CHAPTER – 6
FINDINGS, CONCLUSION, SUGGESTIONS, RECOMMENDATIONS AND MANAGERIAL IMPLICATIONS OF THE STUDY AND SCOPE FOR FUTURE STUDY

6.1 FINDINGS

6.1.1 Findings from Demographic Profile of the respondents:

- Data was collected from 1200 respondents. Of which 64.7% of the respondents were males and 35.3% were females. Thus, percentage of male was higher than female.
- Respondents are classified into five age groups. The first group ranges from age below 20 yrs. Second age group is of 21 to 35 yrs., third age group is of age 36 to 50 yrs., the fourth 51 to 65 yrs. and the last age group is of respondents above 65 yrs. Accordingly, 8.2% respondents belonged to the age below 20 yrs., 42.8% respondents belonged to 21 to 35 yrs. age group, 31.8% respondents belonged to age group 36 to 50, age group 51 to 65 yrs. had 14.7% respondents and only 2.7% respondents are above 65 yrs. **Thus, age group with highest number of respondents is 21 to 35 years.**
- The respondents were also classified according to their marital status as unmarried and married. 25.3% of the respondents were unmarried and 74.7% were married. Thus, the percentage of married respondents is higher than the unmarried.
- Family type classification of the respondents was done as joint families and nuclear families. 51.7% of the respondents were living in joint family and 48.3% were living in nuclear family. Thus, the percentage of joint family is higher than nuclear family.
- The educational qualification of the respondents was classified in 6 categories. 3.4% respondents belonged to the Primary Education, 20% respondents belonged to Secondary Education, 28.1% respondents belonged to Graduation, Post-Graduation had 25.3%

respondents, Diploma holders included 13% respondents and 10.2% respondents were professional. **Thus, the percentage of graduate respondents is higher than other categories.**

- Respondents were also classified into 6 income (monthly) group categories. 10.1% of the respondents' had income below ₹ 10,000, 16.2% of the respondents' earned an income between ₹ 10,001 to ₹ 30,000, 29.4% of respondents' income ranged between ₹ 30,001 to ₹ 60,000. 33.6% and 4.6% of the respondents' income ranges between ₹ 60,001 to ₹ 90,000 and ₹ 90,001 to ₹ 1,20,000, respectively and 6.2% of respondents' had income above ₹ 1,20,000 per month. **The highest percentage of respondents is from income group is ₹ 60001 to ₹ 90000.**
- The respondents were also classified into 4 groups based on the size of their family. In this categorization, 29.8% respondents were from families having less than 3 members in family. 49.2% respondents were from 3 to 5 members family, 18.4% respondents' families had 5 to 7 members and only 2.7% respondents were from families having more than 7 members in the family. **The highest percentage of respondents were thus from family of size is 3 to 5 members.**
- In the categorization of respondents based on the number of earning persons in the family, it was found that 27.7% of the respondents had only 1 earning member, 39.8% of the respondents had 2 earning members, 15.4% of the respondents had 3 earning members and 11.6% of the respondents had 4 earning members in the family. Lastly, 5.5% of the respondents came from families having 5 earning members.

6.1.2 Objective wise Findings:

Objective-1: To assess the linkage between the consumer demographics association with selection of non-durable and durable brands.

- To identify the above objective, total 72 hypotheses were tested with chi-square test. The summary of hypotheses are as follow:

Table-6.1: Summary of Chi-Square Test Hypotheses

Variables	Selected Brands	Hull Hypothesis
Gender	Biscuit Brands	Reject
	Tea Brands	Fail to reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Fail to reject
	Refrigerator Brands	Fail to reject
	Television Brands	Fail to reject
	Two Wheelers Brands	Reject
	Mobile Brands	Fail to reject
Age Group	Biscuit Brands	Fail to reject
	Tea Brands	Reject
	Bathing Soap Brands	Fail to reject
	Toothpaste Brands	Fail to reject
	Refrigerator Brands	Reject
	Television Brands	Fail to reject
	Two Wheelers Brands	Fail to reject
	Mobile Brands	Fail to reject
Marital Status	Biscuit Brands	Fail to reject
	Tea Brands	Reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Reject
	Refrigerator Brands	Fail to reject
	Television Brands	Fail to reject
	Two Wheelers Brands	Reject
	Mobile Brands	Fail to reject
Family Type	Biscuit Brands	Fail to reject
	Tea Brands	Fail to reject
	Bathing Soap Brands	Fail to reject
	Toothpaste Brands	Fail to reject
	Refrigerator Brands	Fail to reject
	Television Brands	Fail to reject
	Two Wheelers Brands	Reject
	Mobile Brands	Reject
Education Qualification	Biscuit Brands	Reject
	Tea Brands	Reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Reject
	Refrigerator Brands	Reject
	Television Brands	Reject
	Two Wheelers Brands	Reject
	Mobile Brands	Reject

