CHAPTER-VI

FINDINGS, CONCLUSIONS AND SUGGESTIONS

This chapter is devoted to brief summary of findings, conclusions and suggestions of the present study. On the basis of the analysis and interpretation of data with appropriate tools, some broad findings, inferences and observations were drawn. Some suggestions and recommendation are also presented in this chapter for the consumer durable industries to overcome the problems with regard to preparing marketing strategy of consumer durable goods and to face the cut throat competition after globalization. In a nut shell the study provides the following significant findings:

MAJOR FINDINGS

FINDINGS BASED ON CONSUMER’S QUESTIONNAIRE

• Findings in case of Kitchen Hold Products
The types of kitchen hold products used for the research study are: Gas Stove, Mixer/Grinder, Microwave Oven, and Cooker. Major finding about kitchen hold products are:

1. Findings about usage rate
The study found that on an average, out of total consumers’ 53.80 percentage consumers have Kitchen hold products while 46.20 percentage customers do not have Kitchen hold products.

   Gas stove: In case of use of Gas stove, in the before globalization period, Gas stove of Indian brands were used by 45.82 per cent consumers while of foreign brands were used by 54.18 per cent consumers. In the after globalization period, Gas stove of Indian Brands are used by 43.12 per cent consumers while of foreign brands are used by 56.88 per cent consumers. It is found that the use of Gas stove of foreign brands is increased by 2.70 % by consumers in the after globalization period as compared to Indian brands.

   Mixer: In case of use of Mixer, Indian Brands were used by 61.44 per cent consumers while of Foreign Brands were used by 38.56 per cent consumers in the before globalization
period. In the after globalization period, Mixer of Indian Brands are used by 60.45 per cent consumers while of foreign brands are used by 39.55 per cent consumers. It is found that the use of Mixer of foreign brands were increased slightly (0.99 %) by consumers in after globalization period.

**Grinder:** In case of use of Grinder, in the before globalization period, Grinder of Indian Brands were used by 42.27 percent consumers while of foreign brands were used by 57.83 percent consumers. In the after globalization period, Grinder of Indian Brands are used by 36.08 percent consumers while of foreign brands are used by 63.92 percent consumers. The result in case of Grinder shows that the Indian brands were used by 42.27 percent in the before globalization period while Indian brands are used by 36.08 percent consumers after globalization period. The study revealed that there is a decrease in the use of Indian brands Grinder by 6.19 per cent in the after globalization period.

**Microwave Oven:** In case of use of Microwave Oven, Indian Brands were used by 34.05 percent consumers while of foreign Brands were used by 65.95 percent consumers in the before globalization period. In the after globalization period, Microwave Oven of Indian Brands are used by 36.76 percent consumers while of foreign brands are used by 63.24 percent consumers. The study found that in the before globalization period Indian brands were used by 34.05 percent respondent while after globalization period the use of Indian brands is 36.76 percent. It shows an increase of 2.71 percent in the use Microwave Oven of Indian brands after globalization period.

**Cooker:** In case of use of Cooker, in the before globalization period, Cooker of Indian Brands were used by 70.23 percent consumers while of foreign Brands were used by 29.77 percent consumers. In the after globalization period, Cooker of Indian Brands are used by 70.64 percent consumers while of foreign brands are used by 29.36 percent consumers. There is not considerable increase or decrease in the use of Cooker in the pre and after globalization period.

2. **Impact of globalization on consumer in case of kitchen hold products**

In case of impact of globalization on consumers’ buying behaviour regarding kitchen hold products is concerned, in the before globalization period, on an average 50.76 percent of

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the consumers were using Indian brands while 49.24 percent of the consumers were using foreign brands. In the after globalization period, Indian brands are used by 49.41 percent consumers while foreign brands are used by 50.59 percent consumers. The study found that the use of foreign brand is increased by 1.35 percent while the use of Indian brand is decreased by 1.35 percent in the after globalization period. The study highlighted that there is not remarkable impact of globalisation on consumers’ buying behaviour in case of kitchen hold products as there is not considerable increase or decrease in the use of Indian and foreign brands in the pre and after globalisation era.

