

The Influence of Demographic Profile of the Consumers towards Durable Goodswith Special Preference to Refrigerator

Isha Patnaik

Research Scholar, PG Department of Commerce, Berhampur University, Odisha

ABSTRACT

This paper intends to show how the demographic profile (age, education qualification and monthly income) of the consumers influence the perception of consumers towards durable goods in Odisha. This is with special preference to refrigerator. This enables the dealers and manufacturers of consumer durables in raising the equity of their brands and aiding them to sell more premium systems and rise their profits and revenues. For such goods, the consumer decision-making process is complex and high involvement, and most purchasers are unacquainted with brands. A survey was established to evaluate which attributes were most vital to consumers as well as demographic characteristics. The paper showed that demographic variables are a vital criterion in the consumer decision-making process for purchasing refrigerators. Subsequently consumers are not much aware about brands, they assume similarity and buy for price. Comprehending how consumers relate to brand names has become vital for marketing. This study reveals that consumer's demographic profile (age, education qualification and monthly income) influences the consumers' perception of refrigerator brands in Odisha.

Keywords: *Brand, Consumer's Perception, Decision Making, Demographic Variables, Durable Goods, Odisha, Refrigerator.*

I. INTRODUCTION

The word 'brand' is being used mostly in the global market. A brand can create value for the business, by enhancing business performance and providing customer satisfaction. In present market scenario, the goods and services being sold constantly recognized by its names, the name that enables the buyers in looking into the goods to immediately are known as brand or brand name. Therefore it has the end goal to recognize the product. In present market scenario, the technology and knowledge are up-gradating days by day, that change the consumer's perception of the products, and they always prefer to pick a branded product. Thus it is critical to comprehend what the elements that can make an inclination in the minds of customers. The brand is the concepts that differ the product or services. In the crowded marketplace, each organization is seeking for new and more efficient ways to increasing brand awareness and trying to creating brand loyalty. One of the most important tasks involved in ensuring a brand's success is to develop a branding strategy. In the competitive market, brands have been one of the primary marketing

tools. A brand is the marketing tool or strategy which can protect customers and suppliers against competitors that they are trying to provide products. Strong brands provide a shelter at a global competition or at the time of economic recession.

High brand value implies that the brand can make some positive differential reaction in the market. Indian market is a vast market, and as well as we know, India is the second largest consumer market in the world. The modern Indian consumer, a profile has been changed because of change in education, income, and habit of the consumer, so there is a massive change in consumer brand preference for durables products for the past decade.

For any research work at any level, it is essential to carry out extensive literature survey to get subject insight and developing the construct for the study and finding out the research gap. Barry (1992), Losarwar (2002), Verma and Kappor (2003), Chang et al.(2008), Rajagopal (2009), Gowri (2012), Nasab&Alroaya (2013), Rizvi &Elahi (2013), Saeed et al. (2013), Suganhethi and Mohan (2014), Kaur and Ashita (2014), Hasan (2014), Jisana and Basheer (2014), Momani (2015) and others have carried out the study on consumers perception towards selected consumer durable products and provided key suggestions for effective promotion of such durable goods.

This paper focusses on how the consumer's demographic profile influences the perception towards consumer durables with reference to refrigerators, a common household appliance.

II. OBJECTIVES OF THE STUDY

The present study spells out the following objectives and they are given below.

1. To study the demographic profile of the consumer respondents in Odisha.
2. To identify the factors influencing the consumer's perception with regards to refrigerator in the said state.
3. To provide suggestions based on the findings of the study for the benefit of manufacturers consumers and manufacturers

III. NEED FOR THE STUDY

Consumer behavior is always an important concept in all marketing activities and marketing management. The primary objective of studying the consumer behavior as a discipline because it plays the vital role in human life the most of the people spent their time in the market for shopping or maybe enjoying other activities. So the consumer knows very well and having analytical thinking about goods and services further, that discusses with their friends thus consumer lifestyle and behavior is changing, and it impacts on their purchasing. The consumer buying behavior choice depends on various factors that are the surrounding the customer like income, demographics, social class, and

culture religion, etc. Therefore there are lots of factors whether it is internal and external influence the consumer behavior.

IV. HYPOTHESIS FOR THE STUDY

Keeping in mind the objectives set for the study, the following hypotheses are framed to test in due course of analysis.

H₀1: There is no significant association between the respondent's age group and the preference of refrigerator brand.

H₀2: There is no significant association between the respondent's educational qualification and preference of refrigerator brand.

