CHAPTER – V
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

This chapter is intended for presentation of findings, suggestions and conclusion. The findings are based on the inferences made in the previous chapters; the suggestions are related to the findings of the study; the conclusion is a final outcome of the findings.

Findings

Age and Level of Satisfaction

- It could be observed that the level of satisfaction of the buyers below 25 years towards electronic products ranged between 65 and 104 with an average of 89.8. The maximum level of satisfaction of the buyers towards household electronic products was among the age group between 26 and 35 years.

- The percentage of high level of satisfaction of the buyers towards household electronic products was the highest (61.7%) among the buyers of below 25 years age group and the same was the lowest (46.0%) among the buyers of above 45 years age group. The percentage of low level of satisfaction of the buyers towards household electronic products was the highest (16.6%) among the buyers of below 25 years of age category and the same was the lowest (14.4%) among the buyers between 36 and 45 years.
The calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis, viz., “age of the buyers and level of satisfaction are not associated”, does not hold good. So, there is a close relationship between age of buyers and level of satisfaction.

**Gender and Level of Satisfaction**

- The level of satisfaction of male buyers towards household electronic products ranged between 58 and 103 with an average of 87.9. On the other hand, the level of satisfaction of the female buyers ranged between 60 and 105 with an average of 90.7. The maximum level of satisfaction was among the female buyers in the study area.

- The percentage of level of satisfaction of the buyers was highest (63.35%) among the female buyers and the same was the lowest (47.16%) among the male buyers. The percentage of low level of satisfaction was high (19.33%) among the male buyers and the same was the lowest (9.7%) among the female buyers.

- It is witnessed that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis viz., “Gender of the buyers and level of satisfaction are not associated”, does not hold good. So, there is a close relationship between the gender of the buyers and their level of satisfaction.
Educational Qualification and Level of Satisfaction

- It could be observed that the level of satisfaction of the buyers regarding household electronic products of illiterate ranged between 66 and 105 with an average of 89.6, the satisfaction of school level ranged between 60 and 103 with an average of 88.9. The level of satisfaction of college level ranged between 69 and 103 with an average of 90.4 and the level of satisfaction of professional level ranged between 58 and 103 with an average of 88.7. From the analysis it was concluded that the maximum level of satisfaction towards household electronic products was among college level educated buyers.

- The percentage of level of satisfaction of the buyers was highest (62.3%) among illiterate buyers and the same was the lowest (51.21%) among the buyers of school level. Percentage of low level of satisfaction was highest (19.0%) among the buyers of professional category and the lowest (11.5%) among illiterate buyers.

- The hypothesis “education qualification of the buyers and their level of satisfaction are not associated”, holds good. So, there is no relationship between educational qualification of the buyers and level of satisfaction.

Marital Status and Level of Satisfaction

- The level of satisfaction of the buyers towards household electronic products by the married buyers ranged between 65 and 105 with an average of 89.7 percent and the level of satisfaction of the buyers towards household
electronic products by the unmarried buyers ranged between 58 and 104 with an average of 89.0. So, the maximum level of satisfaction was attained by married buyers towards household electronic products.

- The percentage of high level of satisfaction of the buyers towards household electronic products was the highest (57.11%) among the married buyers and the lowest (53.82%) among the unmarried buyers. On the other hand, the percentage of medium level of satisfaction of the buyers was highest (31.89%) among the unmarried buyers and the lowest (28.43%) among the married buyers.

- As the calculated chi-square value is less than the table value and the result is not significant. Hence, the hypothesis viz., “marital status of the buyers and their level of satisfaction are not associated”, holds good. So, the marital status has no bearing on the level of satisfaction in purchased electronic products.

**Occupational Status and Level of Satisfaction**

- The level of satisfaction expressed by housewives ranged between 70 and 102 with an average of 91.0. The level of satisfaction of agriculturist ranged between 65 and 101 with an average of 89.7 and buyers in business ranged between 58 and 103 with an average of 89.2. The level of satisfaction of private employees ranged between 65 and 105 with an average of 89.3, government employees ranged between 69 and 103 with an average of 89.4 and level of satisfaction of the self employed ranged between 60 and 104
with an average of 87.9. So, the maximum level of satisfaction is perceived by housewives towards utilizing household electronic products.

