CHAPTER - V

SUMMARY OF FINDINGS, SUGGESTIONS, AND CONCLUSION

This chapter sums up all the findings of the study, suggestions, recommendations to the education promoters, universities, policy maker and Government, conclusion, and suggestions for the future research.

5.1 INTRODUCTION

This study was conducted for the purpose of investigating the buying behaviour of consumer towards the household durable goods in Tirunelveli District, Tamilnadu. The conclusive research design (descriptive and explanatory) was utilized and the normative survey technique was used for gathering data. The questionnaire served as the instrument for collecting data. Totally 385 head of the family either male or female in the study area were selected as the respondents by convenience sampling technique. The study was conducted during the period of consecutive three years initiating from 2014-15 to 2016-17.

The main objective of the present study is to investigate the buying behaviour of consumer towards the household durable goods in Tirunelveli District, Tamilnadu. To achieve the main objective, the following specific objectives are considered:

1. To study the demographic characteristics of the respondents
2. To examine the perception of consumers towards the household durable goods
3. To analyze the buying behaviour of consumers of household durable goods
4. To analyze the impact of various influencing factors on buying behaviour of consumers of household durable goods
5. To offer suitable suggestions based on the results of the study

The information for the study has been obtained from both primary and secondary sources. The primary data were collected through the questionnaire. The
secondary data were collected through all relevant published, unpublished sources and websites. The data collected were subjected to multivariate statistical analysis. They include Descriptive statistics, Chi-square test, One sample t-test, MANOVA, Multiple Regression and Structural Equation Modeling (SEM) technique. The primary data collected were analyzed by using SPSS (Statistical Package for Social Science) version 21 and AMOS (Analytical Movements Structure) version 21.

5.2 SUMMARY OF FINDINGS

From the foregoing chapters, the major findings of the demographic characteristics of the respondents, the perception of consumers towards the household durable goods, buying behaviour of consumers of household durable goods and the impact of various influencing factors on buying behaviour of consumers of household durable goods are summed up and presented below.

5.2.1 Demographic Characteristics of the Respondents

Regarding the demographic characteristics of the respondents, twelve variables were taken up into consideration for this study. In the study, most of the respondents were female. Under the category of age, most of the respondents came under the age category of 31 – 40 years. Regarding the level of education, most of the respondents were educated up to UG level. Regarding the social status of the respondents, most of them belonged to the backward community (BC). Regarding the religions of the respondents, most of them belonged to the Hindu religions. The result on marital status showed that the majority of the respondents were found to be as married. Regarding the domicile of the respondents, most of the respondents were the tenant in the rural area. When considering the family size of the respondents, most of the respondents were having the medium size family (3 – 4 members). In case of current occupation of the
respondents, most of the respondents were working as private employees. The study showed that majority of the respondents were living as a nuclear family. The result on the household monthly income of the respondents showed that most of the respondents were having the household monthly income of ₹ 20,000 and below. The study revealed that maximum numbers of respondents have lived in their own house.

### 5.2.2 Findings on Perception of the Consumers on Household Durable Goods

- It was found regarding kitchen appliances that majority of the consumers have had the good perception on Gas Stove, Mixy, Grinder, and Cooker and they felt that these are essential and comfort product whereas Microwave Oven was not on the list of good perception among majority of the consumers and they felt that it is either luxury or unnecessary product.

- It is inferred that for Home appliances, majority of the consumers are having good perception of Washing Machine, Fan, Television, DVD/CD Player, Iron Box, Wall Clock and Sewing Machine and they felt that these are essential and comfort products whereas they are not having that much of perception on Air Conditioner, Air Cooler, Camera, Tape Recorder, Refrigerator, Vacuum Cleaner and Walkman and they felt that these are either luxury or unnecessary product.

- From the analysis, it is understood that for transport appliances, the majority of the consumers are having good perception on Bicycle and Motorcycle and they felt that these are essential and comfort product whereas they are not having that much of perception on Luna/ Moped, Scooter, and Four Wheeler and they felt that these are either luxury or unnecessary products.

- It is inferred that for personal appliances, the majority of the respondents are having the good perception on Cell Phone and Wrist Watches and they felt that these are essential and comfort product whereas they are not having that much of
perception on Shoes and Computer and they felt that these are either luxury or unnecessary products.

- The study proved that the gender difference of the consumers influenced their perception on household durable goods related to home appliances whereas it did not influence the perception on household durable goods related to kitchen appliances, transport appliances, and personal appliances.

- The study showed that the age difference of the consumers influenced their perception of household durable goods related to kitchen appliances, home appliances, transport appliances and personal appliances.