**Findings in Case of House Hold Products**

The types of household products used for the research study are Washing Machine, Air Conditioner, Air Cooler, Fans, T.V, Iron Box, Wall Clock, Refrigerator, and Sewing Machine. Major finding about house hold products on the basis of analysis and interpretation of data are as follows:

1. **Findings about usage rate**

The study revealed that on an average out of total consumers 48.86 percentage consumers have household products while 51.14 percentage customers do not have household products.

**Washing Machine, Air Conditioner, and Air Cooler :** The study found that there is an increase or decrease of 1-3 percent in the use of Washing Machine, Air Conditioner, and Air Cooler of Indian and foreign brands in the after globalization period. It can be said here that there is not considerable increase or decrease in the use of Indian and foreign brands of these products in the after globalization period.

**Fans, T.V, DVD/CD Player, Camera, Tape Recorder, Iron Box, Wall Clock, Refrigerator, Vacuum Cleaner and Sewing Machine:** In case of use of Fans, T.V, DVD/CD Player, Camera, Tape Recorder, Iron Box, Wall Clock, Refrigerator, Vacuum Cleaner and Sewing Machine there is an increase of 10-20 percent in the use of foreign brands after globalization. The study clearly showed that there is a considerable increase in the use of foreign brands and considerable decrease in the use of Indian brands of these product in the after globalization period.
2. Impact of globalization on consumer in case of House hold products

The study found that there is considerable impact of globalization on consumers’ buying behavior regarding house hold products. It is found that in the before globalization period, on an average 53.81 percent of the consumers were using Indian brands while 46.17 percent of the consumers were using foreign brands. In the after globalization period, Indian brands are used by 45.61 percent consumers while foreign brands are used by 54.39 percent consumers. The study found that the use of foreign brand is increased by 8.22 percent in the after globalization period. The study clearly showed that there is a considerable increase in the use of House hold product of foreign brands in the after globalization period.

Findings in Case of Transport Products

The types of transport products used for the research study are Motorcycle, Four Wheeler, Scooter/Luna and Bicycle Major finding about transport products are:

5. Findings about usage rate

The study found that on an average, on an average out of total consumers 35.71 percentage consumers have transport products while 64.29 percentage customers do not have transport products.

Motorcycle: In case of use of motorcycle, the motorcycle of Indian brands were used by 39.96 per cent consumers while of foreign brands were used by 60.04 per cent consumers in the before globalization period. In the after globalization period, the motorcycle of Indian brands are used by 34.59 per cent consumers while of foreign brands are used by 65.41 per cent consumers. It is found in the study that the use of foreign brand is increased by 5.37 percent in the after globalization period. This increase in the use of foreign brands is quite remarkable.

Four Wheeler: As far as the use of Indian and foreign brands regarding four wheelers are concerned, in the before globalization period, Four Wheeler of Indian brands were used by 36.04 percent consumers while of foreign brands were used by 63.96 percent consumers. In the after globalization period, Four Wheeler of Indian brands are used by 19.80 percent consumers while of foreign brands are used by 80.20 percent consumers. There is an increase of 16.24 percent in the use of foreign brands in the after globalization period.
Scooter/Luna: In case of Scooter/Luna, in the before globalization period, Scooter/Luna of Indian Brands were used by 37.14 percent consumers while of foreign brands were used by 62.86 percent consumers. In the after globalization period, Scooter/Luna of Indian brands are used by 38.10 percent consumers while of foreign brands are used by 61.90 percent consumers. The study revealed that there is no considerable increase in the use of Scooter/Luna of foreign in the after globalization period.

