



Chapter VI

CHAPTER VI

FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 FINDINGS

Profile of the respondents

Majority of the respondents are young who are between the ages of 20-40 years. Out of 400 respondents, 39.8 per cent of the respondents are between the ages 20-30 years, while 33.5 per cent of the respondents are between the ages of 31-40 years. Only 0.5 per cent of the respondents are above the age 60. 95 per cent of the respondents are educated. 53.5 per cent of the respondents have college education while 32.3 per cent of the respondents have school education. 83.3 per cent that is majority of the respondents are married. 65.8 per cent of the respondents have one or two children. 19.4 per cent of the respondents have three or four children, while only 0.3 per cent of the respondents have children above six and 12.3 per cent of the respondents do not have children at all. 42 per cent of the respondents belong to the occupation of other category other than government organization, private organization, professional and business. 65 per cent of the respondent's income is less than Rs.10, 000. Only 6.8 per cent of the respondent's income is above Rs. 30,000. 61.3 per cent of the respondent's family income is between Rs.10000 to Rs.50000. Only 7.5 per cent of the respondent's family income exceeds Rs.75, 000. 68 per cent of the respondents live in independent family system while only 32 per cent of the respondents live in joint family system. Majority that is 59.2 percent of the respondent's family have less than four members. 33.5 per cent of the

respondents have 5 to 9 members in the family and only 1 per cent of the respondents have more than 19 members in the family.

Factors influencing the purchase of the respondents

About 34.0 per cent of the respondents have moderate influence towards offers and discounts. 41.2 per cent and 29.5 per cent of the respondents have high and very high influence towards brand. 32 per cent of the respondents have moderate influence towards advertisements. 34 per cent of the respondents are moderately influenced by price while 35 per cent of the respondents are highly influenced by price. 40.5 per cent of the respondents have very high influence towards the service rendered. 43.5 per cent of the respondents are highly influenced by the product. Majority of the respondents that is 53.2 per cent are very highly influenced by quality. 30 per cent of the respondents have very low influence towards sales person, 25.8 per cent of the respondents have moderate influence toward sales person. 32 per cent of the respondents are highly influenced by the shop and 31 per cent of the respondents are moderately influenced by shop. 35.5 per cent of the respondents have very high influence towards warranty. Highest per cent of the respondents have high and very high influence towards the factors like brand, price, service, product, quality, shop and warranty. They are moderately influenced towards offers/discount sales and advertisements, while only low influence towards sales person. This clearly indicates that the respondents do not have high influence for offers and discount sales and for advertisements. But only for the brand, price, service, product, quality, shop and warranty which is very essential for the purchase. They are not much influenced by sales person. This is due to the ineffectiveness of the salesperson.

Respondents do not purchase during offers just for the sake of offers and discounts but they give more preference to the quality of goods

which is ranked first using weighted average method with sum of scores (1726) and next preference is given by the respondents for the product which ranks second with sum of scores (1589) and brand is ranked third with sum of scores (1563). The respondents give least preference to the offers/discounts and sales person which stands in the ninth and tenth rank with sum of scores (966) and (1316) respectively.

Purchase decision of the respondents

Around 45.5 per cent of the respondents consult their purchase with family members and 34.5 per cent of the respondents with spouse and only 12.3 per cent of the respondents take decisions on their own. 36.8 per cent of the respondents are influenced by spouse and 17.8 are influenced by children in their purchase decision. Only 20.5 per cent of the respondents decide on their own without the influence of anyone. 40.8 per cent of the respondents feel that their ideas are accepted to great extent in purchase. 3.2 per cent of the respondents feel that their ideas are not all accepted at the time of purchase. 44 per cent of the respondents feel that to some extent pressure is given to accept others ideas at the time of purchase. 43 per cent of the respondents feel that they have great extent of involvement in purchase decision, 0.7 per cent of the respondents feel that they do not have any involvement at all in purchase decision. It was found that respondents belonging to joint family consult the family for purchase decision. It is also found that influence of family members in purchase decision is dependent on the type of family. Respondents in independent families are influenced by their spouse in purchase decision.