- The percentage of high level of satisfaction of the buyers was the highest (61.4%) among self employed buyers and lowest (44.9%) among housewives. The percentage of medium level of satisfaction was highest (36.54%) among housewives and the same lowest (15.0%) among government employees.

- The calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis, viz., “occupational status of the buyers and level of satisfaction are not associated”, does not hold good. There is a close relationship between the present status of the buyers and level of satisfaction.

**Family Income and Level of Satisfaction**

- It could be identified that the level of satisfaction of the buyers of household electronic products in the family income below Rs.15000 group ranged between 60 and 104 with an average of 89.1, The study exhibited maximum level of satisfaction of buyers among the group of family income between Rs.25001-35000.

- The percentage of high level of satisfaction of the buyers was highest (65.6%) among the buyers of family income between Rs.25001 and 35000 and the same was the lowest (48.8%) among the respondent of their family income of above Rs.45001, the percentage of medium level of satisfaction
was the highest (33.3%) among the buyers of family income between Rs.35001 and 45000 and the lowest (19.5%) among the buyers of family income of Rs.45001 and above, the percentage of low level of satisfaction was highest (31.7%) among the buyers of family income Rs. 25001-35000 and the same was the lowest (7.8%) among the buyers of family income between Rs.35001-45000.

- The calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis viz., “family income of the buyers and their level of satisfaction are not associated”, does not hold well. So, there is a close relationship between family income of the buyers and their level of satisfaction.

**Size of the Family and Level of Satisfaction**

- The level of satisfaction of the buyers belonging to 3 member family ranged between 65 and 103 with an average of 88.5, level of satisfaction of the buyers in the 4-5 member family ranged between 60 and 105 with an average of 90.1 and, the level of satisfaction of the buyers in the 5+ family ranged between 58 and 103 with an average of 89.7. It was concluded from the analysis that maximum level of satisfaction was attained by the buyers in the 4-5 member family groups.

- The percentage of high level of satisfaction of the buyers was the highest (60.3%) among the buyers of 5+ member’s family and the same was the
lowest (50.2%) among the respondent of 3 members family. Similarly, the percentage of medium level of satisfaction was the highest (33.0%) among the buyers of 3 member family and lowest (24.0%) among the buyers of 5 plus members family and percentage of low level of satisfaction the highest (16.8%) in the 3 member family and lowest (10.9%) in 4-5 member family.

- The calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis viz., “size of the family and their level of satisfaction are not associated”, does not hold good. So, it is concluded that there is a close relationship between size of the family of the buyers and their level of satisfaction.

Living Place and Level of Satisfaction

- The level of satisfaction perceived by the buyers who survived in urban place ranged between 65 and 103 with an average of 91.8, semi-urban revealed a satisfaction ranging between 58 and 105 with an average of 89.7 and the level of satisfaction perceived by the rural buyers ranged between 60 and 103 with an average of 87.9. It was found from the analysis that the maximum level of satisfaction was perceived by buyers in urban area.

- The percentage of high level of satisfaction of the buyers towards household electronic products was the highest (61.7%) among the buyers in semi-urban area and the same was the lowest (54.8%) among the buyers in rural area. The percentage of medium level of satisfaction of the buyers is highest
(29.0%) among the buyers rural area and the same was the lowest (26.3%) among the buyers who lived in urban area. The percentage of low level of satisfaction of the buyers towards household electronic products was the highest (16.92%) among the buyers who survived in rural area and the same was the lowest (11.2%) among the buyers who lived in semi-urban area.

- It is evident from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis, viz., “living place of the buyers and level of satisfaction are not associated”, does not hold good. So, there is a close relationship between the living place of the buyers and level of satisfaction.