Bicycle: As far as the use of bicycle is concerned, in the before globalization period, Bicycle of Indian Brands were used by 26.92 percent consumers while of foreign brands were used by 73.08 percent consumers. In the after globalization period, Bicycle of Indian brands are used by 46.15 percent consumers while of foreign brands are used by 53.85 percent consumers. There is a considerable decrease of 19.23 percent in the use of foreign brands after globalization period.

6. Impact of globalization on consumer in case of Transport products

The study showed that there is very slight change in the buying behaviour of consumers in case of transport products in the after globalization era. It is found that in the before globalization period, on an average 35.02 percent of the consumers were using Indian brands while 64.98 percent of the consumers were using foreign brands. In the after globalization period, Indian brands are used by 34.66 percent consumers while foreign brands are used by 65.34 percent consumers. The study found that the use of foreign brand is increased by 0.36 percent in the after globalization period. The study clearly showed that there is not considerable or remarkable increase or decrease in the use of transport products of Indian or foreign brand in the after globalization period.

● Findings in Case of Personal Products

The types of personal products used for the study are Cell Phone, Wrist Watches, Shoes/Sandals/Chappals, and Computer. Major finding about personal products are as follows:

7. Findings about usage rate

The study found that on an average out of total consumers 93.17 percentage consumers have personal products while 6.83 percentage customers do not have personal products.
The research showed that the use of all the four personal products, i.e. Cell Phone, Wrist Watches, Shoes/Chappals /Sandals and Computer of foreign brand is increased in the after globalization period.

The study found that the use of Cell Phone of foreign brands is increased by 9.12 percent in the after globalization period, use of foreign brands in case of Wrist Watches is increased by 9.16 percent while the use of foreign brands in case of Shoes/Chappals /Sandals is increased by 6.50 percent and in case of computer this increase is 9.13 percent in the after globalization period. The study clearly found that there is a considerable increase in the use of foreign brands and considerable decrease in the use of Indian brands in the after globalization period with regard to Personal uses products.

1. Impact of globalization on consumers’ buying behavior in case of Personal product

The study found that there is a remarkable impact of globalization on consumers’ buying behavior regarding personal products. The study revealed that in the before globalization era the product of Indian brands were used by 36.63 percent consumers while of foreign brands were used by 63.37 percent consumers. In the after globalization era the use of Indian and foreign brands is changed. During this period the product of Indian brands are used by 28.14 percent consumers while of foreign brands are used by 71.86 percent consumers. It is found that there is an increase of 8.49 percent in the use of personal product of foreign brand in the after globalization period. It can be said here that there is a considerable impact of globalization on consumer’s buying behavior regarding consumer durable products.

2. Overall Impact of Globalization on Consumer Buying Behavior regarding all types of products

The study shown that there is great impact of globalization on the buying behavior of consumers. The study shown that there is an increase in the use of the products of foreign brands in the after globalization period while the use of the products of Indian brands is decreased in the after globalization period.

The study disclosed that in the pre globalization period the products of Indian brands were used by the 45.72 percentage consumers while in the after globalization period the use of Indian brand is decreased to 38.96 %.
In case of the use of the products of foreign brands, in the before globalsation period the products of foreign brands were used by 54.28 percentage of consumers while in the after globalsation period this percentage is increased to 61.04 percentage. It means the use of foreign brands is increased by 6.24% in the after globalsation era.

- **Satisfaction Level of Consumers in the Pre and After Globalsation Era**
  - on the basis of parameters like quality, price, durability and availability of products

3. **Quality of products of Indian and foreign brands**

It is shown in the study that maximum number of consumers are highly satisfied (40.12 percentage) with regard to quality of the products of foreign brands in the after globalsation period. The percentage of highly satisfied consumers during pre globalsation period was 27.12 percentage.

With regard to quality of the products of Indian brands, maximum number of consumers are dissatisfied (35.34 percentage) in the after globalsation period. The percentage of dissatisfied consumers was 25.33 percentage in the pre-globalsation period. The study disclosed that the satisfaction level of consumers with regard to quality of product is more in case of foreign products in the after globalsation period as more number of consumers are highly satisfied(40.12%) about quality of foreign goods.

