

CHAPTER - IV

FINDINGS, CONCLUSIONS AND SUGGESTIONS

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This study has been concerned with examining the different dimensions of consumer behaviour. They are pre-purchase behaviour, while purchase behaviour and post-purchase behaviour. It also includes motivational factors shaping consumer behaviour, consumers loyalty about the brand and shop. In this study a total 80 sample customers were interviewed. Out of which 36 are Colour TV set holders, 27 are 20" B & W TV set holders and remaining 17 are 14" B & W TV set holders. The unit of investigation is a household or a family. The final sample is selected through convenient sampling method. The information was collected from the households through close ended questionnaire. For getting information about sales, distribution and other local dealers problem, an open ended questionnaire was administered to the President, 'Kolhapur Radio Electronics Dealers Association' which is the local Association of TV dealers. The salient findings of this study are given below.

Profile of Consumers

An overwhelming majority of households are from 'service' field, followed by 'Business and 'Profession' and 'Agriculture'. About 55% respondents in the sample belongs to 'lower middle class' and 'middle class' of the society having monthly income upto Rs. 2500/-. Most of the respondents are from 'A' and 'E' Ward of 'Kolhapur Municipal Corporation'.

Buying a television is a rare thing as it is a speciality product as well as costly. It is also a family purchase. Television is purchased with the help of friends, family members, colleagues etc. Consumer selects such a product very carefully.

F I N D I N G S

PRE-PURCHASE BEHAVIOUR

1) Problem of Recognition :

Consumers buying process begins with need arousal or problem recognition. It was found that 'children' are initiators in most of the television purchases. As per their demand elders started thinking of purchase of a television. Other initiators are 'spouce' , 'elders' respectively.

2) Interruptions in proposed purchase of TV :

Reactions of other family members is an important

factor in buying process. Especially elders oppose the new concepts. But in this study, it was found that elders reactions on proposed purchase of TV are positive some reactions were negative. The main reason of negative reaction is 'Television is a time spending instrument'. It means everybody will sit before the TV apart from his work. The other negative reactions are 'TV is harmful to eyes' and 'TV is an Idiot Box'.

3) Motive of purchase :

Speciality goods like television are purchased as a social status symbol. The only motive of majority of respondents is that they have purchased television as their neighbours have a television.

4) Information Gathering :

Respondents have gathered information about televisions before purchasing. They gathered this information, from dealers and commercial media like advertisement, newspapers, magazines, television, radio etc. Some of them inquired personally.

5) Brand Awareness :

Consumers are aware of various television brands and models. It was found that most of the consumers knows about 4 to 6 brands of television.

6) Time lag between need arousal and actual purchase :

The period between problem recognition and actual purchase is very important aspect in consumer buying process. It was seen that about 85% consumers spent time for actual purchase after the need recognition. Only 12.5 percent consumers purchased their televisions immediately after need arousal. It was seen that the time lag is three months to one year. For the large number of respondents purchased their televisions after a year.

7) Influence of family members and Reference Group on the selection of TV :

When a consumer is going to buy a television set, it is experienced that his selection is influenced by other members. About 95 percent consumers select their television with the help of others. These influencers are 'Colleague', 'friends', Neighbours' 'relatives' and 'dealers' whereas only 5 percent consumers have selected their televisions without anyone's influence.

8) Shop awareness/Shopping behavior : (Shop loyalty)

The respondents have purchased their television sets from the related dealer. Consumers and dealers

are related with each other as 'friends' 'relatives' 'regular dealer' etc. About 45 percent respondents purchased their televisions from 'regular dealers' from whom they are purchasing other electronic and electric products. Remaining consumers purchased their televisions from the dealers who are their 'friends' 'relative' friends dealer' respectively. About 12 percent consumers purchased their televisions from an unknown dealer.

