product knowledge is more.

7.3. FINDINGS

7.3.1. Purchasing Decision and Purchasing Behaviour

1. The use of computer according to the marital status of the consumers revealed that more than half (52.1%) of the computer users are unmarried single people and married are nearly half (46.5%) of them.

2. The possession of computer is more among the families who have lesser children than the higher the number of children in the family.

3. The majority of men (78.8%) possess computers, which indicates the cultural log that permits only the men to work. There is a greater need for increasing the use of computer by women at home.

4. Majority (69.5%) of the college going students possess computer at home.

5. Higher possession of computers is observed among the respondents who are below the age of 25 years.

6. The majority (51%) of the computer users are professionals, who may be in need to complete their work efficiently and computer may be essential for their work.

7. The consumers who belong to the income group between Rs. 5001 and Rs. 15000 possess more (33.8%) number of computers than any other income group.
8. Occupation of the consumers and the gender has significant association with regard to the preference for a particular brand of computer.

9. HP is the most preferred computer brand and it is followed by LG brands.

10. Higher the level of income of the consumers, higher the ability to spend initially on computers.

11. Majority of the consumers make purchase on their planned decision of buying a computer based on the features like compact disks, software, etc.

12. Need for personal growth, to simplify the nature of job, convenience and to create an opportunity to be with family are the factors that predominantly contribute for the buying behaviour of the consumers.

7.3.2 Attitudes of the Consumer

1. The level of attitude towards the household computer determines the level of buying behaviour.

2. Initial problems have been experienced by majority (66.2%) of the consumers while using household computers. Initial problems are not associated with any particular brand of computer.

3. The perception of consumers is that the life span of a computer is significantly correlated with the working speed and time taken to operate the computer. The size of the hard disc is correlated with working speed and time taken to operate the computer.

4. The satisfaction on software installed in the computer and the time taken to operate the computer is significant with regard to purchase of a particular brand of computer.

5. Level of satisfaction on use of computer is determined by the age of the consumers but not on the income of the consumers.
6. Preference for a particular brand of computer is dependent on the socio-economic differences of the consumers.

7.3.3 Perception of the Consumer

1. The differences in the computer preference due to consumer perception are insignificant.

2. Household computers are perceived as the effective means to increase work productivity with less stress and to have more comfort in a family atmosphere.

3. Higher positive perception has been observed among majority of the consumers towards the use of household computer. Age of the consumers create a difference in the perception of the consumers than any other variables such as education, gender, income, nature of family and number of children at home.

4. Nearly half (46.9%) of the consumers perceive household computer as means to increase the professional and interpersonal communications with others.

5. More number (41.1%) of consumers perceive that use of household computer reduce the sleeping hours, which may indicate a need for awareness for proper use of computer during night times. More than one third (34%) of the respondents perceive that the use of household computer has helped people to get rid of loneliness at home.

6. The possession of household computer has increased (27.4%) the time spent with children, whereas it has reduced (25.7%) the time spent with spouse at home.

7. Authorized dealers are considered to be a reliable source to purchase a computer.
8. Majority of the computer purchases is done within one-month after the pre-purchase thought of a consumer. Income of the consumers has significant association for the actual period of purchase of computer.

9. Diffusion of information about the nature of computer is done mostly (41.1%) by peer group than any other media.

10. Majority of the purchase is done based on the personal observations and experiences about a particular brand of household computer.

11. At least two shops are visited by a good number (35.9%) of consumers before the purchase of household computer.

12. Professional enhancement, need for entertainment, need for productivity in work, need for building and maintaining relationships are perceived as predominant factors that contribute for higher purchase of household computers.

7.3.4 Result of Decomposed Planned Behaviour Theory

Family type, peer influence and the influence of mass media, which form Subjective Norms, significantly influence the consumers to purchase the household computers than the Attitude and the Perceived Behaviour Control of the consumers.

7.4. SUGGESTIONS

From the above study it is found out that there is a potential to increase the sale of home computers. The researcher gives the following suggestions:

1. Measures should be focused by the businessmen and the manufacturers to target the married consumers, since majority of the computer owners are single or unmarried.
2. Families which do not have a child have computers. It denotes to the manufacturers to target those families which have children.

3. The businessmen, dealers and the manufacturers can come up with strategies to target the women users, since, the research shows evidence that there is an increase usage of computers by women.