11. **Price of products of Indian and foreign brands**

The study found that consumers are more satisfied with the price of the products of Indian brands in the after globalsation period as compared to the products of foreign brands. In the after globalsation period 26.67 parentage consumers said that they are highly satisfied with the price of the product of Indian brands. This percentage was 22.00 percentage in the pre-globalsation period.

In case of price of foreign brands, out of total consumers 28.24 % consumers said that they are dissatisfied about the price of products in the after globalsation period. This percentage of dissatisfied consumers in the pre globalsation period was 8.48 %.

So we can conclude here that customers are not satisfied with the prices of the products of foreign products.
12. **Durability of products of Indian and foreign brands**

The study found that more number of consumers are satisfied (32.77 percentage) as regard to durability of the products of foreign brands in the after globalsation period. The percentage of satisfied consumers with regard to quality of products of foreign brands was 29.44 percentage in the before globalsation period. 

As regard to durability of the products of Indian brands, the percentage of highly satisfied consumers are decreased from 29.33 to 26.67 percentage in the after globalsation period. The study observed that the durability of foreign products is better than the products of Indian brands in the after globalsation period.

13. **Availability of products of Indian and foreign brands**

As far as the level of satisfaction of consumers regarding availability of all types of products are concerned, in the before globalsation period, out of total consumers 31.33 percentage consumers were highly satisfied with the availability of products of Indian brands while this percentage is 33.33 is in the after globalization period. It is found that the percentage of highly satisfied consumers are increased in the after globalization period in case of availability of the products of Indian brands. 

Regarding availability of the products of foreign brands, in the before globalsation period, out of total consumers 33.33 percentage consumers were highly satisfied whereas this percentage is 30.51 in the after globalization period. The percentage of highly satisfied consumers are decreased in case of the products of foreign brands with regard to availability of products.

14. **Impact of Globalsation On Urban & Rural Consumer**

The study revealed that the impact of globalization is different on the buying behaviour of urban rural and consumers. In the before globalization period in case of urban consumers 59.49 percentage consumers were using foreign brands while in the after globalization period this percentage is 68.37. The study revealed that the use of foreign brands by the urban consumers is increased by 8.88 in the after globalization period. 

In case of rural consumers, the use of foreign brand is also increased but this increase is less (3.04 percentage) as compared to urban consumers. The study found that the buying behaviour of urban consumers are greatly influenced or changed due to globalization as compared to rural consumers.
• Parameters Considered by Consumers while Purchasing Products

15. Kitchen hold and household products
It is found in the study that in case of kitchen hold and house hold products, consumers consider the durability of products as the most important parameter while purchasing the products as in case of kitchen hold products maximum number of consumers gave first preference to the durability (33.47 percentage) of product and in case of house hold products more number of consumers said that they consider durability (41.74 percent) of the product as most important parameter when they purchase the products.

16. Transport Products
The study disclosed that in case of transport products more number of consumers gave higher weightage to price (42.25 percent) of the products while they purchase the products.

17. Personal Products
The study observed that as regard to personal products, quality (39.74 percent) of the product is the most important factor taken into consideration by the consumers while purchasing the products.

• Demographic Profile of Consumers and Purchase of products of Indian or Foreign Brands

18. Income level and consumer behavior
The study found that the income level of the consumers also determines the product of particular brands (Indian or foreign brand) purchased by them. The consumers whose income is between Rs.3, 00,000-5 Lakhs, out of total consumers 27.27 percentage consumer purchase the product of Indian brands while 72.73 consumers purchase the product of foreign brands and also the consumers whose income is Rs.5 Lakhs and above, out of total consumers 28.09 percentage consumer purchase the product of Indian brands while 71.91 consumers purchase the product of foreign brands. It is found in the study that the higher income group (Rs.5 Lakh and above) customers purchase the products of foreign brands (71.91 %) while lower income group (Up to Rs.50, 000) consumers purchase the products of Indian brands (56.25 %).