**Nature of Family and Level Of Satisfaction**

- It is clear that the level of satisfaction of the buyers towards household electronic products of nuclear family ranged between 58 and 105 with an average of 89.9. And the level of satisfaction of the buyers in joint families ranged between 65 and 103 with an average of 88.6. It was concluded from the analysis that maximum level of satisfaction is attained by the nuclear family buyers.

- The percentage of high level of satisfaction of the buyers towards household electronic products was the highest (59.6%) among the buyers of nuclear family and the same was the lowest (49.4%) among the respondent of joint family. Similarly, the percentage of medium levels of satisfaction of the buyers the highest (32.6%) among the buyers of joint family and the lowest
(27.1%) among the buyers of nuclear family. On the other hand, the percentages of low level of satisfaction of the buyers the highest (18.0%) among the buyers of joint family and lowest (13.3%) among the buyers of nuclear family.

- The calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis viz., “nature of family and their level of satisfaction are not associated”, does not hold good. There is a close relationship between nature of family and their level of satisfaction.

**Number of Products Used and Level of Satisfaction**

- It could be inferred that the level of satisfaction of the buyers using below 10 products ranged between 60 and 105 with an average of 89.1, level of satisfaction of buyers using between 11 and 15 products ranged between 58 and 103 with an average of 90.3, and the level of satisfaction of the buyers who were using above 15 products ranged between 72 and 103 with an average of 89.9. The maximum level of satisfaction was expressed by those buyers who were using between 11 and 15 household electronic products.

- It is observed that the percentage of high level of satisfaction was the highest (75.0%) among the buyers using 11 to 15 products and the same was the lowest (34.7%) among the buyers using 15+ products, the percentage of medium level of satisfaction of the buyers was highest (49.3%) among the buyers using 15 plus products and the same was the lowest (18.9%) among
11 to 15 product users and the percentage of low level of satisfaction of the buyers was the highest (15.2%) in both, the below 10 and above 15 product users, and same was the lowest (11.6%) among the buyers of using between 11 and 15 products.

- The hypothesis viz., “number of products used and their level of satisfaction are not associated”, does not hold good. From the analysis it is concluded that there is a close relationship between number of products used and the level of satisfaction.

**Type of Products Purchased and Level of Satisfaction**

- The level of satisfaction of the buyers using branded products ranged between 65 and 104 with an average of 90.5 and level of satisfaction of the non-branded product users ranged between 58 and 105 with an average of 88.3. From the study it was concluded that maximum level of satisfaction is attained by the buyers using branded household electronic products.

- The percentage of high level of satisfaction of the buyers was the highest (61.8%) among the users of non-branded products and the lowest (59.2%) among the users of branded products, the percentage of medium level of satisfaction was the highest (32.7%) among the users of branded products and the same was the lowest (27%) among the users non-branded products and, the percentage of low level of satisfaction was highest (17.1%) among
the users of branded products and was lowest (11.2%) among the buyers using non-branded products.

- The hypothesis viz., “type of products purchased and their level of satisfaction are not associated”, does not hold good. So, it is concluded that there is a close relationship between type of products purchased and their level of satisfaction.

**Mode of Payment and Level of Satisfaction**

- The level of satisfaction of the buyers who paid by cash/debit card ranged between 65 and 105 with an average of 88.6, level of satisfaction of the those on full credit ranged between 65 and 103 with an average of 89.6, the level of satisfaction of those paying by installment credit ranged between 58 and 104 with an average of 90.4 and buyers who purchased products by credit card ranged between 60 and 103 with an average of 90.4. From the analysis it was concluded that maximum level of satisfaction was experienced by buyers who purchased household products by credit card and installment credit.

- The percentage of level of satisfaction of the buyers is the highest (62.3%) among the people using credit card payment and the same was the lowest (46.8%) among the buyers paying by cash/debit card. Similarly, the percentage of medium level of satisfaction was the highest (32.7%) among those paying by cash/debit card and lowest (27.7%) among the buyers availing installment credit, percentage of low level of satisfaction of buyers
was the highest (20.5%) among those paying by cash/debit card and same was the lowest (10.3%) among the buyers using credit cards.