- The study revealed that the literacy level difference of the consumers influenced their perception on household durable goods related to home appliances and transport appliances whereas it did not influence the perception on household durable goods related to kitchen appliances and personal appliances.

- The study proved that the domicile difference of the consumers influenced their perception on household durable goods related to home appliances whereas it did not influence the perception on household durable goods related to kitchen appliances, transport appliances, and personal appliances.

- The study confirmed that the household monthly income difference of the consumers influenced their perception on household durable goods related to kitchen appliances and home appliances whereas it did not influence the perception on household durable goods related to transport appliances and personal appliances.
5.2.2 Findings on Buying Behaviour of Consumers towards the Household Durable Goods

- It is found that the consumers of household durable goods in the study area have optimistic buying behaviours in the forms of need recognition, information search, evaluation of alternatives, purchase decision, purchase and post-purchase evaluation towards the household durable goods.

- It is concluded that domicile and household monthly income of consumers had significant influences on the buying behaviour of household durable goods and gender, age and literacy level of consumers did not have significant influences on the buying behaviour of household durable goods.

- From the analysis, it is understood that three composite variables namely Information Search, Evaluation of Alternatives and Purchase Decision of consumers towards the household durable goods are significantly positive predictors for post-purchase satisfaction of consumer of household durable goods, and the other two composite variables namely Need Recognition and Purchase are not significantly positive predictors for post-purchase satisfaction of consumer of household durable goods.

- The study found out the following regression equation to predict the post-purchase satisfaction of consumer of household durable goods with the buying behaviour of the consumer of household durable goods namely Information Search, Evaluation of Alternatives and Purchase Decision.

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\text{Post-Purchase Satisfaction} = 4.440 + .269 \times \text{Information Search} + .131 \times \text{Evaluation of Alternatives} + .301 \times \text{Purchase Decision}
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➢ It has been concluded that buying behaviour of consumers towards the household durable goods is significantly impacted positively with small effect due to the inducement factor which consist of advertisement, previous experience, friends, relatives, goodwill of the manufacturer, the reputation of the retailer and retailers' recommendation.

➢ It has been observed that buying behaviour of consumers towards the household durable goods is significantly impacted positively with small effect due to the attributes factor consist of brand name, model, advanced features, durability, comfortable size, colour, price, showroom ambience, showroom location, offers & schemes, guarantee/ warranty, credit facility, maintenance and after-sales service.

➢ It is clearly understood that buying behaviour of consumers towards the household durable goods is significantly impacted positively with small effect due to the promotional factor which consist of the price discount, refunds, coupons, contest, free gift, exchange scheme, guarantee, off-season discount, bundling with other product, lucky draw and free service offer.

➢ It has been proved that buying behaviour of consumers towards the household durable goods is significantly impacted positively by small effect due to the favourable factor that consist of availability of superior quality products, reliable in dealings, reasonable/ competitive prices, wide range of products/ brands available, nearer to residence, credit facility, acceptance of bank credit cards, good and friendly salesmanship, good environment inside the store, more social prestige, store belongs to known people, availability of door delivery facility and scope of bargaining.
5.3 SUGGESTIONS

Any research work can be considered effective only when the fund of knowledge generated through it can be applied to improve the existing practices of education. The following constructive suggestions and recommendations have been made to the manufacturers and the marketers of household durable goods based on the present research study. This would be helpful for increasing the marketing of household durable goods.

5.3.1 Suggestions based on the result of Perception of the Consumers on Household Durable Goods

➢ It is found that the consumers have the good perception on kitchen appliances like Gas Stove, Mixy, Grinder, and Cooker. Hence, it is suggested to the marketers to utilize the scope for huge market through an effective advertising, by focusing more importance on product usage, price, and place of availability. Kitchen appliance like Microwave Oven was not on the list of optimistic perception among the consumers. So, the manufacturers of Microwave Oven should modify the product to market it more suitable for the needs and usage conditions with low price.

➢ It is observed that the consumers have the good perception of home appliances like Washing Machine, Fan, Television, DVD/CD Player, Iron Box, Wall Clock and Sewing Machine. In this regard, it is suggested that the dealers should create the confidence in brand choice among the consumers through the display and another mode of sales promotions schemes. Home appliances like Air Conditioner, Air Cooler, Camera, Tape Recorder, Refrigerator, Vacuum Cleaner, and Walkman were not in the list of optimistic perception among the consumers. Therefore marketers need to frame best pricing strategies, highlighting resale
value, warranty, and guarantee, complimentary discounts etc. Further, companies must be regulating their price as well as provide Equated Monthly Installment (EMI) or Installment facility for purchasing these durables with low interest.

