

CHAPTER – 6

FINDINGS OF THE STUDY

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This chapter is an attempt to present the major findings from the tabulations and the analysis performed in the previous chapter.

- 1) It is observed from Table – 25 that the brand loyalty for Soap and Television is low
- 2) It is observed from Table – 26 the major reasons for switch over in case of selected Non-durables do not differ significantly from selected Durables. However specifically Trial/ change reason were more prominent among respondent for Soap and Chocolate in Non-durables and Car in Durables, whereas Dissatisfaction from the present brand was more prominent among respondents for Toothpaste in Non-durables and TV and Refrigerator in Durables and Extensive promotion of competing brands was more prominent for Soap in Non-durables and TV in Durables.
- 3) It is observed from Table – 27 that there is no difference among selected Non-durables and Durables as far as the belief that brand loyalty increases as a result of presence of product attributes of choice in brand is concerned.
- 4) It is observed from Table – 28 that most percentage of respondents carry a tendency to compromise with certain product attributes if the one most important to them (except price) is found in a brand in case of Soap and Toothpaste but not in case of

Chocolate, whereas in case of selected Durables, most of respondents would carry a same tendency for Television and Refrigerator, but not for Car

- 5) It is observed from Table – 29 that majority of respondents across various product categories of selected Non-durables as well as Durables show no difference as far as their belief about the effect of change in product attributes affecting buying decision is concerned
- 6) It is observed from Table – 30 that in case of selected Non-durables most percentage of respondents believe that product attributes carry importance in buying decisions for Soap and Toothpaste, but not in case of Chocolate, whereas in case of selected Durables, most percentage of respondents believe that product attributes carry importance in buying decisions for Television and Refrigerator, but not in case of Car
- 7) It is observed from Table – 31 that in case of selected Non-durables most percentage of respondents carry a tendency of comparing product attributes of competing brands in buying decisions for Soap and Toothpaste, but not in case of Chocolate, whereas in case of selected Durables, most percentage of respondents carry a tendency of comparing product attributes of competing brands in buying decisions for in buying decisions for Television and Refrigerator, but not in case of Car
- 8) It is observed from Table – 32 that majority of respondents do not show any indifference insofar their tendency to choose a cheaper

- ° product compromising the other attributes of choice for selected Non-durables as well as Durables is concerned
- 9) It is observed from Table – 33 that majority of respondents unanimously agree upon the belief that a favourable experience of a product results in a repeat purchase of the same in case of selected Non-durables, whereas in case of selected Durables, most of the respondents also believe the same except for Television
- 10) It is observed from Table – 34 that most percentage of respondents for Soap and Toothpaste in selected Non-durables believe that product performance matches the claims made by the offers only to a medium extent and to a high extent in case of Chocolate, whereas in case of selected Durables, most of the respondents carry the same belief for Television and Refrigerator to a medium extent and to a high extent for Car.
- 11) It is observed from Table – 35 that majority of respondents unanimously accept that whether or not product performance matches the claims made by the offers affect their next/repeat purchase of both selected Non-durables as well as Durables.
- 12) It is observed from Table – 36 that most of the respondents consider the Health aspect during their buying decisions of selected Non-durables as well as Durables except in case of Television
- 13) It is observed from Table – 37A that majority of respondents unanimously believe that they do generate awareness about the

presence of product attributes in brand of selected Non-durables as well as Durables form Mass media sources. In Table – 37B it can be observed that most of the respondents do generate awareness through Actual trial in case of selected Non-durables, whereas in case of selected Durables most of the respondents also believe the same in case of Refrigerator and Car but not for Television. In Table – 37C it can be observed that most of the respondents do not generate awareness through Product literature in case of selected Non-durables, whereas in case of selected Durables, except in case of Television, respondents do generate awareness through the same for Refrigerator and Car. In Table – 37D it can be observed that most of the respondents do not generate awareness through Articles publisher in Magazines for selected Non-durables as well as Durables. In Table – 37E it can be observed that most of the respondents do not prefer to generate awareness for the same through Experiences of others in case of selected Non-durables, whereas in case of selected Durables, they would like to avail experiences of others to generate awareness for the same for Television, but not for Refrigerator and Car. In Table – 37F it can be observed that most of the respondents do generate awareness through Word-of-mouth communication for Soap, but not for Toothpaste and Chocolate, whereas in case of selected Durables, most of the respondents do to generate awareness through Word-of-mouth communication for Television, but not for Refrigerator and Car. In Table – 37G it can be observed that most of the respondents do

not generate awareness through Other sources for selected Non-durables as well as Durables