Occupation	Biscuit Brands	Reject
	Tea Brands	Reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Reject
	Refrigerator Brands	Reject
	Television Brands	Reject
	Two Wheelers Brands	Reject
	Mobile Brands	Reject
Monthly Income	Biscuit Brands	Reject
	Tea Brands	Reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Reject
	Refrigerator Brands	Reject
	Television Brands	Reject
	Two Wheelers Brands	Reject
	Mobile Brands	Reject
Family Size	Biscuit Brands	Fail to reject
	Tea Brands	Fail to reject
	Bathing Soap Brands	Fail to reject
	Toothpaste Brands	Fail to reject
	Refrigerator Brands	Fail to reject
	Television Brands	Fail to reject
	Two Wheelers Brands	Reject
	Mobile Brands	Fail to reject
Earning Members	Biscuit Brands	Reject
	Tea Brands	Reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Reject
	Refrigerator Brands	Reject
	Television Brands	Reject
	Two Wheelers Brands	Reject
	Mobile Brands	Fail to reject

- From the above table-6.1, it is observed that gender does not have significant impact in the process of buying biscuits, bathing soap and two wheeler brands. In the case of age group, tea brands and refrigerator brands do not have a significant impact. Marital status of the buyer has a positive impact in the buying of Tea brands, bathing soap brands, toothpaste brands and two wheeler brands. Likewise, education qualification, occupation and monthly income have positive impact with all selected brands. Family size is not much impacting the selected durable and non-durable brands.

However, the number of earning persons in the family is positively impacting the selected brands except mobile brands.

Objective-2: To examine the relationship between Brand Equity Dimensions with brand equity of selected durable and non-durable brands.

- To identify the above objective, total 8 hypotheses were tested with regression and ANOVA model. The summary of hypotheses are as follow:

Table-6.2: Summary of Regression Model Hypotheses

Brand Equity of Selected Non-Durable Products	Brand Awareness	Reject
	Brand Loyalty	Reject
	Perceived Brand Quality	Reject
	Brand Association	Reject
Brand Equity of Selected Durable Products	Brand Awareness	Reject
	Brand Loyalty	Reject
	Perceived Brand Quality	Reject
	Brand Association	Reject

- From the above table-6.2, it is noticed that, there is a significant positive relationship between Brand Equity Dimensions with brand equity of selected durable and non-durable brands. The Coefficient tables 5.167, 5.170, 5.173, 5.176, 5.179, 5.182, 5.185 and 5.188 of chapter no. 5 reveal the significance value of individual statements of the particular dimension of brand equity. The significance value of the coefficient is found to be less than 0.05 in majority statements. Hence, the relationship between Brand Equity Dimensions with brand equity of selected durable and non-durable brands is positive.

Objective-3: To know the significance difference among the brand equity of selected non-durable and durable products.

- To identify the above objective, correlation test between brand equity of selected non-durable and durable products were conducted. Table-5.168 reveals the value of Correlation is 0.664; Significance P-Value is 0.000. As the value of correlation indicates, there is a high positive correlation between selected durable and non-durable products. Therefore the null hypothesis is rejected. Hence, there is significance difference among the brand equity of selected non-durable and durable products.

Objective-4: To identify the factors that are affecting the most to brand equity for the selected non-durable & durable products.

- To identify the factors that are affecting the most to brand equity, factor analysis has been done for selected non-durable & durable products.
- Factor analysis for non-durable products has identified four components. Table-5.159 is showing the value of factor loading.
- Factor analysis for durable products has identified four components. Table-5.163 is showing the value of factor loading.
- Both for non-durable & durable products, brand carries a brand image indicates four factors. Factor-1 contains nine statements and this factor is referred to as "Brand quality". Factor-2 contains four statements and this factor is referred to as "Brand feature". Factor-3 contains four statements and this factor is referred to as "Brand performance". Factor-4 contains three statements and this factor is referred to as "Brand commitment".