- It could be found that the transport appliances like Bicycle and Motorcycle were on the list of good perception among the consumers. Hence, to further increase the marketing of Bicycle and Motorcycle, efforts should be made to use distribution channels more effectively to reach deeper pockets of the rural and urban market. Consumers were not having that much of perception on Luna/ Moped, Scooter, and Four Wheeler. Hence, conducting the campaigns, exhibitions and trade fairs to create the awareness about these products in both rural and urban areas is very essential.

- It is inferred that the consumers have the good perception of personal appliances like Cell Phone and Wrist Watches, so these companies should concentrate on the technology and product adoption towards potential markets. Consumers were not having that much of perception of Shoes and Computer, so marketers of these products should try to connect with consumers through aggressive marketing by print and T.V advertisement. For instance, by informing them about the features or proposed benefits of the products as it is occasionally true.

- The study proved that the gender difference of the consumers influenced their perception of household durable goods of home appliances. Hence, it is suggested that marketers need to frame strategies for marketing the home appliances based on gender values more than financial, functional and social values.

- The study ascertained that the age difference of the consumers influenced their perception of household durable goods related to kitchen appliances, home appliances, transport appliances and personal appliances. Hence, it is suggested to
the manufacturers to modify the product of kitchen appliances, home appliances, transport appliances and personal appliances to market it more suitable for the needs and usage conditions of consumers based on age difference and they can frame their pricing and individual strategies targeting the age group.

- The study confirmed that the literacy level difference of the consumers influenced their perception of household durable goods related to home appliances and transport appliances. Hence, it is suggested to give proper training to the employees of dealer shops to explain the product features according to the literacy level of consumers and attract them to select a particular brand of home appliances and transport appliances.

- The study ascertained that the domicile difference of the consumers influenced their perception of household durable goods related to home appliances. So, the companies of home appliances should develop entirely new products to rural, urban and semi-urban markets which should be more suitable for their needs and usage conditions. It gives market penetration in rural, urban and semi-urban areas. In addition, efforts should be made to use distribution channels more effectively to reach deeper pockets of the rural, urban and semi-urban markets.

- The study revealed that the household monthly income difference of the consumers influenced their perception on household durable goods related to kitchen appliances and home appliances. In the study, most of the households are getting a monthly income of ₹ 40,000 and below. Hence, it is suggested that the companies of kitchen appliances and home appliances have to change their attitude towards their product manufacturing and produce their budgeted products.
5.3.2 Suggestions based on the result of Buying Behaviour of Consumers towards the Household Durable Goods

- It is found that the consumers of household durable goods in the study area have optimistic buying behaviours during the process of buying the household durable goods. Even though the consumers have optimistic buying behaviours, it is suggested that government of India and Tamilnadu should take necessary steps for development of buying behaviours of consumers towards the household durable goods by various awareness program. This awareness program should consist of how to recognize the need, how to search the information, how to evaluate the alternatives, how to make the purchase decision, how to purchase and how to evaluate after purchasing.

- It is concluded that domicile and household monthly income of consumers had significant influences on the buying behaviour of household durable goods. So, the governments should take necessary steps for development of buying behaviour of consumers of household durable goods from rural and low household monthly income by offering more margins and discounts.

- It is understood that three composite variables namely Information Search, Evaluation of Alternatives and Purchase Decision of consumers towards the household durable goods are significantly positive predictors of the post-purchase satisfaction of consumer of household durable goods. The study found out the following regression equation to predict the post-purchase satisfaction of consumer of household durable goods with the buying behaviour of the consumer of household durable goods namely Information Search, Evaluation of Alternatives and Purchase Decision. Hence, it is recommended to the manufacturers and marketers to
utilize the following regression equation to predict the post-purchase satisfaction of consumer of household durable goods.

| Post-Purchase Satisfaction of Household Durable Goods | = 4.440 + .269 x Information Search + .131 x Evaluation of Alternatives + .301 x Purchase Decision |

- It has been concluded that buying behaviour of consumers towards the household durable goods is significantly impacted positively by small effect due to the inducement factor. So, the manufacturers and marketers should concentrate on the influencing factor of inducement factor by making the advertisement, arrange customer care units and provide hygiene facilities, friendly and humble manners in the shop.

- It has been observed that buying behaviour of consumers towards the household durable goods is significantly impacted positively by small effect due to the attributes factor. Hence, it is suggested that the manufacturers and marketers of household durable goods should always consider the attributes factor like brand name, model, advanced features, durability, comfortable size, colour, price, showroom ambience, showroom location, offers & schemes, guarantee/ warranty, credit facility, maintenance and after sales service to induce buying behaviour of consumers.