- 14) In Table – 38 it can be observed that most of the respondents attach Somewhat importance to Product variety in their buying decision of selected Non-durables as well as Durables except for Television where Product variety is given high importance.
- 15) It can be observed from Table – 39 that most of the respondents unanimously attach the highest importance to Quality in buying decisions of both selected Non-durables as well as Durables
- 16) It can be observed from Table – 40 that in case of selected Non-durables except for Soap where Design is attached either Somewhat or No importance at all, for Toothpaste and Chocolate it is not important at all, whereas in case of selected Durables, except for Television where it is somewhat important, it is otherwise not important to most of the respondents for Refrigerator and Car.
- 17) It can be observed from Table – 41 that in case of all selected Non-durables Price is either Most important or somewhat important, however in case of selected Durables except for Television where it is Most important, for Refrigerator and Car it is either Most important or somewhat important.
- 18) It can be observed from Table – 42 that most of the respondents unanimously attach high importance to Features in their buying decisions of selected Non-durables as well as Durables.

- 19) It can be observed from Table – 43 that most of the respondents unanimously attach high importance to Brand name in their buying decisions of selected Non-durables as well as Durables.
- 20) It can be observed from Table – 44 that Packaging has been attached Somewhat importance in case of Soap and Toothpaste and High importance in case of Chocolate.
- 21) It can be observed from Table – 45 that Size is either Most or somewhat important to most of the respondents in case of both of selected Non-durables as well as Durables.
- 22) It can be observed from Table – 46 that most of the respondents unanimously attach high importance to Returns in their buying decisions of selected Non-durables as well as Durables.
- 23) It can be observed from Table – 47 that most of the respondents unanimously attach no importance at all to Colour in their buying decisions of selected Non-durables as well as Durables
- 24) It can be observed from Table – 48 that most of the respondents unanimously attach high importance to Manufacturer's prestige in their buying decisions of selected Non-durables as well as Durables
- 25) It can be observed from Table – 49 that most of the respondents attach Somewhat importance to Service in case of Television and Refrigerator, but in case of Car it is Most important to most of them

- 26) It can be observed from Table – 50 that most of the respondents attach High importance to Warranty in case of Television, but in case of Refrigerator and Car it is Least important to most of them.
- 27) It can be observed from Table – 51 that most of the respondents attach Least importance to Other attributes in buying decision for Soap, Toothpaste, Chocolate and Television.
- 28) It can be observed from Table – 52A that most of the respondents believe that Price as a product attribute helps them in Brand comprehension for selected Non-durables as well as Durables Table – 52B reveals that most of the respondents believe that Quality as a product attribute helps them in Brand comprehension for selected Non-durables as well as Durables Table – 52C reveals that most of the respondents do not believe that Product variety as a Product attribute helps for the same in case of selected Non-durables, whereas in case of selected Durables, except Television, respondents do think positive about Product variety for the same. Table – 52D reveals that most of the respondents do believe that Brand name as a Product attribute helps for the same in case of all the selected Non-durables and Television, but not for Refrigerator and in case of Car equal positive and negative responses about the same were found. Table – 52E reveals that except for Chocolate where respondents carry equal percentage of positive and negative belief about Packaging helping in Brand comprehension, most others believe that Packaging does not help in the same for Soap and Toothpaste. Table – 52F reveals that most of the respondents do

believe that Features as a Product attribute helps for the same in case of all the selected Non-durables as well Durables. Table – 52G reveals that most of the respondents except for Television, do not believe that Warranty as a Product attribute helps for the same Table – 52H reveals that most of the respondents do believe that Service as an attribute does not help for the same Table – 52I reveals that most of the respondents believe that Other attributes do not help in Brand comprehension of selected Non-durables as well as Durables

- 29) It can be observed from Table – 53A reveals that Price as a Product attribute does not help in Brand recall according to most of the respondents for selected Non-durables as well as Durables Table – 53B reveals that most of the respondents believe that Quality as a Product attribute dose help in recalling a brand of selected Non-durables as well as Durables Table – 53C reveals that most of the respondents believe that Product variety as a Product attribute dose not help in recalling a brand of selected Non-durables as well as Durables. Table – 53D reveals that most of the respondents believe that Brand name as a Product attribute dose help in recalling a brand of selected Non-durables, whereas in case of selected Durables, except for Television, most of the respondents do not think the same for Refrigerator and Car Table – 53E reveals that most of the respondents believe that Packaging as a Product attribute dose not help in recalling a brand of selected Non-durables Table – 53F reveals that most of the respondents believe that Features as a Product attribute dose

help in recalling a brand of selected Non-durables as well as Durables. Table – 53G reveals that most of the respondents believe that Service as a Product attribute except for Television dose help in recalling a brand of selected Durables Table – 53H reveals that most of the respondents believe that Other Product attributes do not help in recalling a brand of selected Non-durables as well as Durables Table – 53I reveals that most of the respondents believe that Warranty as a Product attribute dose not help in recalling a brand of selected Durables.