Objective-5: To measure the effect of Brand Awareness on Brand equity of selected non-durable & durable products.

- To measure the effect of brand awareness, regression & coefficient analysis is carried out. The table 5.170 & 5.171 reveals that there is positive effect of Brand Awareness on Brand equity of selected durable products and indicates 76.9% of the brand awareness is responsible for brand equity for selected non-durable products.
- To measure the effect of brand awareness, regression & coefficient analysis is carried out. The table 5.182 & 5.183 reveals that there is positive effect of Brand Awareness on Brand equity of selected durable products and indicates 78.2% of the brand awareness is responsible for brand equity for selected durable products.

Objective-6: To understand the association between Brand Loyalty and Brand equity of selected non-durable & durable products.

- To identify the association between brand loyalty & brand equity coefficient analysis is carried out. The table below reveals that there is significance association for statements 1 to 4 for non-durable products However, for statement no 5 there exists no significant association with brand equity which indicates that the respondents are not ready to pay high price for non-durable products whereas for durable products the response is positive. The association exists for brand loyalty and brand equity for all five statement of brand loyalty with brand equity.
- The adjusted R^2 Value 0.828 under table 5.173 reveals that the brand loyalty has association to the tune of 82.8% to the brand equity for non-durable products.
- The adjusted R^2 Value 0.834 under table 5.185 reveals that the brand loyalty has association to the tune of 83.4% to the brand equity for non-durable products.

Table 6.3 Statements of Brand Loyalty of Non-Durable and Durable Products

Statements of Brand Loyalty	Non- durable products		Durable Products	
	Significance value	Remark	Significance value	Remark
1. I will persist in using the service of this brand.	.000	Rejected	.000	Rejected
2. I will recommend this brand to my friends	.000	Rejected	.000	Rejected
3. I will like the idea that the brand deliver	.000	Rejected	.000	Rejected
4. I am committed to this brand	.000	Rejected	.000	Rejected
5. I am willing to pay high price for the brand.	.496	Fail to reject	.001	Rejected

Objective-7: To analyze the perception of respondents towards the Perceived quality of the selected non-durable & durable products.

Table 6.4 Descriptive statistics for Average Mean score for non-durable & durable products

Sr. No.	Statements of perceived quality	Non-durable products		Durable Products	
		Ave. Mean Score	Remarks	Ave. Mean Score	Remarks
1	Product Performance of this brand is good.	4.025	Agree	4.075	Agree
2	I like the value added features of this brand.	3.805	Agree	3.867	Agree
3	The service quality of this brand is stable and reliable.	3.845	Agree	3.867	Agree
4	I like the quality perception of this brand	3.857	Agree	3.880	Agree
5	Service of this brand is convenient and comfortable	3.830	Agree	3.855	Agree

Note: Likert scale: 5-Strongly Agree, 4- Agree, 3- Neutral, 2- Disagree and 1- Strongly Disagree (5 being the highest scale)

The mean from range 1 to 1.8 means Strongly Disagree, the mean from range 1.81 to 2.60 means Disagree, 2.61 to 3.40 - Neutral, 3.41 to 4.20 - Agree and 4.21 to 5- Strongly Agree.

- The average mean score of the each statements measured for perception of respondents towards the Perceived quality of the selected non-durable & durable products based on descriptive statistics revealed that average mean score falls between 3.41 to 4.20, which concludes that all the respondents are in agreement for the Perceived quality of the selected non-durable & durable products. Hence companies having given non-durable & durable products are having good product qualities.

Objective-8: To identify the impact of brand image on the brand equity of selected non-durable & durable products.

- To identify the impact of brand image on the brand equity of selected products, the analysis for the brand image indicated that there is significance value of 0.002 for the non-durable product and it is 0.000 for durable product, which is well below the P value of 0.05, which revealed that there is significant impact of brand image on the brand equity of both, non-durable as well as durable products.