19. Occupational background and consumer behaviour
The study revealed that the occupation of the consumers also determines the product of particular brands (Indian or foreign brands) purchased by them. It is found in the study that
majority consumers whose occupation is Employed/Servicemen (61.76 percent) purchase the products of foreign brands and the consumers who are working in vocational area (55.00 percent) and agriculture (53.03 percentage) they prefer to purchase the products of Indian brands.

20. Educational Qualification and consumer behaviour

The study disclosed that educational background of the consumers also determine the products of particular brand (Indian or foreign brands) purchased by them. The consumers having professional (64.29 percent) and post graduate (61.11 percentage) level qualification prefer to purchase the products of foreign brands while the consumers who are illiterate (64.71 percentage), primary (61.11 percentage) and secondary (58.33 percentage) level educational background purchase the products of Indian brands.

21. Age and consumer behaviour

Age of the consumers is also an important determinants affecting the products of particular brand (Indian or foreign brand) purchased by the consumers. Researcher had selected four age group, i.e. Under 35 years, 35-45 years, 45-55 years and above 55 years. Out of this four age group of consumers, it is found in the study that the consumer having age group between 35-45 years, 38.29 percentage consumers purchase the product of Indian brands while 61.71 percentage consumers purchase the product of foreign brands. The study revealed that higher age group customer, i.e. above 55 years purchase the products of Indian brands (55.20 %).

- Influencing Factors

The influencing factor for Kitchen hold, household, transport and personal type of product are different. The major finding regarding influencing factor about all four types of products are:

22. Influencing factors for Kitchen hold products

As regard to kitchen hold products out of total consumers 44.89 percentage consumers are influenced by advertisement followed by 35.27 percentage by Opinions of relatives/neighbors/friends/families, 12.07 percentage by attractive packaging/features of the products, 4.95 percentage by offers like discount/free gifts/exchanges/bonuses other schemes given by sellers and rest 2.82 are influenced by salesman. It is revealed that
maximum number of consumers are influenced by attractive advertisement (35.27 %). Very less percentage (2.82 %) of consumers are influenced by salesman.

23. Influencing factors House hold product
As far as the influencing factor in case of house hold product is concerned out of total consumers, 40.96 percentage consumers are influenced by the opinions of their relatives/neighbours/friends/families followed by followed by 31.06 percentage by advertisement, 15.70 by offers like discount/free gifts/exchanges/bonus other schemes given by sellers, 8.87 percentage by attractive packaging/features of the products and rest 3.41 percentage are influenced by salesman. It is found that Majority (31.06%) of consumers are influenced by opinions of their relatives/neighbours/friends/families.

24. Influencing factors Transport products
Regarding transport products, out of total consumers 61.03 percentage consumers are influenced by advertisement followed by 19.23 percentage by Opinions of relatives/neighbours/friends/families, 7.77 percentage by attractive packaging/features of the products, 6.42 percentage by salesman and remaining 5.55 percentage are influenced by offers like discount/free gifts/exchanges/bonus other schemes given by sellers. It is observed that more number of consumers are influenced by advertisement (61.03 %).

25. Influencing factors Personal uses products
In case personal uses products out of total consumers 37.92 percentage consumers are influenced by the Opinions of their relatives/neighbours/friends/families followed by advertisement 36.50 percentage, 19.46 percentage by attractive packaging/features of the products, 3.21 percentage by offers like discount/free gifts/exchanges/bonus other schemes given by sellers and rest 2.91 are influenced by salesman. The study highlighted that majority of the consumers are influenced by Opinions of relatives/neighbours/friends/families (37.92 %).

• Media of Advertisement
The study found the different media of advertisement used by the consumer for getting the information of different types of the product.