- 30) It can be observed from Table – 54 that in case of selected Non-durables most of the respondents attach highest importance to Quality The other important attributes for the same are Returns, Features and Packaging (especially for Chocolate) In case of selected Durables for Television most of the respondents find Features most important, while most of the respondents find Quality most important for Refrigerator and Car. The other important attributes are Product variety (especially for TV), Returns and Features.
- 31) Following can be observed from Table 55A-N:
- a) It can specifically be observed that there is nothing to choose form respondents who attach importance to Quality in their buying decisions for Non-durables as well as Durables as far as being loyal to any specific brand of Non-durables is concerned, however surprisingly most of the respondents who consider Quality

unimportant in buying decisions, are loyal to any specific brand of Non-durables as well as Durables

- b) In case of Features for Non-durables it can be seen that irrespective of the importance attached, most of the respondents show loyalty to any specific brand, whereas for Durables, there is not much to choose in importance or otherwise to Features for being loyal to any specific brand
- c) In case of Returns for Non-durables it can be seen that except the respondents who consider it somewhat important, most of others who either consider it most important or otherwise are loyal to any specific brand, whereas in case of Durables, except the respondents who consider it least important, most of the others who either take it as most important or otherwise are not loyal to any specific brand
- d) In case of Product variety, it can be observed that there is not much to choose between attaching importance or otherwise and being loyal or otherwise to any specific brand of selected Non-durables as well as Durables
- e) In case of Design, it can be observed that there is not much to choose between attaching importance or otherwise and being loyal or otherwise to any specific brand of selected Non-durables, whereas irrespective of the importance or otherwise to Design, most of the respondents show no loyalty to any specific brand of selected Durables

- f) In case of Brand name, irrespective of the importance or otherwise to it, most of the respondents show no loyalty to any specific brand of selected Non-durables as well as Durables
- g) In case of Size, most of the respondents attaching least or no importance to it, are loyal to any specific brand of selected Non-durables, whereas there is not much to choose between importance or otherwise and being loyal to any specific brand of selected Durables
- h) In case of Colour, there is not much to choose between importance or otherwise and being loyal to any specific brand of selected Non-durables, whereas irrespective of the importance or otherwise to Colour, most of the respondents show no loyalty to any specific brand of selected Durables
- i) In case of Others i.e. Retailer's prestige/Store image, Most of the respondents irrespective of the importance or otherwise show loyalty to any specific brand of selected Non-durables, whereas irrespective of the importance or otherwise most of the respondents show loyalty to any specific brand of selected Durables
- j) In case of Price and Manufacture's prestige, irrespective of the importance or otherwise, most of the respondents show loyalty to any specific brand of selected Non-durables, whereas there is not much to choose between importance or otherwise to Price in buying decisions and being loyal to any specific brand of selected Durables.

- k) In case of Packaging, there is not much to choose between importance or otherwise to Packaging in buying decisions and being loyal to any specific brand of selected Non-durables.
 - l) In case of Service and Warranty, there is not much to choose between importance or otherwise to it in buying decisions and being loyal to any specific brand of selected Durables
- 32) From Tables 56A-N following findings are generated.
- a) Most of the respondents who find Product variety important or somewhat important in their buying decisions, would switch over to any other brand of selected Non-durables as well as Durables for Change or because of Extensive promotion of competing brands, whereas most of the respondents who find Product variety least or not important in their buying decisions would not switch over to any other brand of selected Non-durables as well as Durables.
 - b) In case of Quality, irrespective of the importance or otherwise, most of the respondents would either switch over to any other brand of Non-durables because of Trial/change reasons or Dissatisfaction from the present brand, whereas in case of selected Durables most of the respondents would either switch over because of Change or Dissatisfaction reasons, however respondents who take Quality unimportant, would not switch over at all
 - c) In case of Design, irrespective of the importance or otherwise, most of the respondents would either switch over to any other

brand of Non-durables because of Trial/ change reasons or would not switch over, whereas in case of Durables, most of the respondents would switch over because of Change reasons

- d) Most of the respondents irrespective of the importance or otherwise given to Price in the buying decisions, would either switch over to other brands of selected Non-durables as well as Durables for Change or Dissatisfaction reasons or would not switch over at all.
- e) Most of the respondents who consider Features most important, somewhat important or least important would switch over for Change reasons in case of selected Non-durables as well as Durables, however respondents who take Features unimportant, would not switch over at all.
- f) In case of selected Non-durables, most of the respondents who consider Brand name somewhat important or not important would switch over for Trial/change reasons, whereas those who consider it most important would not switch over at all. However irrespective of the importance given to Brand name, in case of selected Durables, most of the respondents would switch over for Change reasons.
- g) In case of Packaging, most of the respondents who find it most, somewhat or least important would switch over for Trial/change reason, however those who find it unimportant would not switch over at all. In case of Service, most of the respondents who find it important in their buying decisions for selected Durables, would

either switch over for Change or Dissatisfaction from the present one, whereas those who feel the otherwise, would not switch over largely. In case of Warranty, most of the respondents who find it important in their buying decisions for selected Durables, would either switch over for Change or for other reasons, whereas those who feel otherwise would switch over for Change reasons and better and new models and technology.

