

CHAPTER V

CONCLUSIONS

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Major Findings

1. Vast Majority of the households of Baroda city i.e. 96% approx. favoured the use of domestic labour saving devices. This has implications for the kind of products people will buy, the size of markets and for product design when products are targeted at mass markets.
2. Majority of the households of Baroda city favoured the use of domestic labour saving devices because these products are very useful, save lot of time and labour. Thus it becomes very clear that households do not give importance to the cost factor.
3. The households of Baroda city have given rank order to all the products in terms of their importance to take up household work as per below.

First rank is given to Refrigerator, second to Mixer/Grinder, third to Washing Machine, fourth to Two Wheeler, fifth to Color TV, sixth to Water Purifier, seventh to Food Processor, eighth to Flour Mill, ninth to Music System, tenth to Desert Cooler, eleventh to Oven, twelveth to Vaccum Cleaner, thirteenth to Car and last rank to Air Conditioner.

Thus it shows the underlying priority pattern for each of consumer durables. The durables are ranked from one to fourteen based on their importance to take up household work. Thus the population has an underlying common order of acquisition for a large set of heterogeneous durables.

Meaningful population breakdowns will reveal different patterns of acquisition. For example, sex, age, occupation, educational qualification, family size, earning members, type of family, monthly income and house type all had varying acquisition patterns for fourteen consumer durables examined.

What does the priority pattern imply for marketing strategy ? Certainly, for purchases of durables, it implies that the idea of an irrational consumer should be discarded. It should be replaced with a picture of a calculating, forward looking consumer who thinks in terms of durables and who actively plans to acquire them in a particular order. Priority patterns may provide guidelines for marketing men in the allocation of promotional activities. Thus, market segmentation for durable goods should be conducted not only on the basis of demographic/socio-economic variables, but also on the basis of the priority patterns of acquisition of relevant consumer groups.

4. 80% or more than 80% of households of Baroda city already possessed Refrigerator, Color TV, Music System and Two Wheeler. Over 50% of households of Baroda city already possessed Washing Machine, Desert Cooler and Car while below 50% of the households already possessed Food Processor, Vacuum Cleaner, Flour Mill, Air Conditioner, Oven and Water Purifier.
5.
 - a. Vast majority of households i.e. 75.4% already possessed Kelvinator and Godrej brands of Refrigerator.
 - b. 71.3% households have already possessed Videocon and BPL brands of Washing Machine.
 - c. Sumeet and Maharaja brands of Mixer/Grinder are already possessed by vast majority of households i.e. 78.6%
 - d. In Food Processor brands like Sumeet, Maharaja and Philips are possessed by approximately 70% of households.
 - e. Vast majority of households i.e. 85.8% already possessed Eureka Forbes brand of Vacuum Cleaner.
 - f. 69% of households already possessed Milcent and Natraj brands of Flour Mill.
 - g. In Desert Cooler category roughly 41% households already possessed locally assembled, having no brand name. This shows that majority consumers do not give weightage to brand name. In branded category majority households i.e. 39% already possessed Symphony and Videocon brands
 - h. Roughly 32% of the households already possessed Amtrex and Videocon brands of Air Conditioner. It is also worth noticing that 33% approx. respondents have already possessed locally assembled Air Conditioners which have no brand name.
 - i. In Oven category, Bajaj, National and Sunflame brands are possessed by 47% approx. households.
 - j. 91% households already possessed Acquaguard brand of Water Purifier. Thus this brand has almost monopoly market.
 - k. Roughly 59% households already possessed BPL, Onida and Videocon brands of Color TV.
 - l. Vast majority of households i.e. 70% approx. have already possessed Philips, BPL, National Panasonic and Sony brands of Music System.
 - m. 86% approx. households have already possessed Bajaj, Kinetic Honda and LML brands of Two Wheeler.

- n. Vast majority of households i.e. 68.3% have already possessed Maruti brand of Car. Thus Maruti has dominated the market.
6. From 238 respondents desired to possess consumer durables as per below,

11 i.e. 4.6%	Refrigerator,	53 i.e., 22.3%	Washing Machine,	6 i.e. 2.5%
	Mixer/Grinder,	30 i.e. 12.6%	Food Processor,	30 i.e. 12.6%
	Vaccum Cleaner,	46 i.e. 19.3%	Flour Mill,	38 i.e. 16%
	Desert Cooler,	42 i.e. 17.6%	Air Conditioner,	52 i.e. 21.8%
	Oven,	41 i.e. 17.2%	Water Purifier,	23 i.e. 9.7%
	Color TV,	39 i.e. 16.4%	Music System,	22 i.e. 9.2 %
	Two Wheeler	and 57 i.e. 23.9%	Car.	