26. Media of advertisement in case of Kitchen hold, House hold, Transport and Personal uses product
Majority of the consumers got information of the product through the television advertisement in case of all four types of selected products. As more percentage of consumers gave first preference to television advertisement for getting the information of the product. It is observed in the study that in case of Kitchen hold product 44.25 percentage consumers, in case of house hold products 51.12 percentage consumers, in case of transport products 61.20 percentage consumers and in case of personal uses product 45.42 percentage consumers got informed through advertisement on television.

- **Practices Adopted by the Customers if they are Satisfied about Products**

27. **Kitchen hold, House hold and Transport products**

If the customers are satisfied with the performance of the three types of products, i.e. Kitchen hold, House hold and Transport, they practice or make repeat purchase of the products. In respect of kitchen hold products, out of total consumers 73.37 in case of house hold products 75.09 percentage and in case of transport products 47.20 consumers said that they make repeat purchase if they are satisfied by the use of product.

28. **Personal Products**

If the customers are satisfied with the performance of the personal product, they follow the practice of speaking well about the quality of product with their friends, relatives, colleagues etc. It is found in the research study that out of total consumers 42.47 percentage consumers said that they speak well about the quality of product with their friends, relatives, colleagues etc.

- **Practices Adopted by the Customers if they are Dissatisfied about Products**

29. **Kitchen hold, House hold and Personal Products**

In case of Kitchen hold, House hold and Personal Products, if customers are dissatisfied about the performance of the product, majority of the customers said that they speak ill about the product with their relatives/friends/colleagues.

The study revealed that in case of Kitchen hold products 43.49 percentage customers, in case of house hold products 47.25 percentage customers and in case of personal products
27.23 percentage customers said that they speak ill about the product with their relatives/friends/colleagues if they are dissatisfied about use of products.

30. Transport Products: The study observed that in case of transport products, if customers are dissatisfied about the performance of the product, majority (31.95 percentage) of the customers said that they shift to the other brand followed by 20.29 percentage consumers take lawful action against company.

FINDINGS BASED ON COMPANY/DEALER/WHOLESALER/RETAILER/SHOPKEEPERS’ QUESTIONNAIRE

31. Company/Dealer/Wholesaler/Retailer/Shopkeepers experiences with customers relating to Product after globalization

✓ Out of total selected Company/Dealer/Wholesaler/Retailer/Shopkeepers 61.25 percentage said that they are strongly agree with the statement that Customers preferences, tastes, beliefs are changing due to globalization.

✓ In case of a statement whether domestic companies have to adopt E-marketing strategy after globalization to compete with foreign companies, 72.52 percentage Company/Dealer/Wholesaler/Retailer/Shopkeepers said that they are strongly agree with this statement.

✓ As far as the opinion regarding a statement whether globalization ensures good quality of products in the market, out of total selected Company/Dealer/Wholesaler/Retailer/Shopkeepers 48.23 percentage said that they are strongly agree with this statement.

✓ With regard to the opinion whether the Prices of products are increasing rapidly due to globalization, 73.23 percentage Company/Dealer/Wholesaler/Retailer/Shopkeepers said that they are strongly agree with this statement.

✓ Regarding agreeability with regard to a statement whether Customers prefer quality of product than quantity & price, 76.25 percentage Company/Dealer/Wholesaler/Retailer/Shopkeepers said that they are strongly agree with this statement.

✓ Out of total selected Company/Dealer/Wholesaler/Retailer/Shopkeepers 61.25 percentage said that they are strongly agree with the statement that Customers always prefer changes and innovation in the product after globalization.
In case of a statement whether Globalization has resulted in cut throat completion, 65.20 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with this statement.

Regarding agreeability with regard to a statement that the products of foreign companies are not available at convenient places, 76.25 percentage Company/Dealer/Wholesaler/Retailer/ said that they are strongly agree with this statement.

32. Media used by respondents for reaching consumers in the pre and after globalization period
In the before globalization period, as regard to different ways to reaching to the consumers’, majority of the respondent gave first rank to advertisement on television followed by advertisement through internet whereas in the after globalization period, majority of the respondent gave first rank to advertisement on internet followed by advertisement through television.