- It is clearly understood that buying behaviour of consumers towards the household durable goods is significantly impacted positively by small effect due to the promotional factor. So, it is suggested that the manufacturers and marketers of household durable goods should always consider the promotional factor like price discount, refunds, coupons, contest, free gift, exchange scheme, guarantee, off-season discount, bundling with other product, lucky draw and free service offered to induce buying behaviour of consumers.
It has been proved that buying behaviour of consumers towards the household durable goods is significantly impacted positively by small effect due to the favorable factor. Hence, it is suggested that the manufacturers and marketers of household durable goods should always consider the favourable factor like availability of superior quality products, reliable in dealings, reasonable/competitive prices, wide range of products/brands available, nearer to residence, credit facility, acceptance of bank credit cards, good and friendly salesmanship, good environment inside the store, more social prestige, store belongs to known people, availability of door delivery facility and scope of bargaining to induce buying behaviour of consumers.

5.4 CONCLUSION

The buying behaviour of consumer consists of all human behaviour which reflects in making purchase decisions. An understanding of the buying behaviour of consumer enables a marketer to take marketing decisions which are compatible with its consumer needs. One of the most important areas for marketers to understand in planning their strategies is how a family reaches their purchase decisions. The buying behaviour of consumer is divergent and situational. For household durable goods, such behaviour got different dimensions again. Although the household durable goods sector does not count among the core sectors of the economy, it is immensely significant being a near precise indicator of the nation's economic well-being, especially as a pointer to the distribution of prosperity among different income segments. The potential of household durable goods market is indeed quite enormous. The Indian consumers were indifferent in choosing the household durable goods since a good number of close substitutes were available in the market. However, they have changed ever since India liberalized its economy.
To make the study simple and informative, the current research work is used to represent the household durable goods and the buying behaviour of consumer towards it. The present study highlights the various demographic characters of consumers which influence their buying behaviour towards the household durable goods, namely, gender, age, literacy level, domicile and household monthly income. This research work finds that the consumers have the perception as most essential products are gas stove from kitchen appliances, wall clock from home appliances, bicycle from transport appliances and cell phone from personal appliances. The study proves that the consumers have optimistic buying behaviour towards the household durable goods. The study shows that the buying behaviour of consumers towards the household durable goods is influenced by their domicile and household monthly income except for their gender, age, and literacy level. The study reveals that the post-purchase satisfaction of household durable goods is predicted by the information search, evaluation of alternatives and purchase decision related to the household durable goods. The study reports that the influencing factors like inducement factor, attributes factor, promotional factor and favorable factor impacted the buying behaviours of consumers towards the household durable goods.

Through the study, it is strongly believed that manufacturers and marketing managers of household durable goods could gather information on consumer psychology as they are interested not only in the product but also the buying behaviour of the consumers because it gives them the right orientations for product development and positioning. The findings of the study regarding the buying behaviour of consumers towards the household durable goods provide the scope for repeated purchases and brand loyalty that lead to optimum profitability. The researcher assured that when the above suggestion is considered it is no doubt that the manufacturers and marketers of household durable goods will enable to lay an emphasis on an effective marketing of products. If
the suggestions offered in this study are considered by the manufacturers and marketers of household durable goods, the researcher would feel gratified that the study had served its purpose.

5.5 SCOPE OF FURTHER RESEARCH

No research is perfect and complete in all the respects because it is very difficult for a researcher to touch upon all the aspects of a problem. The present study is also not an exception and opens up certain avenues for further research. In the light of the results and findings drawn from the study, following suggestions are made for further research in the field.

- The study has selected the sample of consumers without any limitations. Further research may be made with the sample of consumers from entrepreneurs, teachers, professionals, government employees and self-employees separately.
- The similar study can be conducted only on either male consumers or female consumers separately.
- It is worthy to undertake a new study on Housewives particularly newly married couple’s buying behaviours towards the household durable goods.
- The study may also be extended over to the sources of information for household durable goods and its impact on buying behaviour of consumers of household durable goods.
- This study may be conducted in other districts also and may be compared the buying behaviour of the consumers of various districts.
- It may be extended to study the attitude, purpose, and preference towards the branded and unbranded household durable goods.
The list which has been given above is, however not exhaustive, but illustrative. There are vast areas in this field which have remained unexplored so far and any attempt to make to develop in them may be both rewarding and instructive. If the present study is able to provide thinking in this direction, the efforts of the investigator would have been amply rewarded.