

CHAPTER – 4

METHODOLOGY

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4.1 INTRODUCTION

This chapter highlights the basic manner and methodology in which the research was conducted

4.1.1 STATEMENT OF THE PROBLEM

The study is a systematic attempt to find out with the help of a comparative analysis, whether and to what extent the various attributes of durable and non-durable consumers products affect and help consumers in making their buying decisions.

4.1.2 OBJECTIVES OF THE STUDY

- 1 To get an insight into various attributes of Durable and Non-durable Consumer products and testing their impact on Buying decisions of consumers
- 2 To find out the attributes which are attached to buying decisions for Durable and Non-durable products
- 3 To identify the relative weightage of product attributes for the products selected
4. To identify the relevance of brand in buying decisions.

4.1.3 HYPOTHESES OF THE STUDY

1. There is no association between the opinions given regarding loyalty to any specific brand and selected Non-durables and Durables
2. There is no association between responses given for reasons for switching over or otherwise to any other brand from the present one and selected Non-durables and Durables
3. There is no association between the opinions given regarding belief that brand loyalty increases as a result of presence of product attributes of choice in a brand and selected Non-durable and Durables
4. There is no association between the responses given for tendency of respondents to compromise with certain attributes if the one most important to them (except Price) is found in a brand and selected Non-durable and Durables.
5. There is no association between the opinions given regarding belief of respondents that a change in the product attributes does affect their decision to buy and selected Non-durable and Durables.
6. There is no association between the opinions given regarding the extent of influence of product attributes on buying decision and selected Non-durable and Durables

7. There is no association between the opinions given regarding the tendency of respondents to compare among product attributes of various brands for making a buying decision and selected Non-durable and Durables
8. There is no association between the opinions given regarding tendency to choose a cheaper product despite of not getting attributes of their choice in a brand and selected Non-durable and Durables
9. There is no association between the opinions given regarding belief of respondents that a favourable experience of respondents with a product/ brand results into a repeat purchase of the same and selected Non-durable and Durables
10. There is no association between the opinions given regarding belief of respondents regarding whether product performance matches the claims made by the offers and selected Non-durable and Durables.
11. There is no association between the opinions given regarding effect of the extent of belief regarding whether product performance matches the claims made by the offers on their repeat or next purchase and selected Non-durable and Durables
12. There is no association between the responses given for consideration of the Health aspect in making buying decisions and selected Non-durable and Durables

- 13 There is no association between various sources of generating awareness about the presence of product attributes in a brand and selected Non-durable and Durables
14. There is no association between the opinions given regarding attaching importance or otherwise to various product attributes in buying decisions and selected Non-durable and Durables
- 15 There is no association between the opinions given regarding various product attributes helping respondents in Brand comprehension while making buying decisions and selected Non-durable and Durables
- 16 There is no association between the opinions given regarding various product attributes helping respondents in Brand recall while making buying decisions and selected Non-durable and Durables
- 17 There is no association between the opinions given regarding attaching importance to various product attributes while making buying decisions and selected Non-durable and Durables.
- 18 There is no association between the responses given for loyalty to any specific brand of selected Non-durable and Durables and responses given for importance or otherwise of various Product attributes
- 19 There is no association between various Product attributes and responses given concerning reasons for switching over or

- otherwise to another brand form the present one for selected Non-durables and Durables
- 20 There is no association between the responses given for the belief that brand loyalty increases as a result of presence of product attributes of choice in a brand of selected Non-durable and Durables and responses given for importance or otherwise of various Product attributes in buying decisions
 - 21 There is no association between considering Product attributes important or otherwise in a buying decision and responses given concerning a tendency to choose a cheaper product/brand compromising with the other attributes of choice for selected Non-durable and Durables
 - 22 There is no association between consideration of Product attributes either important or unimportant in their buying decision for selected Non-durable and Durables and the responses given regarding the consideration of the health aspect for the same
 - 23 There is no association between the opinions given regarding the belief that Product attributes add value to the brand/product and selected Non-durable and Durables
 24. There is no association between the opinions given regarding the attributions assigned by the respondents for buying decision and selected Non-durable and Durables

- 25 There is no association between the opinions given regarding the associations that respondents make for their buying decision and selected Non-durable and Durables.

Over and above this, an attempt has also been made to study,

- Whether buying Decisions are independent of the product attributes.
- Whether there is any difference in attributes of Durable and Non- Durable products.
- Whether buyers are influenced by the brand or lack brand loyalty.
- Whether buyers always prefer products which are cheaper and do not give weightage to the product attributes other than price.
- Whether during selection of brand buyers give weightage to social and ethical dimension of the product.
- Whether all attributes equally influence buying decisions of consumers.