**Point of Purchase and Level of Satisfaction**

- The level of satisfaction attained in purchases made in company showroom ranged between 72 and 104 with an average of 89.9, level of satisfaction from purchases in retail store ranged between 70 and 103 with an average of 89.2, level of satisfaction of those purchasing from wholesale store ranged between 58 and 103 with an average of 89.9. Similarly level of satisfaction of buyers purchasing from departmental store ranged between 68 and 105 with an average of 87.9, the level of satisfaction for buyers purchasing in supermarket ranged between 60 and 103 with an average of 89.3 and level of satisfaction of buyers who chose other points of purchase ranged between 66 and 103 with an average of 87.4. So, the maximum level of satisfaction was achieved by the buyers who chose to buy household products from company showrooms and wholesale stores.

- The percentage of high level of satisfaction attained by buyers purchasing the electronic products from outlets like gift shop was the highest (58.0%) and the same was the lowest (53.1%) among the people who purchased in wholesale stores. Similarly, the percentage of medium level of satisfaction was the highest (41.9%) among the buyers who purchased in wholesale store and the same was the lowest (14.4%) for those who purchased in retail store.
• The hypothesis viz., “point of purchase and their level of satisfaction are not associated”, does not hold good. From the analysis it is concluded that there is a close relationship between point of purchase and level of satisfaction.

Source of Information Regarding Electronic Products

• In the case of source of information, 47.9 percent of the buyers were aware about the product by listening to radio, 87.7 percent came to know about the product through TV, 79.7 and 62.5 percent of the buyers knew about the product by reading magazines and newspapers. 53.1 percent of the buyers through posters and hoardings, and 47.5 percent of them came to know about the product through dealer/retailers, 68.5 percent through relatives/family friends, 33.2 percent by window displays and 45.5 percent got to know of the products through other sources. It is noted from the analysis that majority 87.7 percent were informed through the TV.

Sources of Influence for the Purchase Decision

• It is clear that the purchase decision was influenced by Relatives/Family members showing highest percentage of 68.3, followed by TV 62 percent, Newspaper 55.3 percent, Magazines 51.6 percent, Posters and Hoarding 47.2 percent, other sources 46.3 percent closely followed by Dealers/Retailers 46.1 percent, Window displays 34.1 percent and Radio 33.9 percent.
Brand Preference While Taking Purchase Decision

- The maximum number of buyers (17.8%) prefer to LG; they are followed by Samsung (12.4% buyers), BPL (10.6% buyers), Kenstar (8.2%) and so on.

Specific Brand Preference of Customers at Every Purchase

- It is ascertained that 64.1 percent of the buyers insisted on specific brand every time they bought products, whereas 35.9 percent were not so particular about the brand.

Person Who Influenced to Purchase the Branded And Non branded Products

- The majority 18.1 percent of the customers selected brands independently, 16.1 and 17.1 percent were influenced by spouses and children respectively, 14.9 percent by their parents, 17.6 percent of the customers were influenced by their friends and 16.3 percent by neighbors. It is concluded from the study that among different categories, self motivated category (18.1%) followed by friends (17.6%) influence in the purchase of branded products.

- The study indicated the fact children (22.8%) followed by self decision (22.5%) were the influencing the purchase of non branded electronic products, whereas neighbours role was only 11.3 percent. Hence it may be concluded that children play an important role in the purchase of non branded products.
Opinion Of The Buyers Regarding Purchase Of Electronic Products Without Warranty

- The analysis reveals that majority (54.5%) of the buyer’s buys electronic household products with warranty, whereas 46.5 percent buys without warranty.

Opinion of the Buyers With Regards to Offers towards Purchase of Electronic Products

- Among the buyers 25% of the buyers preferred free gifts, 19.5% rebate, 16.4% special offer and price cut was preferred in least by 7.8 percent. Therefore it leads to the conclusion that free gift was preferred mostly than that of other offers.