Education of the respondents in purchase decision

Acceptance of ideas by the respondents depends on the educational level of respondents; ideas of women possessing higher education are more accepted in purchase than less educated. Money spent on specialty goods depends on the educational level of respondents. Women having higher education spend amount between Rs.10,000 to Rs.50,000 in a year for purchasing speciality goods during offers. Respondents purchasing more than Rs. 50,000 are very less. Involvement in the purchase decision of the respondents depends on the educational level of the respondents. Involvement in purchase decision among educated respondents is at great extent when compared to the less educated and uneducated respondents. Educational level and influence of family members are associated. Educated respondents are highly influenced by spouse in their purchase decision irrespective of their education. It is clear that there is association between the level of education of the respondents and the factors like brand and shop. While there is no association between the levels of education of the respondents and the factors like offers and discounts, advertisement, price, quality, service, product, sales person and warranty.

Purchase behaviour of the respondents

About 60.2 per cent of the respondents purchase speciality goods 1-3 times during offers 24.2 per cent of them buy 4-7 times. Except for 8.8 per cent of the respondents others buy the goods during offers. 39 per cent of the respondents spend between Rs.10,000 - 25,000 and 34 per cent of the respondents spend less than Rs.10,000 in a year to purchase speciality goods and only 5 per cent of the respondents spend above Rs. 50,000 in a year to purchase speciality goods. 60.8 per cent of the respondents said that they have got advice from others that not to purchase during offers and 39.2 per cent of the respondents said that they did not get any such advice. Out of the

respondents who have got advice not to purchase during offers, in that 40.3 per cent of the respondents said that it was due to old stock, 21.4 per cent of the respondents felt it was due to inferior goods and 19.8 of the respondents felt it was due to outdated goods. 5.3 per cent of the respondents said that due to heavy crowd they were advised not to purchase during offers. 38.2 per cent of the respondents feel that the competitive brands are highly competitive, while only 3.5 per cent of the respondents feel that they are very less competitive. 47.2 per cent of the respondents are very clear with the discounting methods while 21.8 per cent of the respondents said it is not clear, 19 per cent of them have said it is confusing while 8.8 per cent of the respondents have said that the methods are unethical.

53.8 per cent of the respondents make payment by cash at the time of purchase during offers, when compared to other modes of payment like credit card, installments, hire purchase, chit fund and bank/financial institution. Through factor analysis hire purchase and installment payment are associated and grouped as partial payment, credit card and bank/financial institution payment as post payment factor while cash as the immediate payment factor. It was found that that the occupation does not significantly influence the mode of payment towards purchase of speciality goods during offers except for the credit payment.

Goods preferred by the respondents and the time taken to purchase during offers by the respondents

Automobiles

24.5 per cent of the respondents have low preference towards purchase of automobiles and only 10.5 per cent of the respondents have very high preference towards purchase of automobiles. 31.5 per cent of the respondents take months and 27 per cent of the respondents take years to

purchase automobiles while only 11.2 per cent of the respondents take hours to purchase automobiles.

Electronic Goods

30.8 per cent of the respondents have high preference towards the purchase of electronic goods. Only 11 per cent of the respondents have low preference towards the purchase of electronic goods. 30 per cent of the respondents take weeks and 28.8 of the respondents take months to purchase electronic goods. Only 11 per cent of the respondents take years to purchase electronic goods.

Home Appliances

31.7 per cent of the respondents have high preference towards the purchase of home appliances while only 6.8 per cent of the respondents have very low preference towards the purchase. 29.8 per cent of the respondents take days and 24 per cent of the respondents take months to purchase home appliances while only 9.8 per cent of the respondents take years to purchase home appliances. This reveals the utility and the income of the respondents.

Jewellery

30.8 per cent of the respondents have high preference towards the purchase of jewellery while only 11.2 per cent of the respondents have very low preference towards the purchase of jewellery. 37 per cent of the respondents take months to purchase jewellery while 17.3 per cent of the respondents take years and only 13 per cent of the respondents take hours to purchase jewellery.

Furniture and Fittings

20 per cent of the respondents have low preference towards the purchase of furniture and fittings while only 7.5 per cent of the respondents have very high preference towards the purchase of furniture and fittings. 35.2 per cent of the respondents take months to purchase furniture and fittings and 22 per cent of the respondents take weeks to purchase furniture and fittings while 15 per cent of the respondents take years and 6.5 per cent of the respondents take hours to purchase furniture and fittings.

Textiles

34.3 per cent of the respondents have very high preference and 31.5 per cent of the respondents have high preference towards the purchase of textiles. While only 5.3 per cent of the respondents have very low and 8.2 per cent of the respondents have low preference towards the purchase of textiles. 38.2 per cent of the respondents purchase textile within hours and 26 per cent of the respondents take days. Only 8 per cent of the respondents take years to purchase textiles.