6.2 CONCLUSION OF THE STUDY

The Indian market with vast population driven by youngsters' presents diverse opportunities for different industries. The purchasing power of the middle class has increased and spending on various sectors has considerably increased. India is multi diversified country with various culture and values and signify a unique market in the world. The growth of gross domestic product (GDP) indicates increase in disposable income; the consumer durable industry has been one of the major sectors and playing an important role and it has begun to open up with post liberalization. Consumers prefer durable products as essential to family and to meet family requirements. Household appliances are seemingly are the part of life in the daily activities. Consumers purchasing durables with high involvement for first time and repeated buy for changing lifestyle because of many additional features. This sector is characterized by stiff competition, emergence of multinational companies and introduction of state-of the– art model, and attractive promotional schemes. Brands account lowest amount in the consumer durable goods. However, the penetration of branded products has increased and branded products are perceived better than non-branded products.

The more number of brands which have been offered by the non-durable and durable companies were studied in this research to determine the brand equity of marketing selected household appliances such as biscuits, toothpaste, bathing soaps and tea brands as non-durable brands. While, refrigerators, televisions, two wheelers and mobile phones were selected as durable brands. The four dimensions of the brand equity under study namely brand awareness, brand association, perceived quality and brand loyalty and its overall brand equity.

The results obtained from the study shows that most of the companies provide brand awareness for both durable and non-durable products. Brand loyalty is most influencing factor than brand awareness, brand association and perceived quality. The mean of brand loyalty for non-durable products is 3.7920 and for durable products, mean is 3.8323. The major areas that needs improvement are brand loyalty, brand association and perceived quality.

The results obtained from the study show that all the elements of brand equity have a positive significant relationship on brand equity. The study reveals the significant positive relationship between brand equity of non-durable and durable products. To distinguish purchase decisions there are twenty attributes that are used in the study and some of the attributes have positive relationship on both non-durable and durable products brand equity.

Indian consumer non-durable and durable industry has undergone spectacular changes in the recent decades with the emerging brands in the organized retail outlet. The branded household appliances indicate the significant potential to penetrate deeper into opening-up markets. The present study shows that brand equity a plays pivotal role in consumer household appliances to understand the consumer response. The result obtained from this research will be able to help brand equity on marketing household appliances in the present counter competitive market.

6.3 SUGGESTIONS AND RECOMMENDATIONS

- In case of non-durable consumable products, among all the demographic characteristics of western India rural market respondents that include gender, occupation, monthly income, age, educational achievements, marital status, and number of earning family members are more interested in
    - Parle for biscuit brand,
    - Waghbakri for tea brand,
    - Lux for bathing soap brand and
    - Colgate for toothpaste brand.
- Further, in case of durable consumable products, among all the demographic characteristics of western India rural markets, more interested product is:

- Samsung for refrigerator,
- Samsung for television brand,
- Hero for two wheelers and
- Samsung for mobile brands.

➢ It is evident that other companies need to strategize to improve their brand equity position in the western India rural market because many respondents have insignificant opinion about other brands of selected non-durable and durable brands.

➢ Selection of two wheeler brands depends on the gender. Hence the companies shall focus marketing advertisement separately for women and men i.e gender concern and attribute to be added in marketing strategy. Say for `promoting women to ride, two wheeler training & obtaining licence, Concept of `women on wheel` as done by TVS, special sales promotion scheme`. Similarly for men `easy EMI, free test drive for the two wheeler, focus on after sales services` and distribution channel at rural area needs to be exercise for all the two wheeler companies.

➢ Similarly, in case of consumer non-durable product of bathing soap and biscuits, the selection criteria for women and men are different. Further the majority age group of both product users are between 21 to 35 years. In view of which the marketers shall have to focus on marketing strategies which influence the target group of this age and particularly women oriented as the users are the female group of the western rural area.

➢ There is influence of education on the usage of consumer non-durables as well as consumer durable products in rural area. It is generally, believed that in rural area the literacy rate is less than urban area. However, the select western India rural market is having trends of higher education, majority of respondents are qualified in terms of education. Hence, mix Marketing strategy focused on the quality, services and confortable prices with penetration on needs of the consumers of rural area.

➢ In case of consumer non-durable select product like tea brands, bathing soaps and tooth pastes, the selection of these products depends on the marital status, hence marketing advertisement shall focus on married and unmarried rural peoples separately while for select non-consumable biscuit brand non need for such differentiation.