Price as a Factor in Purchase Decision

- It is seen that 47.1 percent of the buyers agreed the price of the product as an important factor in the purchase decision and 52.9 percent of them denied the statement.

Opinion about the Quality of High Priced Brand

- The majority (51.1 percent) of the buyers believed that the highly priced brand products are better in quality compared to the other, 48.9 percent who opined that the highly priced brand may not be better in quality.
Customers Opinion Regarding Place of Purchase

- It is clear that 54.4 percent of the buyers preferred to buy from the same shop and remaining 45.6 percent of them did not mind buying from any store.

Amount Spent On Purchase of Electronic Products

- It is found out that 31.1 percent of the buyers spent around Rs.25000 to Rs.35000 annually, followed by 28.3 percent of people spending more than Rs.35000 and above spent by 28.3 percent of people, Rs.15001 to Rs.25000 spent by 21.3 percent by people sparing Rs.15000 to Rs.25000 and 19.4 percent spending less than Rs.15000 per year.

Customers’ Observation on ISO/ISI Certified Products

- Only 28.0 percent of the buyers were always examining the authorized mark before buying, whereas 39.3 percent of the buyers were frequently viewing the certificate mark, 21.3 percent examined the authorized mark sometime and the balance 11.4 percent of the buyers never gave any attention to ISI and ISO certificate marks. So the majority happened to be those who only frequently observed certificate marks.

Preference to ISI, ISO Products

- It is ascertained that 28.8 percent of the buyers always insisted on ISI and ISO products, 33 percent only frequently, 18.9 percent of the buyers preferred sometimes and 19.3 percent never bought ISI and ISO products. It is noted
from the analysis that only (28.8%) of the buyers were always interested to purchase the ISI and ISO goods.

**Opinion about the Price of the ISI/ISO Certified Product**
- Majority (55.1 percent) of the buyers opined ISI and ISO certified goods are costlier, whereas the balance 44.9 percent thought it was not so.

**Preference towards ISI/ISO Certified Products**
- Among the studied buyers more than 33.3 percent revealed that ISI and ISO standardized goods are guaranteed with quality, while 25.7 percent felt that trust for durability is important, 20.7 percent preferred for the brand image and 20.3 percent for replacement, in case of defect/fault, convenience.

**Reasons For Not Selecting ISI/ISO Certified Products**
- It is analyzed that 29.4 of buyers did not go for ISI certified goods because of high price, 22.3 percent thought ISI/ISO marked goods are not up to the standard, 27.1 percent of the customers had doubts on the quality in comparison to other goods, 16.8 percent because it has to be purchased in bulk and 4.4 percent of the buyers for other reasons. It is found from the analysis that majority thought the quality of ISI/ISO marked goods is same as to other goods.

**Awareness about the Quality Control Act**
- It is observed that 52.9 percent of buyers know about the Quality Control Act towards product and remaining 47.1 percent not aware.
**Quality Check as Per Quality Control Act**

- It is evident that 43.9 percent of the buyers checked the quality of the products under the control of Quality Control Act and the majority 56.1 percent of the buyers did not check the quality of the product under the control of Quality Control Act.

**ANOVA Test for difference in satisfaction level on the perception of locality of buyers**

- There is no significant difference in the satisfaction level of buyers of different living place with respect to the factor ‘super market’. The large F\(_{2,837}\) values and low p-values for the other factors verify that the respective null hypotheses are rejected. Hence it may be concluded that the mean satisfaction level of buyers of different living places are not the same with respect to the all other factors.