Housing

29.1 per cent of the respondents have very low preference towards the purchase of house while only 11.5 per cent of the respondents have very high preference towards the purchase of house. Majority of the respondent's that is 60.5 per cent take years to purchase house, 21.2 per cent of the respondents take months while only 4.5 per cent of the respondents take hours to purchase house.

Regarding the preference towards the purchase of speciality goods during offers it was found that respondent's preference towards the purchase of home appliances, jewellery, textiles and electronic goods are high during offers while for automobiles, furniture and for housing the preference is very low. While with regard to the time taken to purchase the speciality goods the respondents take years while purchasing housing and days for textiles. For goods like automobiles, jewellery and furniture they take months while for home appliances and electronic goods they finish the purchase within days and weeks. Respondent's attitude towards the preference and time taken to purchase speciality goods depends on the value of the product.

Attitude of the respondents towards brand and advertisements

It is very clear that education of the respondents has no influence in selecting the brands neither it is Indian nor Foreign brands. But respondents prefer Indian brands when compared to Foreign brands because the mean scores of Indian brands are greater than Foreign brands.

It was found that the respondents are highly influenced by the television media which is ranked first with sum of scores (1666) next by newspaper which ranks second with sum of scores (1444) and third by magazine with sum of scores (1252). It is clear that the respondents are not influenced by sales person as it is ranked last with sum of scores (894). The influence of television media play a vital role discarding the others as it stands first.

Through factor analysis it was found that quality, brand and product were associated and grouped as essential factors, offers and discount sales as attractive factors while shop and sales person as desirable factors. In medias magazines, newspapers, mobile and internet were associated and grouped as medium coverage medias, banners/posters, hoardings and pamphlets as low coverage medias while television as the high coverage media.

Post purchase behaviour

The opinions of the respondents on quality, brand and service of speciality goods during purchase and after purchase are highly deviated. This implies that the scores relating to quality, brand and service after purchase are very low as compared with during the purchase of the speciality goods by the respondents.

It is found that respondents have received real benefit in the purchase made during offers. Respondents are charged higher price only sometimes and not always in purchase of speciality goods during offers. It is found that respondents have not gone for lower quality of goods while purchasing during offers. The respondents always purchase the same brand during offers this reflects their brand loyalty towards the product. Respondents do not always recommend to their friends to purchase during offers, only when the respondents are satisfied with their purchase they will recommend to their friends. The respondents are not satisfied toward the service rendered during purchase at the time of offers. The respondents have often experienced purchasing outdated goods during offers.

6.2 SUGGESTIONS

- It is evident from the Table 4.33 and 4.34 that the respondents associated with joint family or independent family do not make their own decision in purchase of speciality goods but they do depend on their spouse and family members. This makes women more dependent and hinders them in their empowerment. Women should be given full freedom to take decisions on their own.

- It is obvious from the Table 5.2 that only very fewer respondents spend more than Rs.50000 per year to purchase speciality goods during offers. It is clear from the Table 5.1 that the frequency of purchase is also very less. This may be due to lack of guarantee given to the product. So the marketers when they sell during offers, they should give assurance to the quality of the goods through warranty and guarantee. Due to this sales may increase during offers.
- From the Table 4.15 and 4.16 it is clear that sales person do not influence the women consumers to purchase. Though women are easily accessible at home, sales person fail to influence them. It may be due to ineffectiveness of sales person. It can be overcome by giving adequate training to the sales person in proper technical aspects. Apart from having very good knowledge about the product, he should play different roles like a psychologist, a friend, an adviser etc. with the prospect.
- Product and quality takes the upper hand in the purchase made by women. Shop or the company from where they purchase is ignored is evident from Table 4.16. So advertisements are very essential for shops and also many attractive sales promotional techniques can be adopted by the shop to attract the consumers. Marketers should not compromise on the product and quality even while selling during offers.
- The study reveals women are not influenced by the offers and discounts because they ranked offers/discount only as ninth in Table 4.16 when compared to all other factors which influence purchase. This is because they have an idea that only outdated, old stock and low quality goods are sold during offers, and

this is justified by the researcher from the Table 5.4. The sellers should justify on what account the offers is made to the consumers. The study further insists on this aspect as the world is very transparent today.

