

CHAPTER 6

SUMMARY AND CONCLUSION

6.1 INTRODUCTION

An overview of the study, a summary of the research results, the implications of the results, the limitations of the study and recommendations for future research are presented in this chapter.

6.2 OVERVIEW OF THE STUDY

Primary data were obtained from a sample of 378 respondents around the Klang area. The sample consist of different professions and different ethnics.

An attempt was made to find out actual brand purchased, brand preference and past purchased brand. Besides that, analyses were on the important of each of the eight attributes (price, well known brand, taste, appearance, attractive packaging, easily available, longer shelf-life, and no colouring or preservative) in influencing the respondents' choice of sauces. A comparison between three races as well as non-regular and regular buyer was also made to identify similarities and differences of purchasing behaviour between them.

Lifestyle analysis, a well-documented marketing tool for market segmentation purposes, was also adopted in this study. It is supposed to add "flesh" to the demographic "bones" of the consumers (Douglas et al., 1977). Thus in this study, demographic characteristics of the respondents described the "who" of the sample and the psychographic profiles provided information on the "why" namely

the attitudes, interests and opinions of the respondents as consumers in a particular market segment.

The purchase behaviour of the respondents was also elicited from this survey. The respondents were asked on the frequency of purchase, quantity and size of purchase. In addition, information on their store patronage preferences and the sources of information or influence on purchase decisions were also obtained. These data were compared between the three ethnic groups. Discriminant analysis was used to find linear combinations of the demographic and psychographic characteristics that distinguish the non-regular and regular buyer.

6.3 SUMMARY OF THE RESEARCH RESULTS

The survey revealed that there is strong relationship between brand heard before and actual brand purchase, brand preference and actual brand purchase as well as past purchases and actual purchases. The results showed that Maggi is the most popular brand used by the household in Klang for both Chilli Sauce and Tomato Ketchup and followed by "Kimball". For Oyster Sauce, the most popular brand is Lee Kum Kee as this brand already in this industry for more than a century.

Analysis on the attributes revealed that taste and no colouring or preservative are the most important selection criteria for all the ethnic groups. Besides that, longer shelf life, availability of the product and price are also important as their selection criteria.

Psychographic analysis yielded six interpretable factors that described their attitudes, interest and opinions with regard to their sauces preference. They we

namely the: "Health Conscious", "Bargain Shopper", "Quality Minded", "Brand Trier", "Loyalist" and "Follower".

"Health Conscious" consisted of respondent who paid more attention on health issues. They prefer natural food without artificial ingredients. The "Bargain Shopper" always looks for product on sales and compare prices before purchase a product. The third factor, the "Quality Minded" gives priority to quality and willing to pay more. The "Brand Trier" consisted of those who are more innovative, adventures, enjoying trying new and different things and taking chances. Those who are loyal to a brand or even a shop called "Loyalist". The "Follower" used to follow a particular person attitude or belief. In the reliability test, factor 6 i.e. "Follower" was disregarded in further analysis since there is only one item and alpha test was unable to carry out.

This study also look into some aspects of the purchase behaviour of the respondents. The frequency of purchase for majority of the respondents is once a month for three types of sauces. On average only one bottle is bought every time and on the smaller size.

In terms of store patronage, supermarket is the most popular with the majority of the respondents irrespective of the ethnic groups and followed by mini market /provision shop. Supermarket was the most preferred because of their product quality, wide selection of goods, shop displays and comfortable physical environment.

For usual practice in purchase, respondents indicated that they always get their usual brand compared to other brand. This indicated that once consumer adapted to one brand, they usually stick to one brand unless the other brand is

cheaper and better quality than their existing brand or recommended by their family members /friends.

Different sources of information had influenced the decisions on purchases differently. The result shows that family members /friends had the greater influence their sauces purchasing for all the three races and followed by sample given. In terms of advertising, the impact is lesser. For type of advertisement, the most influenced on the purchases of sauces is TV /radio commercial.