- h) Irrespective of the importance or otherwise attached to Size, most of the respondents would switch over to any other brand of selected Non-durable as well as Durable for Trial/Change reasons
- i) Most of the respondents who find Returns Most important or somewhat important in buying decisions would switch over to any other brand of selected Non-durables as well as Durables for Trial/change reasons, whereas those who consider it least or not important at all would not switch over at all
- j) Largely Irrespective of the importance or otherwise attached to Colour, most of the respondents would switch over to any other brand of selected Non-durable as well as Durable for Trail/Change reasons.
- k) Most of the respondents who find Manufacturer's prestige most or somewhat important in buying decisions, would switch over to any other brand of selected Non-durables as well as Durables for Trial/Change reasons, whereas those who consider it least or not important would not switch over at all

- l) Those who find Other attributes like, Store image and/or retailer's prestige most important in buying decisions, would switch over to any other brand of selected Non-durable for Dissatisfaction from the current one, whereas others irrespective of the importance or otherwise would change over for Trial reasons. In case of selected Durables, most of the respondents who consider other attributes most or somewhat important, would switch over for Extensive promotion of the competing brands, whereas those who consider it least or not important at all would switch over for Change reasons largely
- 33) From Tables 57A-N following findings are generated.
- Largely irrespective of the importance or otherwise given to various product attributes in buying decision for selected Non-durables as well as Durables most of the respondents believe that brand loyalty increases as a result of presence of product attributes of their choice in a brand.
- 34) From Tables 58A-N following findings are generated
- Largely irrespective of the importance or otherwise given to various product attributes in buying decision for selected Non-durables as well as Durables most of the respondents carried a tendency to a cheaper product compromising the other attributes of choice in case of both selected Non-durables as well as Durables.
- 35) From Tables 59A-N following findings are generated

Largely irrespective of the importance or otherwise given to various product attributes in buying decision for selected Non-durables as well as Durables most of the respondents carried a tendency to consider the Health aspect during their buying decision for selected Non-durables as well as Durables except for Returns where unlike selected Non-durables most of the respondents who considered Returns somewhat important or unimportant as an attribute while deciding to buy also did not consider the Health aspect for the same

36) From Table 60 A-E following findings are generated:

- a) Most of the respondents believed that product attributes add Functional value to the brand in case of all the product categories of both selected Non-durables as well as Durables
- b) Most of the respondents believed that product attributes do not add Social value to the brand in case of all the product categories of both selected Non-durables as well as Durables, except for Television where respondents did carry a positive belief for the same
- c) Most of the respondents believed that product attributes do not add Emotional value to the brand in case of all the product categories of both selected Non-durables as well as Durables, except for Chocolate in Non-durables and Car in Durables where respondents did carry a positive belief for the same
- d) Most of the respondents believed that product attributes add Epistemic value to the brand in case of all the product categories

of both selected Non-durables as well as Durables except for Chocolate in Non-durables and Car for Durables.

- e) Most of the respondents believed that product attributes add Conditional value to the brand in case the product categories Soap and Toothpaste and Refrigerator in case of selected Non-durables as well as Durables respectively, however most of the respondents carried an opposite belief for the same in case of Chocolate in Non-durables and TV and Car in Durables

37) From Table 61 A-C following findings are generated

- a) Most of the respondents reckon their decision to buy Soap and Toothpaste and TV and Refrigerator as Cognitive in selected Non-durables and Durables respectively, whereas most of the respondents did not reckon the same for Chocolate in Non-durables and Car in Durables.
- b) Most of the respondents did not consider their decision to buy Soap and Toothpaste and TV and Refrigerator as Affective in selected Non-durables and Durables respectively, whereas most of the respondents did reckon their decision to buy Chocolate in Non-durables and Car in Durables as Affective.
- c) Most of the respondents reckon their decision to buy Conative for both selected Non-durables and Durables.

38) From Table 62 A-G following findings are generated

Most of the respondents did not associate their decisions to buy selected Non-durables as well as Durables with any group except Family members