- The method adopted for discounting or offers should be very clear and understandable by everyone whoever purchases, because educational qualification cannot be a parameter for purchasing the product. It is evident from the Table 5.6 that other than 47.2 per cent of the respondents have given only negative answers towards the clarity in discounting methods.
- Some marketers adopt unethical methods in selling during offers. They may sell damaged goods, inferior goods or they may even increase the price and then pretend to decrease it. Actually there will not be any gain for the consumers but they suffer only loss. Business ethics is very important to retain the consumers and to earn their loyalty.
- It is obvious from the Table 5.11 that the respondents give more priority to Indian brands when compared to Foreign brands in their purchase. This may be because they are afraid of after sales service and non availability of spare parts in the long run if they opt for foreign brands. When foreign companies give assurance on such aspects there are chances for this trend to change.
- From the Table 5.9 it is clear that the majority of the respondents make payment through cash and very less respondents use credit card for purchase of speciality goods. Even in this fast growing technological environment some marketers insist on cash payment from the customers during offers. Percentage of customers using smart cards and credit

cards are increasing and the customers do not want to carry cash with them as it is highly risky. So the marketers should come forward to accept any mode of payment preferred by the customers according to the convenience of the customers.

- Table 5.8 and 5.7 indicates clearly that majority of the consumers take years to purchase the house and they have less preference towards the purchase of house. The cost of the product is very high and also may be due to more formalities like arranging for loans and registration. The purchase formalities can be reduced by the marketers. Initiatives can be taken by introducing attractive offers in selling houses thereby the consumers preference towards purchase of house can be increased. The government and some private companies are also working on low cost housing which may bring a boom to this industry in future.
- Respondents are really benefited in their purchase; this is indicated in the Table 5.20 which analyses the post purchase behaviour. The marketer should target those consumers and motivate them to advice others. They can also be used as promotional tool. This creates awareness to others and also increases the credibility of the product as well as regarding offers.
- There is a vast deviation in the behaviour of the consumers towards quality, brand, and service during purchase and in post purchase period. This is proved by the researcher through the Table 5.19 and Table 5.19(a). Therefore the marketers should focus their attention towards these three factors during sales and offers. There should not be any compromise by the marketers in regard to these three factors. Especially

marketers should not show any variation in the service provided to the consumers when they sell during offers. The consumers expect the same type of service whenever they buy the product, it may be during offers or it may be during normal sales.

6.3 SCOPE FOR FUTURE RESEARCH

- A study involving the product designer will have a day which is not too far to meet the home maker on the choices and utility oriented preferences. Hence there is scope for product designers vis-a-vis choices of home makers to coincide in future research.
- Extension of this research can invoke stress level and related behaviours among women due to job responsibilities and disadvantages of nuclear families are at increasing levels. The related security impact should also grow. Research in stress relievers for the behavioural patterns is a good research in this area.
- Research can be conducted with the the manufacturer and his honesty in production will reduces bad design and hence the offers and second sales will simultaneously reduce. Research in export excesses, production surplus will help both the producer and the buyer.
- Research can also be extended when women are considered to be a weaker sex in the society; they should be made aware through wide propaganda and be well informed about the discounts, sales, seasonal discounts etc. A research in this area will be helpful in consumer behavioural study.
- Research can also continue when the producers should have cost conscious in their mind while production takes place and

avoid cost excesses. Research should be conducted for better utility of products for human consumption and usage, before they appear in the market and thereby reduction of corrective measures in the future can be avoided.

6.4 CONCLUSION

Women participation in the workforce made a change in the socio-economic status. As the women of work force increase in number, they are responsible for 100 per cent of the growth in the household income. Women's earnings are growing faster when compared to men's earnings. Because of this, women are becoming more sophisticated in their consumption habits. A large percentage of them entered workforce and their disposable income has risen in the last few years. These women seek convenient and effective speciality goods. They have less free time, thereby demanding faster solutions to their needs.

Women are the main decision makers when it comes to purchasing speciality goods. Women are not only the major decision makers but also play major role in influencing the behaviour of women of the family members. Though marketers recognize the family as a basic decision making unit they mostly fail to examine the attitudes and behaviour of the home maker, who are the major and final decision makers. Appealing only to influencers or purchasers may be a narrow and less effective marketing strategy. Therefore marketers must carefully analyze the factor that enter into judgment of decision making and also acquire a clear understanding of women.