4. Students who are pursuing Under Graduate (UG) and Post Graduate (PG) use more computers. Hence, it is suggested to focus on the sales of the accesseries of computers and its allied products. Examples: webcam, printers, fancy accesseries. etc

5. Focus should be made on the temporary workers, self-employed workers etc., to increase the sales of computers for them.

6. It is proved that professionals use computers more than the others. So the advertisements and other strategies which are related to the updates of softwares and their introduction can be planned.

7. The data shows that HP is the brand which is successful in the study area. The dealers and the manufacturers of the other brands should focus as per the perceptions of the consumer.

8. The businessmen can target the audience or the consumers as per the education, profession and occupation levels.

9. The study shows that the saving habits with regard to purchase of household computers has not become the habit of the consumers. So strategies should be framed by the businessmen to develop the habit of budgeting for the purchase of computers.

10. There is an impact of the computers usage with relation to the age. So it becomes very easy for the dealers and manufacturers to focus their attention based on the consumers age.
11. Attention should be focused on the retired people, farmers etc. This implies that conscious attempt has to be made by the dealers and manufactures to create an awareness on the computer and its usage to these segments of consumers.

12. Laptops and computers can be used for e-farming too.

13. Brands other than HP should focus more on the customer service

14. Size of the hard disc can be improved and the software installed in the computers can also be improved.

15. Business should focus more on the life span of the computers, working speed, capacity of the hard disc and the time taken to operate the computers since all of the above are correlated with each other.

16. Government can provide laptops or computers to the self help groups to improve and to prepare reports and accounts.

17. Dealers are very few in the study area. Hence number of dealership can be increased.

18. The rural areas can be targeted in order to provide internet and other related benefits connected with the computer by the government.

7.4.1. Immediate Considerations

1. Government can come up with a scheme like Arivoli Iyyakkam to train the villagers, and the aged citizens on computer education.

2. Government can provide free laptops to all the students, like the Cycle Scheme, Books Scheme, Gas Stove Scheme, TV scheme etc. This will surely increase the students' potential in several areas and it will ensure that India will continue to remain a fore runner in software and hardware
fields in the future too. To accomplish this dream there is already an announcement by IIT, Chennai to manufacture and sell Laptops for Rs.500 to students. Therefore this suggestion is practical and it can also be made possible.

3. Employers can come forward to provide laptops or computers to their employees by providing a loan facility.

4. Employers can come up with a flexible working hours system with their employees, since the time spent at home has increased as per the study.

5. The manufactures should provide a manual on how to use the computers, how to sit while working at a computer, taking care of eyes etc., at the time of purchase, since, consumers are not aware on the adverse effects caused by the wrong usage of computers.

6. The influence of friends on the consumers towards the purchasing of the computers is significant. This implies that the impact of the advertisements are less on the consumers. It can be due to ineffective content of message in advertisements or low quality of the advertisements or defective medium of advertisements. Hence the advertisement agencies who prepare these advertisements can pay more attention to bridge this gap.

7.5. Scope for Future Research

1. The study has limited itself to few brands (IBM, HP, LG and WIPRO) only. Thus, the research recommends including other brands of computers for further research.

2. Today outsourcing works are carried out by consumers at home. The future research can concentrate on the cost effectiveness of doing the same work at the office.
3. The use of computer has got both pros and cons. The future researcher can concentrate on the use and abuse of computer at home.

4. Future is going to be e-world. Therefore, the future research can concentrate on the impact of networking of household with other sectors.

7.6. Conclusion

Today, we are living in a tech savvy world where technology has become part and parcel of family and professional life. So too computer is becoming a common gadget at home like television, radio, cell phone etc. The methodology adopted with descriptive design and with stratified convenient sampling with 518 questionnaires and the application of SPSS for the effective analysis of primary data have scientifically contributed answers for the various research questions. The existing literature has significantly contributed in filling up the gaps of the earlier studies as to the best knowledge of the researcher. The Decomposed Planned Behaviour Theory as proposed by the researcher has highlighted the time taken to purchase household computer rather than behavioural intention of the original thinker. The scientific analysis revealed that the subjective norms (family, peer group and mass media) have become significant factor that influence consumers to purchase household computers. The recommendations suggest to various stakeholders like government, business people, manufacturers to concentrate on improving the use of household computer.

Finally, to conclude, the dream of the researcher is "One computer to every citizen or at least one computer to each household by 2020".