CHAPTER 6

FINDINGS AND SUGGESTIONS

6.1 FINDINGS

A description of the major findings are presented below:

6.1.1 Demographic Profile of the Respondents

The demographic profile of the respondents is analyzed using the following demographic attributes.

- Gender
- Age
- Education
- Occupation
- Income
- Family Size
- Age of Children
- Type of Family

The majority of the respondents are male in the age group of 30-40 years whose education is a degree. Also, most of them are in the income group of less than Rs. 15,000/- (Net income) per month. The family size of most of them are 4 or less than 4 with their children aged above 12 years.
6.1.2 Categorization of Replacement Buyers

The replacement buyers under study are categorized into 7 distinct classes based on the responses to 37 variables. The classification is as below.

1. Tech Savvy buyers
2. Price Advantageous buyers
3. Need Conscious buyers
4. Status Related buyers
5. Dissonance driven buyers
6. Internal Agency Induced buyers
7. External Agency Induced buyers

6.1.3 Gender-wise behavior to replacement purchase

In respect of replacement purchase male and female have similar opinion towards replacement.

6.1.4 Age-wise behavior to replacement purchase

The respondents in the age group 30 – 40 years accounting for 55% of the sample are in favor of replacement.

6.1.5 Education-wise behavior to replacement purchase

Graduates forming 72% of the sample are mostly in favour of replacement purchase.
6.1.6 Occupation-wise behavior to replacement purchase

On the basis of occupation replacement purchase is most favored by the private sector employees.

6.1.7 Income-wise behavior to replacement purchase

The sample size constitute about 80% of respondents within the income group of less than Rs. 15,000/- (Net income) per month and they favor replacement purchase

6.1.8 Family Size wise behavior to replacement purchase

On the analysis of family size, more favourable opinion towards replacement is expressed by family size 4 and less than 4.

6.1.9 Findings Pertaining to Categorization of Buyers

Among the seven categories of buyers reported earlier the Need Conscious buyers favor most to replacement purchase and next most favorable category is the status-related buyers.

6.1.10 Findings Pertaining to the Replacement Purchase of Television, Refrigerator and Washing Machine

On the factors influencing replacement purchase in the case of Television, the ‘influence of family members’ is the most influencing factor. ‘Availability’ ‘service facility’, and ‘influence of sales persons’ rank equally as the next most influencing factors.
Of the listed product factors influencing replacement purchase in Refrigerators, the most influencing factor is ‘Performance’ followed by ‘Product Features.’ The third most influencing factors is ‘Technology’, ‘Quality’ and ‘Capacity’ occupies the fifth and sixth ranks respectively. ‘Aesthetics’ follows next and then the ‘Personal Reasons’ of the Refrigerator.

The product features listed in the case of the washing machine. ‘Quality’ of the product ranks first. ‘Technology’ of the machine and ‘Foreign Collaboration’ assured in the product ranks second and third positions respectively. ‘Brand Image’ used in the manufacture of the product ranks fourth. ‘Product Features’ and ‘Appearance’ are ranked the fifth and sixth. ‘Performance’ of the Washing Machine occupies the next position.

The service factors influencing replacement purchase in Television. ‘Assurance for Service ’ is ranked first, followed by ‘Immediate Attention’ to service’ that ranks second. ‘Reliability of Service’ is ranked third by the buyers.

Of the service factors influencing replacement purchase in Refrigerator, ‘Assurance for Service’ is ranked first, followed by ‘Immediate Attention’. ‘Reliability of Service’ is ranked third. The ‘time taken for service is ranked fourth and the ‘Courtesy of Service’ the fifth.

Regarding the service factors that are important in the replacement purchase of washing Machine. ‘Reliability of Service’ is ranked first by the buyers. ‘Assurance for Service’ is ranked second, ‘Immediate Attention’ the third.
6.2 DIRECTIONS FOR FURTHER RESEARCH

Further research may be attempted on the following lines.

- The present study taken into account select number of consumer durables such as Television, Washing Machine, Refrigerator. Attempts may be made to study on other household products such as Grinder, Mixie; communication products such as Cell Phone and Transportation products such as Two-wheelers, Cars.

- The research has been conducted in Chennai city and hence similar studies can be conducted in other cities in Tamil Nadu.

- A comparative study between rural and urban customers may be intensity and may reveals some more features.

6.3 CONCLUSION

The study presents an in depth market scenario of the durable sector in India. This sector is highly volatile as economies of scale are the rule of thumb for survival. Mergers, Takeovers and Acquisitions are the common methods that companies adopt for keeping afloat in the market.

Further the study brings to light the most important factors in terms of both product and service factors that customers care for in a replacement purchase. The clusters that are formed on the basis of the study helps to relate common factors that are of importance in a replacement purchase. The proximity analysis describes the factors that are closely related which result in
replacement purchase of the durables under study namely the Television, Refrigerator and the Washing Machine.

In the context of intensive competition that dominate in the durable goods market replacement market is emerging as a niche market with wide scope for expansion as such it is hoped that the findings of this study would serve meaningful purposes.