H₀3: There is no significant association between the respondent's monthly income and preference of refrigerator brand

V. RESEARCH METHODOLOGY

The essential requirement of design is to provide a framework and direction for the investigation efficiently and effectively. The existing pieces of literature facilitated to develop the objectives and hypothesis. To complete this research the convenient sampling technique used. The primary data collected through a structured questionnaire and interview method is employed to obtaining information. The sample size of 500 respondents collected successfully. The various statistical tools such as Percentage analysis, Descriptive statistics, and t-Test, Crosstab, and Chi-square usage discussed.

VI. ANALYSIS AND INTERPRETATION OF DATA

6.1 DESCRIPTIVE ANALYSIS

The demographic variables namely, gender, age, education, occupation, and monthly income are taken into account to study the status of the consumer respondents participated in the survey. The demographic profiles of the respondents are provided in table 1 below.

TABLE.1. DEMOGRAPHIC VARIABLES OF CONSUMER RESPONDENTS (N=500)

Variables	No. Of Consumers	Percentage (%)
Gender:		
Male	329	65.8
Female	171	34.2

Age (in years):		
15 to 25	116	23.2
26 to 35	178	35.6
36 to 45	138	27.6
46 years and above	68	13.6
Qualification:		
10th pass	115	23
12th pass	67	13.4
Diploma	89	17.8
Graduate	95	19
Post-graduate and above	37	7.4
Illiterate	97	19.4
Occupation:		
Government service	64	12.8
Private service	67	13.4
Self Employed	105	21
Daily wage	112	22.4
Unemployed	96	19.2
Retired	56	11.2
Monthly income (Rs.):		
Less than 5000	149	29.8
5001 to 10000	176	35.23
10001-20001	106	21.2
20001 to 30000	36	7.2
30001 to above	33	6.6

(Source: Data collected and compiled from survey)

6.2. INFERENTIAL ANALYSIS

6.2.1. AGE DISTRIBUTION

H₀1: There is no significant difference in purchase of refrigerator among the age groups of the consumers.

TABLE 2: PURCHASING BEHAVIOR OF REFRIGERATOR WITH RESPECT TO DIFFERENT AGE GROUPS

Refrigerator Brand	Age Distribution				Total	Chi- square value	Sig
	15-25years	26-35years	36-45years	46 year and above			
LG	38(7.6)	43(8.6)	29(5.8)	18(3.6)	128(25.6)	30.646	0.045
Videocon	43(8.6)	62(12.4)	46(9.2)	22(4.4)	173(34.6)		
Whirlpool	25(5.0)	42(8.4)	58(11.6)	21(4.2)	146(9.6)		
Others	10(2.0)	31(6.2)	5(1.0)	7(1.4)	53(10.6)		
Total	116(23.2)	178(35.6)	138(27.6)	68(13.6)	500(100)		

(The figures in the parentheses are percentages to totals)

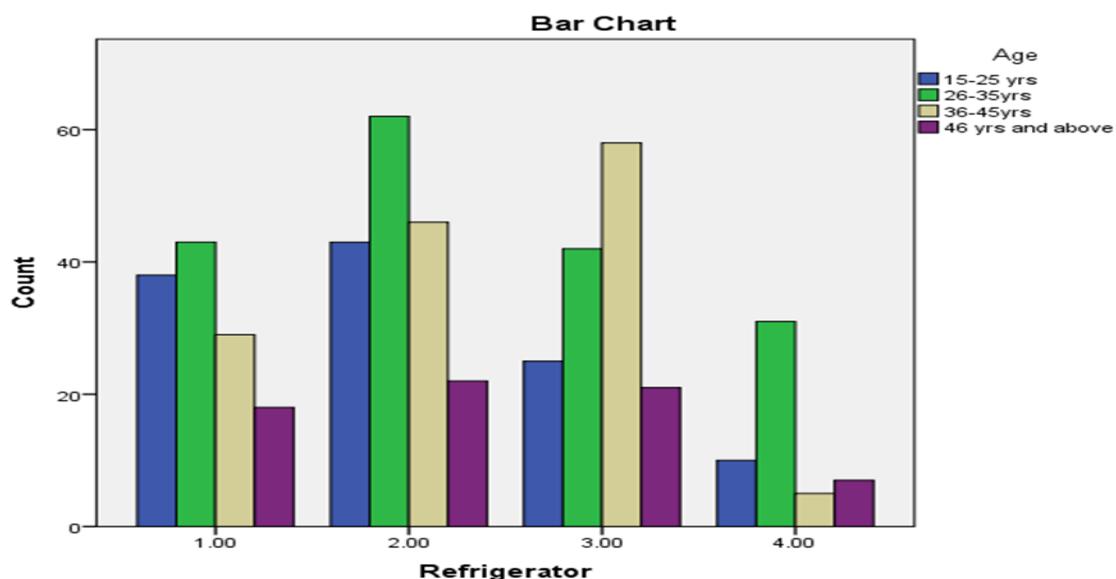


FIG.1: PURCHASE OF REFRIGERATOR BRAND WITH THE AGE GROUP

The Chi-Square value of 30.646 is significant at 5%significance level. Therefore the hypothesis, there is no significant difference in purchase of Refrigerator brands among the age groups of the consumers is rejected. Table 2

