Summary of the Thesis

The study tries to establish relationships between the Purchase Decision of CAD/CAM products and their attributes- Technical Features, Delivery & Support, Price & Commercial, & Data Compatibility. Three basic questions stimulate the study. What are the attributes that impact purchase of CAD/CAM & to what extent? Are these attributes interrelated- or do they impact each other? Is there any linear relationship between these attributes and Purchase Decision?

The Chapter 1 introduces the topic with concepts & context of the study. The statement of the problem followed & objectives of the study are discussed that lead to the development of Hypotheses. The chapter also discusses scope and constraints of the study and highlights the significance of the study.

In the Chapter 2 existing literature is reviewed as the study deals with industrial buying behavior. Nature of industrial buying and influences on the industrial buying behavior are discussed. How industrial buying decisions are reviewed and some buying behavior models are described in this chapter. Small discussion is done in this chapter to understand how attributes can be studied. Around 10 different international research papers are reviewed with respect to industrial buying behavior. Theses on CAD/CAM buying behavior are not available, and this thesis is probably the first one in that area. A Gap analysis is done to find out which attributes can be studied in this research. These attributes are grouped into four main attributes that impact CAD/CAM buying behavior. Thus attributes under study and scope are finalized in this chapter.

The Chapter 3 describes the profile of CAD/CAM industry in general & specific CAD/CAM products under study in this research. The origin of CAD/CAM industry and the current status is being discussed in this chapter. Profile of individual CAD/CAM products is also discussed with an explanation on why some other products are not included in the study. The study is restricted to the software products of CAD/CAM industry and no hardware is considered in the scope.
The Chapter 4 discusses the Research methodology. Sources and tools for data collection are discussed. Sample is been described in this chapter followed by details of the pilot study. The findings of pilot study are elaborated later in the chapter. Reliability of the survey instrument (structured Questionnaire) is carried out and tested. The basic framework for the Main Study is completed and discussed in this chapter. Finally the sample size is determined on the basis of three different techniques.

The chapter 5 is Data Analysis. All the six products are studied individually with their individual responses from the main study. The analyses included step-wise multiple regression analysis, factor analysis, multi-co linearity, and causal analysis. Assumptions for above analyses are also tested and presented in this chapter. Along with the individual product analyses, combined product analyses are carried out and three hypotheses are tested. Various reports are presented in the form of tables, & graphs.

The Chapter 6 is Findings, Conclusions and Recommendations. Main findings for individual software product and combined products are presented in this chapter. Conclusions are drawn from the findings for individual software product and combined products in this chapter. Recommendations on the basis of findings are presented by the researcher here in this chapter. The suggestions are also given at the end of this chapter to the CAD/CAM Product developers.

The thesis concludes with bibliography and appendices.