WHILE PURCHASE BEHAVIOR

1) Brand Availability and dealers contribution :

Availability of various brands is major factor in every purchase. It was found that more than three brands were there in the shop at the time of purchase. There were very few shops (about 12 percent) where there are less than three brands available.

While selecting a particular brand, dealers plays an important role by giving information about brand and stressing on a particular brand. It is seen that in most purchases, dealers stressed on a particular brand while the selection of a television.

2) Market Segment :

Consumers have purchased television sets of various brands in two size. In colour segment they have



purchased 20" models and in the B & W segment they have purchased 20" and 14" size models. In 1987-88 14" colour television models were rare. In the B & W segment also small size models (12", 6", 4" etc.,) were rare in the market. At present many companies have brought their 14" colour models into market. But comparatively sale of these models is very low.

3) Selection - Colour Television set :

A) Product Attributes and selection of TV :

while buying a colour television set the respondents considered 'good picture quality' as an important product attribute. It includes picture sharpness, sound quality, colour quality, shape etc., Other attributes are 'Good economic condition', to purchase colour television. 'Not replacing again and again', It means they do not like to change model again and again. Generally people buy B & W models firstly, then fade up with it and replace it with colour model. Some respondents adopt this practice and purchased TV as a replacements of B & W TV.

B) Preferences to words quality and price of CTV :

It was found that consumers prefer 'quality' of TV than 'Price' while purchasing colour television set.

C) Selection of a particular brand of CTV :

While selecting a particular brand, the CTV holders preferred 'picture quality' as a major attribute followed by 'Price', 'Credit facilities', 'Hire purchase facilities' and 'after sales services'. About 80 percent respondents preferred 'quality' of a particular brand while selection. About 9 percent respondents preferred 'price' and remaining respondents (four respondents) opted for 'credit facilities', 'Hire purchase facilities', 'brand name' and 'after sales services'.

4) Selection :

A) 20" Black & White Television set :

In the B & W segment, about 45 percent 20" B & W TV holders considered 'Quality' as a major attribute for selection. It includes picture quality, sound quality, shape etc., About 22 percent respondents selected 20" B & W TV as they can't purchase CTV which are costly. Remaining respondents purchased 20" B & W TV only as communication media. They are not interested in quality, price or brands.

B) 14" Black & White Television Set :

While selecting 14" B & W TV about 53 percent respondents preferred 'comparitively low price' of this

model than that of 20" B & W and 20" CTV About 20 percent respondents selected it only because of convenient in handling or easy to use. About 12 percent respondents preferred 14" B & W model for replacing it by other two models. They have purchased only for time being. Only 5 percent respondents purchased 14" B & W TV as they feel it is good model.

C) Factors considered for brand choice while :

Selecting 20" & 14" B & W models: While selecting a particular brand of B & W television consumer preferred 'Price' as a major attribute. About 39 percent respondents preferred 'Price' followed by 'Quality' (22.75%), 'Brand Name' (22.75%) 'Credit facilities' (9.09%) 'Hire purchase facility' (4.56%) and 'After sales services' (2.2.7%)

D) Preferences towards 'Quality' and 'Price'

While Selecting B & W models :

It was found that consumers prefer 'Quality' of a television than 'Price' while selecting B & W television sets.

POST PURCHASE BEHAVIOR

1) Fulfilment of warrantee :

Warrantee is an important aspect in 'brand selection' It was found that there is a general practice to offer one year warrantee in television market. Some dealers, offered two years warrantee to some respondents. All the dealer

have fulfilled warrantee in a given period.

2) Equipments, Accessories and Services offered with purchase :

The majority of respondents purchased accessories from the dealer with the television set. These are antenna, booster, TV stand, TV case, cover, stabilizer, glass etc., About 33 percent dealers supplied antenna to the consumers without any separate price.

Some dealer also charged for fitting of TV set and antenna. The fitting charges were upto Rs. 50/-.