**Perception on Source of Information**

**ANOVA Test for difference in satisfaction level on the perception towards the different source of information**

- It is concluded that there is no significant difference in the satisfaction level of buyers in different age groups with respect to these factors. The large F\(_{2,837}\) values and low p-values for the other factors verify that the respective null hypotheses are rejected. Hence it may be concluded that the mean satisfaction level of buyers from different living places are not the same with respect to the factors magazines, newspapers, Posters and hoardings, Dealers / retailers, Relatives and family members and Window display.
Perception of the Buyers of Electronic Products towards the Occupational Status of the Buyers

- The factors ‘Rebate’ and ‘Special offer’ have low t values (1.053 and 1.479 respectively) and marginally high p-values (.146 and .070) respectively and they verify that the corresponding null hypothesis is accepted and hence it is concluded that there is no significant difference in the satisfaction level of male and female buyers with respect to these two promotional offers. However, the high t-values (-6.047, -1.788, 6.084 and -3.959 respectively) with corresponding p-values (.000, .037, .000, .000 respectively) for the factors free gift, without promotional offers, discount and price cut verify that the respective null hypothesis is rejected. Hence it may be concluded that the mean satisfaction level of female policy holders is more than male buyers with respect to the free gift, without promotional offers, discount and price cut.

T-Test for Difference in Satisfaction Level on the Rating of Attitude Gender Vs. Rating of Attitude

- The factor ‘Department store’ has been rated high by the buyers (male – 3.37, female – 3.50, total – 3.43). The buyers have given a very low rating (1.94) for the factor ‘Retail store’. It can be seen from the above that the factors Retail stores and Department Stores have low t values (.480 and -1.334 respectively) and high p-values (.316 and .091) respectively verify that the corresponding null hypotheses are not rejected and hence it is concluded that there is no significant difference in the rating of male and female buyers with respect to these two factors. However, the high t-values with corresponding low p-values for other factors verify that the
respective null hypotheses are rejected. Hence it is concluded that male and female policyholders differ in their ratings on these factors.

Mann Whitney U Test For Difference in Rankings of Male And Female Buyers on Various Source of Information

- It can be observed from the above table that the z-value of -0.642 and p-value of 0.261 for the factor ‘Posters / hoarding’ verify that the null hypothesis corresponding to this factor is not rejected. However, for all the other factors the high z-values and low p-values verify that the respective null hypotheses are rejected and it is concluded that there is a significant difference in the rankings of male and female buyers. The male buyers have given better ranking than the female buyers.

Henry Garrett Ranking Technique

- It is shown that purchasing the household electronic goods for the reason “better performance” was ranked first with the Garrett score of 44701 points. It is followed by the second and third ranks for “emotional value” and “value of money” with the total Garrett scores of 40996 and 40899 points respectively. The fourth, fifth and sixth ranks were placed to the reasons such as “gives social status”, “high quality” and “low price” with the Garrett scores of 40360, 38306 and 37971 points respectively. On the other hand, the reasons such as “possessed by other”, “more features” and “durability” were ranked in the seventh, eighth and ninth positions with the Garrett scores of 35108, 33215 and 32050 points respectively. Lastly “latest technology” was ranked in the tenth position with Garrett score of 31857 points. From the analysis, it was inferred
that majority of the buyers ranked reasons like “better performance” and “emotional value” as top among these ten reasons to purchase the household electronic products.

**Reasons for Purchasing Branded Products**

- It is observed that purchase of branded products for the reason “Gives social status” was ranked first with the Garrett score of 23336 points. It is followed by the second and third ranks for “Better performance” and “Brand image” with the total Garrett scores of 22150 and 19542 points respectively. The fourth and fifth ranks were placed to the reasons such as “Durability” and “High quality” with the Garrett scores of 19528 and 19037 points respectively. Lastly “After sales service” was ranked in the sixth position with Garrett score of 17750 points. From the analysis, it was inferred that majority of the buyers ranked reasons like “Gives social status” and “Better performance” as most important.

**Reasons for Purchasing Non-Branded Products**

- The purchase of non-branded products for the reason “more features” was ranked first with the Garrett score of 19560 points. It is followed by the second and third ranks for “competitive price” and “better performance” with the total Garrett scores of 17480 and 17155 points respectively. The fourth and fifth ranks were placed to the reasons such as “easy availability” and “more varieties” with the Garrett scores of 17048 and 16669 points respectively. Lastly “low price” was ranked in the sixth position with Garrett score of 16200
It was inferred that majority of the buyers ranked reasons like “more features” and “competitive price” high among the six reasons.