- Similarly, for consumer durable select product like two wheelers, the selection of these products depends on the marital status, hence marketing advertisement shall focus on married and unmarried rural peoples separately However, for select consumable refrigerator brand, television and mobile brands non-need for such differentiation.
- It is evident that there are significant differences between the monthly income and selected consumer non-durables as well as durable products, it indicates that the respondents from any of the income group, higher or lower, the rural area consumers select the well-known branded products as envisaged from the statistics. Hence, the marketers or companies have to focus on the images of brands & its value, quality for their advertisement irrespective of pricing, so that brand loyalty can be created amongst the rural consumer to purchase products frequently.
- The brand awareness of the durable products is less than perceived quality, brand association and brand loyalty. All companies need to improve advertising campaigns to get the proper response from the customers and build strong brand equity.
- Quality of the non-durable products needs to be improved in such a manner that the prevailing perception of consumers gets changes to start showing increased acceptance of these products.
- Companies marketing durable products should upgrade their symbolic association to their brands so as to get customers to recognize and remember the brand to increase the brand equity.
- The marketing activities need to improve stores carrying high competitive brands and offer in more number of stores and through more distribution centres.
- All selected durable and non-durable products should do all brand preference activities with an objective that it would lead a customer to prefer their brand at the first instance. The objectives of the exercise should also be it makes the customers to personally buy it and strengthens its brand equity.

- Durable products purchase decision further emphasizes on quality, competitive price, services, lower noise level, convenience, availability of the retail outlets, advanced technologies, environmental friendly and guaranty, which are important factors to increase confidence in the mind of customers.
- It is clear that the brand awareness is responsible for brand equity for selected non- durable as well as durable products and hence the companies should have marketing advertisements with strategy focus on product features, product logo and increase the publicity & familiarity of the brand to recall the product brand to the consumers for both non-durables & durables products.
- The responses evident that the brand association is having positive effect on brand equity both for consumer non-durable as well as durable products. It mean the marketers have to focus on advertising showing the attachment of product that touches the feelings of the consumer, both emotionally as well as socially to fulfil certain social needs for purchasing product or services of rural consumers. The advertise contains the emotions like love, joy caring, humour or pride to make peoples attitude to purchase product say Jonson & Jonson baby product items. As the stronger brand association stimulates the positive emotional responses of the consumers.
- It is evident that there exists no significance association for statement `I am willing to pay high price for the non-durable product brand, which indicates that the consumers are not ready to pay high price for non-durable products whereas for durable products the response is positive. Hence in case of non-durable products the niche marketing strategy focusing on the product quality and brand image needs to be implemented to justify the high price of product.
- The perception of respondents towards the Perceived quality of the selected non-durable & durable products reveals that average mean score falls between 3.41 to 4.20, which leads one to a conclusion that the respondents are only agreeable for the Perceived quality. Hence companies need to improve service quality, add features in the products and improve product performance for both the selected non-durable & durable products.

- It is evident that there is significant impact of brand image on the brand equity of both, non-durable as well as durable products. It revealed that the marketing promotional advertisement should touch the feelings & affects the emotions of the consumers.

6.4 MANAGERIAL IMPLICATIONS OF THE STUDY

Firstly, the companies that are promoting and are keen on pushing their durable and non-durable products in the rural market should carefully examine the potential of the rural market. The relative benefits of tapping the rural markets, of course, depend upon the specific goals of the individual companies. This is because some of the companies tapping the goal of the potential rural market for durable products and non-durable products merely depend on the socio-economic status of rural markets. However, some others are realizing the importance of, and therefore pursuing brand image promotion of the products' brand to successfully achieve desired goals in the rural markets.

- Based on the findings the companies under study found confidence that they can successfully deal with the challenging conditions of rural markets. This is particularly so as the findings conclude that purchasing power of middle class has increased and consequently, spending on various sectors has considerably increased too. As a result, deep penetration of branded durable and non-durable products has also gone up.
- The present findings also imply that increased significance of Brand Equity dimensions with brand equity of selected durable and non-durable products of the rural market in western region.

6.5 SCOPE FOR FUTURE STUDY

The present study reveals several useful issues, even though it leaves lot of scope and directions for future research, some of the directions are the brand equity practices can be researched in more than four non-durable and durable products. To increase the generalizability of these findings, research could be undertaken across all segments in the consumer non-durable and durable industry.