6.4 IMPLICATION OF THE STUDY

Manufacturers and advertisers should capitalize on the attributes which the respondent consider important when selecting these three types of sauces. Producing sauces which take into account such attributes would not only enhance customer satisfaction but also prevent it from being non-saleable product. For example, when producing sauces, manufacturers should emphasize on the “taste” and “no colouring or preservative” attributes. Beside that manufacturer have to make sure their product are widely distributed and easily accessibly in all type of shop such as hypermerket, supermarket, mini market or provision shop. For “longer shelf life” attribute, the manufacturers have to make sure their product are freshly produced and don't over run the product and not kept in the warehouse for a long duration. After producing the goods, manufacturer should make sure that the goods are immediately delivered to the market. They should also estimate the monthly sales for the product and keep the buffer stock at reasonable quantity only. Besides that, the manufacturer also have to ensure that the prices of their sauces are reasonable along with the quality and competitors' brand. Advertisers may also

utilize factor such as knowledge in order to create effective messages for promotional purpose. Meeting the customers' needs and maximizing their satisfaction should be the ultimate goal of all manufacturers.

The lifestyle or psychographic profile results of the respondents could promote an understanding of the differences that exist between market segments and the similarities that occur within the same segment for market planning purposes. The "health conscious" buyers for example, were more likely to read health magazine than the "Bargain Shopper" and "Loyalist". The latter were conservative and paid little attention to health advertisements. Reaching the "Loyalist" would therefore require other forms of communication such as word-of-mouth type of advertisement. Sales and special discounts would certainly appeal to the "Bargain Shopper". The "Quality minded" buyer would welcome quality products. The life style profiles can therefore help sauces marketer position their products more effectively.

Knowledge of store patronage preference would provide insights into how the various stores could improve or at least maintain their popularity by being top-of-the-mind outlets. Supermarkets were popular with the respondents perhaps because of the availability of a wide selection of products and their atmospherics. Hence other retail outlets may have to emulate them if they want to succeed in the competitive industry. Since results from the survey showed that the popularity of mini-market /provision was not very encouraging, the shop owner may have to increase the range of product in their shop and improve the atmospherics.

Results obtained from the survey with regard to the influence of the various information sources on purchase could help advertisers and manufacturer select the

appropriate media so as to maximize coverage or at least reach the specific market targets more effectively. For example, since respondents depend more on the TV /radio commercial, marketers should use TV /radio commercial to reach the buyer. If the manufacturers have the cost constraint, they also can use print media such as newspapers, magazines, poster/flyer/pamphlet as to reach the specific buyer. Sample for buyer especially new product was also important in influencing the buyer decision.

Thus in general the results for this survey could provide marketers with some knowledge on market segmentation as well as the type of product lines and merchandise that are required in order to maximize their customers' satisfaction.

6.5 LIMITATION OF THE STUDY

The findings of this exploratory research should be interpreted within the limits of the sample size ($n=378$) and sample space (Klang) constraints. The sampling design could have been improved with additional time and money. With limited resources, only 378 respondents were selected to be interviewed. However a large sample including the respondents from other places and states in the country would have made generalizability of the results more meaningful and effective.

Cultural factors may have prevented some respondents from rating themselves either too high or too low on the Likert type scale as evident from the responses of the respondents on their purchases.

The five psychographic dimensions such as "Health Conscious", "Bargain Shopper", "Quality Minded", "Brand Trier" and "Loyalist" described only 57% of the total explained variance. This could have been higher (63%) if Factor 6

“Follower” had not been eliminated (refer section 5.2.3). The reliability of these factors could have been improved if more variables had been included in the AIO inventory.

However, despite the shortcomings, this study provides an understanding of the consumer in our country and their attitudes towards purchase of sauces. The empirical results could provide some input for future references and challenges for those who plan to expand the scope of this study.

6.6 RECOMMENDATIONS FOR FUTURE RESEARCH

This study could form the basis of a much larger study utilising a larger sample which would include not just the respondents from Klang but those throughout the country so that generalisation of the results across the nation could be made.

In addition, this study adds to the growing pool of the local studies of similar or related nature. It could be used for comparative purposes for future studies. Some suggestions for such studies are: a comparison of selection criteria in urban and rural area etc.. A cross-national comparison using the same questionnaire with slight modifications could also lead to some interesting findings.

In conclusion, the overall objective of this exploratory survey has been met and therefore other objective would have to be satisfied with different surveys.