Problems Faced by the Buyers While Using the Electronic Products

- The problem “Discarded electronics are managed badly” was ranked first with the Garrett score of 40985 points. It is followed by the second and third ranks for “Product requires more care” and “Users have difficulty in finding a specific function” with the total Garrett scores of 40435 and 40330 points respectively. The fourth, fifth and sixth ranks were placed to the problems such as “Products are quickly obsolete and discarded”, “Confused functions” and “Electronics are difficult to recycle” with the Garrett scores of 40090, 39745 and 38560 points respectively. The seventh and eighth ranks for “It is annoying to clean product” and “Product is not improved compared with its previous version” with the total Garrett scores of 39580 and 38006 points respectively. The ninth, tenth and eleventh ranks were placed to the problems such as “worried about harming their health”, “unable to understand the technical features” and “Product is not strong or durable enough” with the Garrett scores of 37941, 36662 and 36556 points respectively. On the other hand, the problems such as “Software support is seldom updated”, “Product’s design soon becomes boring or old-fashioned” and “Less Quality” were ranked in the twelfth, thirteen and fourteen positions with the Garrett scores of 36466, 34770 and 33540 points respectively. Lastly “Unstable price” was ranked in the fifteenth position with Garrett score of 27315 points. From the analysis, it was inferred that majority of the buyers faced the major problems like “Discarded
electronics are managed badly” and “Product requires more care” among these fifteen problems while utilizing the household electronic products.

**Multiple Regression Analysis**

- It was found that out of fourteen, thirteen factors were closely associated with the level of satisfaction towards their usage of household electronic products by the selected sample buyers. The multiple linear regression co-efficient (dependent variable) is found to be statistically good fit as $R^2$ is 0.896. It shows that independent variables contribute about 89.6 per cent of the variation in the level of satisfaction felt by the selected sample buyers and this is statistically significant at 1% level and 5% level respectively. It is indicated that the co-efficient of Living Place, Age, Family Monthly Income, Family Size, Level of Awareness, Number of products using, Type of products, Mode of Purchase and Point of Purchase are positively associated with the level of satisfaction. On the other hand, the co-efficient of Educational Status, Marital Status, Present Status and Type of Family are negatively associated. The variable gender is not associated with level of satisfaction. Further, it indicated that the contribution of Living Place, Age, Family Monthly Income, Family Size, Level of Awareness, No. of products using, Type of products, Mode of Purchase and Point of Purchase are statistically significant implying that their satisfaction on household electronic products is stronger than the other variables. The level of satisfaction towards their household electronic products is positively associated with their Living Place, Age, Family Monthly
Income, Family Size, Level of Awareness, No. of products using, Type of products, Mode of Purchase and Point of Purchase in the study area.

**Discriminant Function Analysis**

The results indicate that the variable gender entered in step 1, type of products using entered in step 2, Living place entered in step 3, Family size in step 4 and variable mode of purchase entered in the step 5. The variables gender, type of products using, living place, family size and mode of purchase are significant at 1percent level. All the variables are significant discriminator’s based on their Wilk’s Lambda and $D^2$ value.

**Relative Discriminating Index**

- For each variable, the respective D.F. co-efficient, its mean for each group and $R_j$ are given. $R_j$ called relative discriminating index is calculated from the discriminant function coefficient and group means. $R_j$ tells how much each variable is contributing to the function. By looking at this column it is found that ‘Mode of purchase’ is maximum discriminating variable and ‘Type of products using’ is the least discriminating variable.