4.1.4 FOCUS OF THE STUDY

The study mainly focuses on the relationship among the various parameters utilized in the present study namely; age, occupation, frequency of purchase, loyalty with a brand, attitude toward switch over, importance of product attributes in buying decisions, the impact of change in the product attributes on buying decisions, the extent of influence of product attributes on buying decisions, impact of a

cheaper product on buying decisions, negative experience with a product and reactions, impact of a favourable experience of a product on repeat purchase, the value the product attributes add to the products, the cognitive, affective and conative aspects of attitude and behaviour and associations of buying decisions with various segments of the society

4.1.5 PRODUCT SELECTION

The products selected for the purpose of the study are Durable and Non-Durable Consumer Goods

Durable Goods are tangible goods that normally survive many uses like; Television, Refrigerators, Cars etc. They normally require more personal selling and service, command a higher margin and require more seller efforts on guarantees

Non-Durable Goods are tangible goods that are normally consumed in one or few uses like; Soap, Chocolates, Tooth Paste etc. As these goods are consumed quickly and bought frequently, the marketers have to design appropriate strategies to make them available at many locations, charge small markup and advertise heavily to induce consumers for trial purchase and to build preference.

4.2 SAMPLING

The sampling details are as under:

4.2.1 SAMPLE FRAME

The sample frame comprises respondents from various major cities of Gujarat State

4.2.2 SAMPLE SIZE

For the purpose of the analysis, for both the categories of products, responses were collected from 250 respondents aggregating to 500 respondents.

4.2.3 SAMPLE SELECTION

The sampling units of the study population consisted of both males and females for all six products namely Soap, Toothpaste, Chocolate and Television, Refrigerator, Car. The study population was confined to Gujarat State only. The time for drawing the samples and collecting responses was between June to September 2004.

4.3 RESEARCH INSTRUMENT

Two separate sets of Questionnaires were developed for the purpose of using them as research instrument to collect primary data. The same can be seen in the Appendix – I and II.

4.4 DATA COLLECTION

The primary data have been collected as per the need of the comparative analysis using personal interview and Mail questionnaire methods.

4.5 DATA ANALYSIS

As per the design of the research, the collection of data is followed by the analysis of primary data, which includes the Frequency distribution and other statistical techniques.

4.6 PARAMETERS IN THE RESEARCH

The following parameters are considered for the purpose of analysis:

- Age group
- Sex
- Education Category
- Occupation
- Family size
- Monthly family income
- Frequency
- Age of durables
- Intention of replacement of durables
- Loyalty with a brand/company
- Preference for brand/company
- Reasons for switch over
- Attributes importance range
- Reasons for most important attribute
- Belief about increase in loyalty
- Compromise with certain attributes (non-price reason)
- Effect of change in product attributes on buying decisions
- Extent of influence of product attributes on buying decisions
- Source of awareness of presence of attributes in a brand
- Tendency of comparing attributes of various brands
- Compromise with attributes for low price
- Health consciousness
- Brand comprehension
- Brand recall
- Ethical issue

- Impact of the effect of the belief in the claims made by the offers
- Reactions when attributes of expectations are not found in a brand
- Repeat purchase as a result of a favourable experience with a brand
- Belief that product attributes add value to a product
- Cognitive, Affective and Conative decision
- Person / group association while making a buying decision

4.7 STATISTICAL TOOLS / TECHNIQUES USED

- Mean
- Standard Deviation
- Test of association – Chi-square test

4.8 LIMITATIONS OF THE STUDY

- A complete analysis of consumer buying decisions of all Durables as well as Non-durable products would require a tremendous amount of time, efforts and money and hence only a few products for of both categories of product are selected for the purpose of study
- As far as the analysis part of the study is concerned, only Chi-square statistics are applied at majority of places because of the fact that most of the questions in the questionnaires are categorical ones
- The results are generated on the basis of the responses given by the respondents
- The suggestions given are on the basis of analysis performed

4.9 CHAPTERIZATION

Chapter – I deals with theoretical framework of the study and includes an introduction of product and its classification, consumer decision making and consumer behaviour and various consumer decision making models.

Chapter – II is an attempt to present a rationale of the present study and gives a brief idea about the various product attributes

Chapter – III presents literature review within which an attempt is made to highlight some of the related research studies with respect to the present study

Chapter – IV highlights the detailed methodology undergone for the purpose of conducting the present study, which includes definition of problem, objectives of the study, hypothesis of the study, focus of the study, product selection, sample frame, size, selection, research instrument, data collection and analysis, parameters in the study, statistical tools, limitations of the study and chapterization

Chapter – V deals with the tabulation, analysis and interpretations of the tables

Chapter – VI attempts to draw inferences from the tables dealt with in chapter V which are presented in the form of findings

Chapter – VII is an attempt to draw concluding remarks and suggestions on the basis of findings obtained from chapter VI