Majority of respondents have desire to possess Washing Machine, Flour Mill, Desert Cooler, Air Conditioner, Oven, Water Purifier, Music System and Car. It shows that the above mentioned products will have good sized market. It is less likely in case of other consumer durables.
 7.
 - a. 36.4% respondents have desire to possess Kelvinator brand of Refrigerator. Thus it seems that Kelvinator will have good market in future.
 - b. 42.3% respondents have desire to possess Videocon brand of Washing Machine. Thus Videocon will dominate the market of Washing Machine in future.
 - c. Majority households i.e. 50.6% have desire to possess Sumeet brand of Mixer/Grinder in future.
 - d. In future market, Philips brand of Food Processor will dominate as 33.3% households have desire to possess it.
 - e. Eureka Forbes brand in Vaccum Cleaner category will occupy major share of market as 66.7% households have desire to possess it.
 - f. Vast majority of households i.e. 80.4% have desire to possess Milcent brand of Flour Mill in future. Thus Milcent will dominate the market of Flour Mill.
 - g. 47.4% households have desire to possess Symphony brand in Desert Cooler segment. Thus Symphony will occupy No. 1 position in the market in future.
 - h. It seems that locally assembled Air Conditioner with no brand name will occupy the larger market share as roughly 24% households have desire to possess it. While Videocon, Blue Star and Amtrex will have equal share of market i.e. 14% each in future.
 - i. Roughly 45% households have desire to possess BPL and National brand of Oven.

- j. Vast majority of households i.e. 88% have desire to possess Acquaguard brand of Water Purifier. Thus it will enjoy larger portion of the market in future.
 - k. Roughly 57% of households have desire to possess Akai and BPL brands of Color TV. Akai brand will dominate market as roughly 31% households have desired to possess it.
 - l. Majority of households i.e. 63% approx. have desired to possess Philips, BPL and Sony brands of Music System in future.
 - m. Bajaj brand in Two Wheeler segment will dominate the market as roughly 46% households have desired to possess it. It will be followed by Kinetic Honda brand as roughly 41% households have desired to possess it in future. Thus nearly 87% of the total market will be enjoyed by Bajaj and Kinetic Honda brands in Two Wheeler category.
 - n. Vast majority of households i.e. 86% have desire to possess Maruti brand in Car segment. Thus Maruti brand will remain No. 1 in Car market in future.
- 8.
- a. Roughly 55% of the households are likely to purchase in near future Kelvinator, Godrej and BPL brands of Refrigerator. Kelvinator brand will top the market as 23% approx. households are likely to purchase it in near future.
 - b. Vast majority of households roughly 88% are likely to purchase in near future BPL, Videocon and Whirlpool brands of Washing Machine. BPL brand will dominate with 37.5% followed by Videocon at 33.9%.
 - c. Sumeet brand of Mixer/Grinder category will dominate the market in near future as 37.5% households are likely to purchase it in near future.
 - d. Roughly 46% of the households are likely to purchase Sumeet and Philips brands of Food Processor in near future. It is very important to note that roughly 33% households have yet not decided the brand to be purchased in near future.
 - e. Vast majority of the households i.e. 73% approx. are likely to purchase in near future Eureka Forbes brand of Vacuum Cleaner.
 - f. Milcent brand of Flour Mill will dominate the market as 75% households are likely to purchase it in near future.
 - g. Vast majority of households i.e. 79% approx. are likely to purchase Symphony and Videocon brands of Desert Cooler in near future. Symphony will dominate the market with 48.7%.

- h. Amtrex brand of Air Conditioner will dominate the market as 35.1% households are likely to purchase it in near future.
- i. Nearly 46% households are likely to purchase BPL and National brands in Oven segment. BPL brand will lead the market with 27%. It is very interesting to know that roughly 25% of the households who are likely to purchase Oven in near future have not yet decided brand to be purchased.
- j. Acquaguard brand in Water Purifier category will dominate the market as roughly 82% households are likely to purchase it in near future.
- k. 45.4% households are likely to purchase Akai brand of television in near future. Thus Akai brand will top the market in near future.
- l. Roughly 32% of the households are likely to purchase in near future Philips brand of Music System segment. Thus Philips brand will dominate the market.
- m. Roughly 72% of the households are likely to purchase Bajaj and Kinetic Honda brands in Two Wheeler segment in near future. Bajaj will dominate the market with 38.4%.
- n. Maruti brand in Car segment will lead the market as roughly 82% households are likely to purchase it in near future.
- 9. a. Vast majority of households i.e. roughly 72% are likely to repurchase/replace with BPL, Godrej and Kelvinator brands of Refrigerator within approx. two years time. BPL will dominate the market with 31.1%
- b. Nearly 75% of the households are likely to repurchase/replace with Whirlpool, BPL and Videocon brands of Washing Machine within twenty months time. Whirlpool will dominate the market with 30.5%.
- c. Sumeet brand in Mixer/Grinder segment will lead the market as roughly 48% households are likely to repurchase/replace within sixteen months time.
- d. 40% of the households are likely to repurchase/replace with Sumeet brand of Food Processor within ten months. Thus Sumeet brand will lead the market.
- e. Nearly 67% of the total households are likely to repurchase/replace with Eureka Forbes and Modi Hoover brands of Vacuum Cleaner within fifteen months. Thus both i.e. Eureka Forbes and Modi Hoover will dominate the market with 33.3% each.