SUGGESTIONS AND RECOMMENDATIONS TO CONSUMER DURABLE INDUSTRIES

Following are the major suggestions and recommendations based on the findings of the research study. It is for the marketers, advertisers and managers of Indian and foreign companies to work on the suggestions and recommendation made by this research study in future for the further improvement in their products and services and to attract maximum number of consumers for achieving the objectives of the firm.

1. It is disclosed in the research study that majority of the consumers who were using the products of Indian brands shifted to the products of foreign brands in the after globalization period. The reason for shifting from Indian brand to foreign brands is the better quality of products of foreign brands. Therefore, it is recommended for the domestic companies that they should produce the product of better quality to compete with the products of foreign companies.

2. Research study highlighted that the price of the products charged by the domestic companies are satisfactory than the prices charged by the foreign companies. Therefore, it is suggested for the domestic companies that there is no need to make any remarkable
change in the price of their products but foreign companies should charge the price which will be economically accessible to consumers.

3. As regard to the durability of Indian brands, it is observed in the study that their product is not competent with the products of foreign brands. The durability of the foreign products is better than the products of Indian brands. Therefore, Indian companies should mainly focus on the durability of products in order to compete with foreign brands. It is the most important factor which needs to be looked upon by the Indian companies.

4. It is said that the product must be available to the consumers at right place and at right time. It is found in the research study that the products of foreign brands are not easily available to the consumers at convenient places therefore efforts should be made by the foreign companies to use distribution channels more effectively to reach consumers at convenient places. So efforts should be made by the foreign companies to increase the distribution network, and make available the products of foreign brands at demanded places.

5. The study revealed that the impact of globalization is different on the buying behavior of urban rural and consumers. The study shown that majority of the urban consumers are shifted their brand preference from Indian brands to foreign brands in the after globalizations period. Therefore it is suggested that Indian companies should try to provide better quality product in order to attract urban consumers.

6. It is found in the research study that in case of kitchen hold and house hold products consumers considers the durability of products as the most important parameter while purchasing the products. The study disclosed that the durability of Indian product is not compatible with foreign products. Therefore it is suggested for Indian companies that they should concentrate more on durability aspect of product.

7. The study disclosed that in case of transport products more number of consumers give higher weightage to price of the products while they purchase the products. So it is recommended for both Indian as well as foreign companies that they should be very careful while charging the price of these type of product.

8. The study observed that in case of personal products quality of the product is the most important factor taken into consideration by the consumers while purchasing the products.
Hence it is suggested that quality of the product should be given due consideration by Indian as well as foreign companies while preparing personal product.

9. The study disclosed that demographic profile or factors such as age, income, occupation, educational qualification of the consumers strongly influences the products of particular brands (Indian or foreign brands) purchased by them. The study found that most of the consumers purchase the products of foreign companies because foreign companies take into consideration the demographic factors or profile of consumers while preparing the products as compared to domestic companies. So it is suggested for the domestic companies that they should concentrate on the demographic factors of the consumers while planning for the production of products. Managers of domestic companies are advised to keep this in mind and design the products which suit the requirements of consumers as per their demographic profile.

10. It is found in the research study that advertisement is the most dominant factor which influence the buying behavior of consumers in case of kitchen hold and transport products. Therefore, a researcher recommends that Indian as well as foreign companies should advertise its products effectively to attract the consumers.

11. As far as the influencing factor in case of house hold product is concerned maximum number of consumers take the opinions of their relatives/neighbors/friends/families. Therefore, the Indian as well as foreign companies should undertake some research with the relatives/neighbors/friends/families of their present and prospective consumers before planning for the products.

12. It is found in the research study that amongst the selected four media of advertisements i.e. Television, Newspaper/Magazines, Internet, Radio and Posters and Banners, Majority of the consumers got information of the product through television advertisement for all four types of selected products for the research study. The result of research study disclosed that television advertising is more effective than other methods of advertising in appealing customers and demand for consumer durable products. Hence it is suggested that companies should try to attach with customers through aggressive marketing with the help of television advertisement.