**Factor Analysis**

- It is noted that all the loading factors which are having the loading value less than 0.5 are rejected from the analysis. The factors ‘Promotional Offer (0.816)’, ‘Low Price (0.905)’, ‘Value for Money (0.817)’, ‘Festival Offers (0.914)’ and ‘Discounts (0.821)’ are highly correlated with each other. These statements reflect
cost related consciousness of buyers of household products; hence, the researcher names this segment as ‘Cost Conscious Buyers’.

a) The second kind of factors explained 10.470% of the variances. In this segment, the researcher took the four important variables such as ‘Quality of products (0.756)’, ‘Power consumption (0.867)’, ‘Design (0.746), and ‘Color (0.692). These statements reflected consciousness to quality of products and hence the researcher grouped it as ‘Quality Conscious Buyers’.

b) This factor explained 9.987% of the variations. In this segment, the researchers took four variables like ‘After sales service (0.596)’, ‘Warranty Period (0.744)’, ‘Availability of Products (0.963), and ‘Availability of spare parts (0.728). These statements reflected consciousness to services support for their products and hence the classification as ‘Service Conscious Buyers’.

c) The factor explained 7.622 percent of the variations. The extracted statements are ‘Gives the Social Status (0.571), ‘Brand Image (0.603) and ‘Shop Image (0.628)’ and these statements indicates the social status of the buyers when using these products. Hence, the segment ‘Social Status Conscious Buyers’.

d) The fifth factor explained 6.756 percent of the variations. In this factor, loading values are very less i.e., 0.425 which is less than 0.5 and hence the variable is rejected.
e) The sixth factor explained 5.260 percent of the variations. In this factor, loading values are very less i.e., 0.404 and 0.354 which is less than 0.5 and hence the variables are rejected.

Suggestions

- It is suggested to the manufacturing concerns of the electronic device systems that it has to take appropriate steps to increase the satisfaction level of male buyers with respect to these factors, as the proportion of male buyers are considerably more than the female buyers.

- Todays’ buyers are active information seekers. They tend to shop more frequently, visit variety of stores and exhibitions to compare the products, style, quality, price before they make their final purchase decision. Hence display of goods at stores must match the lifestyle of the consumer’s whom the marketer intends to approach.

- The buyers of the electronic products are very interested in trying new products and fashions. They always want to be the trendsetters. This would always lead to make them opinion leaders who in turn would influence the buying patterns of their peers, friends and relatives. Hence marketers must always keep this segment members abreast of the new products introduced.

- The preference has profound on consumers' buying behaviour. This gives a clear signal for the manufacturer and marketers of popular brands to sustain their brand loyalty. The makers of weak brands shall strive to find out their reasons for their
unpopularity and venture on strategies to step up the market share in both the explored and unexplored areas.

- To achieve success in the market, it has become highly inevitable to produce goods in such a manner as preferred by the customer, as consumer is the king around whom the entire marketing activity revolves. It can be said that the modern market is consumer oriented and any product success or failure is determined only by the consumers.

**Conclusion**

From the present study it was noticed that the level of satisfaction of buyers using household electronic products varied and it was classified into four categories. The first category is ‘Cost Conscious Buyers’, who purchased the electronic products at the time of discount offers, promotional offers and festival offers. Secondly the ‘Quality Conscious Buyers’, who after getting the discounts and offers, need the electronic products in good quality, design and colour. Followed by the quality electronic products, the buyers expect well equipped service centers hence, the ‘Service Conscious buyers’. Buyers who felt their social status enhanced in using the electronic products were classified as Social Status Conscious Buyers’.

Due to the changing lifestyle of today’s buyers, the role of household electronic products is remarkable. With joint family system diminishing and nuclear families increasing with double income, they prefer the usage of electronic products to save time and energy. Most of the buyers prefer to take the privilege of credit
cards and installment credit for their purchases. It is discovered that buyers persist on specific brands while every purchase and LG modules dominate the household electronic products market.

Despite the basic characteristics of buyers the behavior pattern of buyers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. However it is evident that the present approaches to draw the attention of customers are not adequate. The buyers are particular about the appropriate system of distribution and hence there is a great need for change in the distribution system. It may not be always correct to say that buyers behave in the same way as it much depends on type of products, quality of the products and price of the products. Therefore the producer must be paid special attention at least with regard to price and distribution system to cover the large number of customers. This is mainly because of the fact that the buying capacity of the buyers may not be equal to the earning capacity.