- f. Natraj brand of Flour Mill will lead the market as 37.5% households are likely to repurchase/replace with it within fourteen months time.
 - g. Majority households i.e. roughly 61% are likely to repurchase/replace with Symphony and Videocon brands of Desert Cooler within nine months time. Symphony brand will dominate the market with 32.1%.
 - h. Nearly 32% households are likely to repurchase/replace with Amtrex brand of Air Conditioner within thirteen months time. Thus it will lead the market.
 - i. BPL brand of Oven will top the market, as 41.2% households are likely to repurchase/replace with it within fifteen months time.
 - j. Vast majority of households i.e. 66.3% are likely to repurchase/replace with Acquaguard brand in Water Purifier segment within ten months time. Thus it will dominate the market.
 - k. Akai brand in Color TV segment will dominate the market as 23.4% households are likely to repurchase/replace with it within fifteen months time.
 - l. Sony brand of Music System will dominate the market as roughly 32% of the households are likely to repurchase/replace with it within fourteen months time.
 - m. Bajaj brand in Two Wheeler segment will dominate the market as roughly 30% households are likely to repurchase/replace with it within fifteen months.
 - n. Vast majority of the households i.e. roughly 68% are likely to repurchase/replace with Maruti brand in Car segment within twenty months time. Thus Maruti will enjoy the largest share of the market.
10. From the findings it becomes very clear that households give more weightage or importance to 'durability', 'quality' and 'price' while least importance to 'appeal and looks' and 'discount' at the time of purchase of consumer durables.
 11. From the findings we can say that 52% respondents prefer to buy consumer durables 'as and when need arises' and 46% respondents prefer to buy 'any time'. Thus it becomes very clear that consumers do not have a specific time for purchase of consumer durables.
 12. Vast majority of households i.e. roughly 67% believe that both husband and wife jointly take decision to buy consumer durables. Thus husband and wife decisions are made syncratically.

13. From the findings we can say that the most powerful source of influence is 'friends/relatives' with 41.7% followed by advertisement at 40.3%.
14. It becomes very evident from our findings that majority households i.e. 43% spend 'much time' before they purchase consumer durables.
15. TV becomes the first important source for collecting product information as roughly 68% households use this source. It is followed by 'friends/relatives' with 50.7%.
16. It is very clear from our findings that vast majority of respondents i.e. 99.33% prefer to buy consumer durables from "dealers' showroom".
17. From the findings it becomes clear that majority of respondents i.e. 64.66% prefer to buy consumer durables on 'cash'.
18. From the findings it can be seen that 86.6% respondents prefer to take loan/credit from 'banks/co-operative banks' followed by 'financial companies' at 70.6% in order to purchase consumer durables.
19. From the findings, we can say that 42% respondents receive consumer durables as gifts from 'relatives', 'employer' and 'friends'.

Limitations of the Study

1. In this study demographic/socio-economic variables are used in an analysis of selected consumer durables market in Baroda. Life style variables (pertaining to personality, characteristics, attitudes, values, beliefs and variables relating to involvement in households activities, leisure activities and home entertainment etc.) are not included in an analysis of market segments.
2. This study was an exploratory study undertaken for an analysis of selected consumer durables market at the conceptual level. Hence, a small sample limited to Baroda city was used as the database for this study. To that extent, the findings of this study may not be generalizable across different types of market situations.

Directions for Future Research

1. It is important that researchers include life style variables in any analysis of consumer durables market. This is necessary, (i) In order to provide more complete explanations regarding the market (i.e. ownership) of consumer durables, and (ii) In order to provide a true picture of relative importance of each of the life style variables in explaining durables market.
2. Researchers should consider the total configuration of demographic and life style variables in any analysis of consumer durable market, and not simply the set of demographic variables taken at a time or simply the set of life style variables taken at a time.