3) Opinion about the dealer :

It was found that consumers have good opinion about the dealer, his services and after sales services. Very few consumers are not so happy about the dealer.

4) Post - purchase satisfaction :

About 72 percent consumers are satisfied about their television. They get the satisfaction from the TV as expected before purchase, while about 27 percent did not get satisfaction as expected.

5) Brand loyalty :

About 50 percent respondents are loyal to the brand while about 35 percent respondent want to change the brand while replacing. Very few respondents keep mum on this question of changing the brand.

C O N C L U S I O N S

- 1) While buying a TV the consumer does not consider much for the price of it. Though many consumer have low income, they have made it a point to buy costly TV. In the same fashion many consumer with higher income group have bought small-size B&W.T.V. This peculiarity is the typical attitude of the consumers towards spending on speciality goods.
- 2) There is a lot of time gap between the desire and necessicity and the actual of purchase of the T.V. This is became of the economic factors on one side and the lazyness on the part of the consumer. Only very few consumers have purchased the television immediately after the need recognition.
- 3) The consumer normally buys the television with a dealer whom he knows already either through friend, relative or acquaintance. There is a kind of relationship between the dealer and the consumer. It may be a friend or a regular dealer, or neighbours dealer. Almost all the consumers buy the TV set with a dealer who deals with electric appliances and from whom consumers have purchased regularly.
- 4) Normally the TV dealers keep 2 to 3 brands in their shop. Almost all the dealers sell the two to three brands.

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There are very few dealers who deal with more than 3 to 4 brands. Generally authorised dealers sell one or two brands in their shop other than the authorised brand. On the contrary the retailers sell two to three brands.

We find seven to eight authorised dealers of recognised companies in proper Kolhapur City. All the remaining companies sell their brands through the retailers.

4) We don't find much of a brand loyalty while buying a TV. Many consumers have expressed their desire to change their brand. This is because of the new techniques adopted by the new brands, and companies in the market. On the contrary the consumers show a shop loyalty. Most of the consumers prefer to buy TV and other electronic equipments from a particular known dealer.

5) TV as a status symbol.

Four five years back, TV was treated as a social status symbol. Only affluent middle class people owned televisions. But now, due to mass production,

Varieties of companies, programmes, it has become a thing of necessity to each and every house holder. It has become no more a status symbol but a common information, and entertainment media. TV has replaced radio because it is an audio visual equipment.

6) Because of the increase in the cost of the TV the production and sale of the TV has affected the TV industry badly. For the last 2 - 3 years the sales of TV has come down considerably due to Govt. policy of treating TV as a luxury item. In reality, it is not a luxury item but a necessity.

SUGGESTIONS

Following suggestions may be considered by the manufacturers and the dealers.

1) One gets the impression that, there is lack of sales promotion programmes in the TV market. To promote the sales, maximum sales promotion programmes may be arranged. Direct marketing system may be adopted just like other electronic appliances are sold from house to house.

2) In one shop, minimum half a dozen brands should be made available along with various models, to give scope for selection by the consumer. Now, in the market, very few brands, just 2-3 brands are available, which makes the consumer to select one of them, without any option to choose a better one.

Big dealers, should keep 8-10 brands and models of TV so that, the consumer will have the liberal choice of selecting the brand that he likes. Co-op. consumer Stores should also keep variety of brands to cater to the needs of the consumers.

3) Auto-finance scheme has become very common in the two-wheeler, four-wheeler market. It has also become very popular among the consumers. In the same manner, TV manufacturers or the dealers should make finance schemes for the consumer. Now the TV price has reached to Rs. 15 to 20 thousand Rupees. So it is not possible for a common consumer to buy TV paying full amount in cash. They will prefer hire-purchase schemes like the Auto-finance Schemes.

4) In case of other electric appliances like Fridge, Washing-Machine, Vaccum Cleaner, the warrantee period is more than 2 years. While for the TV the warrantee period is only for one year. It should be extended to at least two years.