13. The study highlighted that if the consumers are satisfied with the performance of products they not only make repeat purchase of the products but also speak well about the
product with their relative/friends/neighbors. On the contrary, if customers are dissatisfied about the performance of the product, majority of the customers speak ill about the product with their relatives/friends/colleagues. Therefore, it is recommended that companies need to diagnose the expectation and anticipation of the customers in case of product produced by them. The companies’ emphasis should be more on customer satisfaction, customer and loyalty. Only then the companies can retain their customer as well as can safeguard the companies from negative advertisement by the dissatisfied customers because it is considered that negative word-of-mouth of communication is harmful for the companies.

14. Majority of the respondents (Company/Dealer/Wholesaler/Retailer/) opinioned that they are strongly agree with the following statements after globalization:
   a. Customers preferences, tastes, beliefs are changing due to globalization.
   b. Domestic companies have to adopt E-marketing strategy after globalization.
   c. Globalization ensures good quality of products in the market.
   d. The Prices of products are increasing rapidly due to globalization.
   e. Customers prefer quality of product than quantity & price.
   f. Customers prefer changes and innovation in the product after globalization.
   g. Globalization has resulted in cut throat completion.
   h. The products of foreign companies are not available at convenient places.

After considering the above opinion of the respondents it is suggested for the consumer durable industries that they should consider the preferences, tastes, beliefs of the consumers while planning for the products as globalization has changed the consumer attitudes. The domestic companies need to advertise its product aggressively through adopting E-marketing to compete with foreign companies. The products produced by Indian companies must be comparable with the quality of the products of foreign companies there are numerous competitors and cut throat competition in the market. The company must focus on continuous innovation in the product after globalization. The foreign companies should seriously look at distribution network carefully in order to reach the consumers. The consumer durable companies whether Indian or foreign must use advertisement on internet as a media to reach to the consumers followed by advertisement on television in the after globalization period as more number of respondents gave first and second rank to these media to reach the consumers.
MANAGERIAL IMPLICATIONS

Globalization, liberalization and privatization have changed the Indian economy into a vibrant, speedily emerging consumer market. Consequently the markets are swamped with diverse types of goods significantly changing the purchasing pattern of the consumers. Primarily, the research contributed to highlight the changes occurred in the buying behavior of consumers due to globalization with regard to consumer durable goods. Secondly, study contributed and found out the reason or parameters on the basis of which the consumers are shifted their preference from Indian brands to foreign brands in the after globalization period. Thirdly, research study highlighted that how the demographic factors of consumer’s impact on the purchase of the products of particular brands (whether Indian brands or foreign brands). Fourthly, the study observed that different parameter like quality, price, durability and availability of products are considered by the consumers while purchasing any type of products. The study also highlighted that advertisement is the most dominant factor which influence the buying behavior of consumers.

If managers, marketers consider all these contributions made by the research study carefully before preparing marketing mix, they can help the companies to achieve the profit as well as wealth maximization objectives in an effective manner.

SCOPE FOR THE FURTHER RESEARCH

This research study has divided selected products for the convenience of the study into four categories, i.e. Kitchen hold, household, transport and personal product for the convenience of the research and has selected limited consumer durable products from each category. The further research can be conducted by taking more number of products from each category. This study is principally focused on analyzing the impact of globalization on consumers’ buying behavior in Maharashtra State only. The study can be further undertaken to analyze the buying behavior of consumers in other states of India as there may be different impact of globalization on that state’s consumers. The researcher has selected few Indian and foreign brands products for the research study. Some more products of Indian and foreign brands can be selected for undertaking further research in this area. Globalization is a very broad area and the further research can be undertaken on this area from marketing, branding, technological advancement point of view which impacted on the changing consumer behavior.