The researcher has made an attempt in studying the consumer behaviour of women. Through buying during offers women make contributions to the economy of the family. Finding the best deal in purchase women find ways to lead their family in limited budget. They live under a

good deal of pressure. This made the researcher to finalize the topic in the behavioural analysis of women consumers during offers on speciality goods. The study was made with the women in Vellore. Objectives were framed and hypotheses were formulated for the study. Through the questionnaire researcher collected the primary data and used various statistical tools to analyze the data. Introduction of the study is presented in the first chapter and collected review has been described in the second chapter. Third chapter gives the conceptual framework of the study. The analysis was divided into two and it is clearly presented by the researcher in fourth and fifth chapter. The fourth chapter analyses the purchase behaviour of the respondents relating with demographic factors and fifth chapter analyzes the purchase behaviour and post purchase behaviour of the respondents. The sixth chapter highlights the findings, gives suggestions and concludes the study.

The research concludes with a very interesting framework, purchase and post purchase behavioural analysis and the demographic characteristics thereon. The researcher finds it interesting to conclude the study wherein which certain well developed models have been adopted for the study which includes the stimulus characters of markets and the surroundings thereon. The buyer's black box adopted which analyses the buying behaviour and decision process. This incorporated model has been very much useful to understand certain concepts like know your product, brand, buying time, buying price etc. Other models also motivated the researcher to include them as conceptual framework for understanding the consumer through behavioural, subjective and pursued intention in order to get control of the actual behaviour.

The researcher attempted in two types of behavioural analysis the buying behaviour and post buying behaviour. In buying behaviour, the researcher has taken the demographic characters along with influence,

consultation, decision making etc. The researcher further emphasis the education, marital status, type of family, family members, children, occupation, income and consultations of purchase decision appear in chapter IV, satisfies the full and full study of behaviour taking into consideration the demographic characters.

The researcher has not left only with analysis but gone up to the extent of rating the factors with appropriate empirical study like education, influence of brand, influence of price, influence of service, influence of sales person and the influence of shop through appropriate tools. These tests have observed hypotheses and the related expected hypotheses results, which has given symmetrical and asymmetrical conclusions. The researcher also justifies in areas like money spent on purchase, advice sought regarding purchases, purchase during offers, reasons for not purchasing during offers, opinions regarding competitive brand, clarity in methods etc. The analysis on these areas sounds good with duly emphasis tables and figures. Goods preferred during offers have upwards trend and low profile trend categories, upward trend are in textiles, jewellery, home appliances and electronic goods. Whereas on the other hand automobiles, furniture and fittings and housing has low profile in the set study.

The researcher was keen in studying the payment method adopted by the respondents the finance and advance made by banks, chit funds, hire purchase, installments and credit card. Only cash payment is very high compared to others. The psyche of the respondents in this area is more towards cash and carry even during offers. As regard to media television dominates to the maximum and gets the first rank in the ranking system. This is followed by newspaper and magazine. The analysis on Z test for comparison between foreign and Indian brands with null hypothesis resulted in rejection and concludes with a difference in mean score between Indian and foreign

brands. The overall conclusions with respondents preferring Indian brands to foreign brands.

The researcher attempted factor analysis for advertisement, factors influencing purchase and mode of payment. The rotated component matrix thereby revealed as essential factors considering quality, brand and product. Attractive factors like discount and advertisement and desirable factors such as sales person and shop. The researcher was not satisfied with the above was further pushed to find the role of medias in purchase through rotated component matrix and the same was graded as medium, low, and high. High coverage was television, medium coverage was magazine, mobiles and internet and low coverage were pushed to banners, pamphlets and hoardings.

The researcher was not tired enough in the research approach; it was further extended to factor analysis to know the rotated component matrix for mode of payment. The immediate payment was cash which was helpful and completed for both buyer and seller. The second preference is hierarchy falls on installment and hire purchase as partial payment. In this both the buyer and the seller discharge their liability to some extent. The post payment or delayed payment falls on credit card and financial institutions, which is the order of the day other than Indian money market, which prefers plastic money and credit money, this component has to still improve in Indian structure which has a slightest reflection in this study also. The researcher has also studied the different medias, in two aspects such as print and electronic media. Both the aspects don't have difference but converges and concludes that electronic media and print media motivated the consumer equally to purchase.

The researcher further emphasis on the opinion during purchase and post purchase on measured items of quality, brand and service, there is a significant difference when compared to pre purchase and post purchase. The

psychology of the respondents diminishes after the purchase. There is dissonance behaviour with the buyer as regard to the purchases made and thereafter. The researcher has completed the study with respective international and national literatures on buying pattern, consumption, behavioural analysis, desire, the great deal made by women, women consumer behaviour, thoroughly enjoying attitude etc.

In today's business environment, women's status has been improved a lot; women have contributed a lot in shaping the society. They are the prime agents of society's transformation. This study will definitely benefit the market and the society at large.