CHAPTER VI
CONCLUSION
CONCLUSIONS

**Conclusion 1:** Mean logical-related scores is significantly greater than mean emotional-related scores i.e. logical-related features are more important than emotional-related features.

**Conclusion 2:** Correlation between consumer’s income and price preference is not equal to zero in case of all respondents and women. However for men this coefficient is significantly equal to zero. This implies that, there is a positive association between income of women and price preference. However high income in men is not associated with high price preference.

**Conclusion 3:** There is no significant association between consumer’s income and brand preference in case of all respondents and women. However for men there is a significant association between income and brand preference.

**Conclusion 4:** There is an inverse association between age and importance of emotional and logical features of handset in case of men. However there is a positive association between age and importance of emotional and logical features of handset in case of women. The higher age in men was associated with lower preference for variety of product features. But higher age in women was associated with higher preference for variety of product features.

**CONCLUSION 5:** In general in men and women there is a significant (positive) association between logical and emotional buying motives. However it is interesting to note inverse association between the emotional buying motives and quality preference among women. Also there is no correlation between emotional buying motives and security aspects among women consumers.

FINDINGS

- The most important emotional-related features as per the consumers’ points of view are configuration and elegance.
• The most important logical-related features as per the consumer points of view are suitable battery, phone book, SMS and reminder.

• The purchasing decisions of men and women are more affected by logical-related features rather than emotional-related features.

• The highest percentage of positive attitudes of consumers towards handset features is related to configuration feature, 97%.

• The lowest percentage of positive attitude of consumers towards handset features is related to TV feature of handset, 30%.

• The most negative attitude of consumers towards buying motives is related to the amusement motive, 34.5%.

• The most positive attitude of consumers towards buying motives is related to quality motive, 84%.

• The purchasing decisions of more than 80% of respondents are influenced by quality motive.

• The purchasing decisions of 70% to 80% of respondents are influenced by need and conformity motives, security motives, health and safety motives, time and efforts saved motives, and convenience and comfort motives.

• The purchasing decisions of 40% to 70% of respondents are influenced by fashion and Imitation motives, economy motives and amusement motives.
On the basis of respondents’ responses the following ranks for 9 buying motives under the study were determined:

<table>
<thead>
<tr>
<th>Buying Motive</th>
<th>%</th>
<th>Rank</th>
<th>Buying Motive</th>
<th>%</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>84%</td>
<td>1</td>
<td>Convenience and Comfort</td>
<td>71%</td>
<td>6</td>
</tr>
<tr>
<td>Need and Conformity</td>
<td>75.25%</td>
<td>2</td>
<td>Fashion and Imitation</td>
<td>69.25%</td>
<td>7</td>
</tr>
<tr>
<td>Security</td>
<td>74.25%</td>
<td>3</td>
<td>Economy</td>
<td>65.75%</td>
<td>8</td>
</tr>
<tr>
<td>Health and Safety</td>
<td>73.5%</td>
<td>4</td>
<td>Amusement</td>
<td>46.75%</td>
<td>9</td>
</tr>
<tr>
<td>Time &amp; Effort Saved</td>
<td>72.75%</td>
<td>5</td>
<td></td>
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</table>

**SUGGESTIONS**

- It is ascertained that the consumers while making decision are more affected by logical buying motives rather than emotional buying motives. Therefore, the R&D committees in companies should pay much attention to this characteristic of consumers.

- One of the most important issues in this era in marketing is product convergence. In mobile handset market it could be consider as the best combination of different features, which satisfy different consumers’ needs. The features’ portfolio should be a suitable combination of logical and emotional features for maximizing consumer’s satisfaction.

- One of the most powerful motivators for purchasing decision in the handset market is quality motive. Therefore, the handset producer companies should focus on this motive.

- Social status is one of the most important needs of consumers in the handset market. Therefore, the companies should pay much attention to this need. Configuration and elegance are two important features of handsets, which are related to social status of consumers and highly demanded by them.
- The companies should conduct research periodically to identify the changes in buying motives of consumers with the passage of time. Because with the technological advancements the companies should spend huge amount of money for purpose of product development and technological innovation and that should be spend in the right direction.

- Allocating necessary budget for purpose of developing the products should be a function of those buying motives that are very important for consumers.

- The consumers are influenced by both logical and emotional-related product features. Therefore, the mobile handset producers should consider the best combination of two groups’ features for producing a product. And those features should be highly demanded by consumers and maximize the satisfaction of their needs and desires.

- The most important handset features as per the consumers points of view should be consider as a basis for doing further research to increase the capability of each handset feature.

- Classifying product features to two categories, emotional-related and logical-related, will help the handset producers to consider both features for producing a product. Therefore, they can satisfy emotional as well as logical related desires of consumers.

- To allocate different ranks to different buying motives of consumers on the basis of a scientific marketing research, will help the management of companies to focus on the most important buying motives of consumers while making decision regarding produce of a new product.