shows the purchasing behaviour of Refrigerator brand with respect to different age groups. The response of the consumer among the various age group is represented in the figure 1

6.2.2. EDUCATIONAL QUALIFICATION

H₀2: There is no significant difference in purchase of refrigerator with consumer's educational qualification.

TABLE.3: PURCHASING BEHAVIOUR OF REFRIGERATOR WITH RESPECT TO DIFFERENT EDUCATION GROUPS

Refrigerator Brand	Education Distribution							Chi-square value	Sig
	10 th Pass	12 th Pass	Diploma	Graduate	Post Graduate and above	Illiterate	Total		
LG	29(5.8)	14(2.8)	19(3.8)	28(5.6)	8(1.6)	30(6.0)	128(25.6)	28.637	0.028
Videocon	38(7.6)	26(5.2)	29(5.8)	37(7.4)	13(2.6)	30(6.0)	173(34.6)		
Whirlpool	36(7.2)	20(4.0)	32(6.4)	20(4.0)	12(2.4)	26(5.2)	146(29.2)		
Others	12(2.4)	7(1.4)	9(1.8)	10(2.0)	4(0.8)	11(2.2)	53(10.6)		
Total	115(23.0)	67(13.4)	89(17.8)	95(19.0)	37(7.4)	97(19.4)	500(100)		

(The figures in the parentheses are percentages to totals)

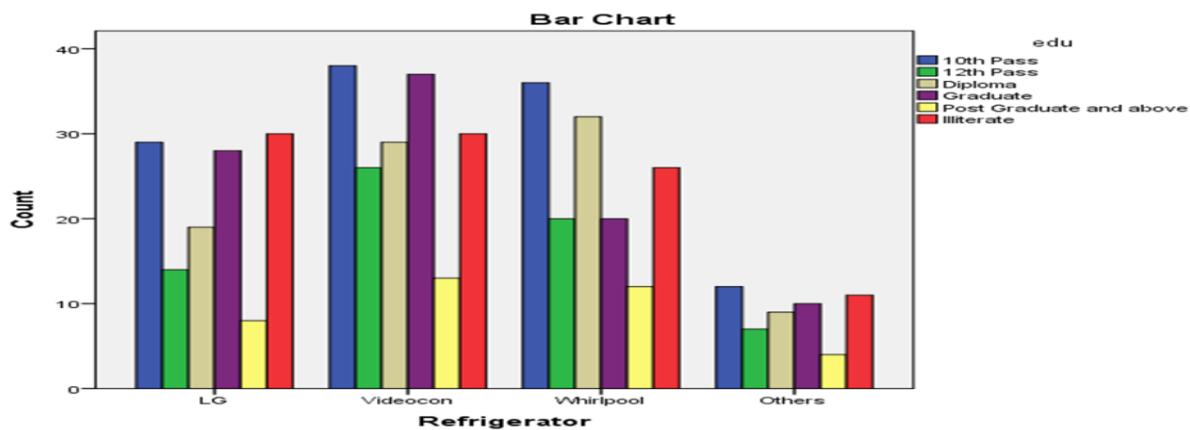


FIG.2: PURCHASE OF REFRIGERATOR WITH THE EDUCATION GROUPS

The Chi-Square value of 28.637 is significant at 5% level of significance. Therefore the hypothesis, there is no significant difference in purchase of Refrigerator brands among the education groups of the consumers is rejected. The response of the consumer among the various Education group is represented by the figure 3.

6.2.3. MONTHLY INCOME

H₀3: There is no significant difference in purchase of Refrigerator brands among the monthly income of the consumers.

TABLE.4: PURCHASING BEHAVIOUR OF REFRIGERATOR WITH RESPECT TO DIFFERENT MONTHLY INCOME GROUPS

Refrigerator	Monthly Income					Total	Chi-square value	Sig
	Less than 5000	5001-10000	10001-20000	20001-30000	30001-Above			
LG	40(8.0)	42(8.4)	40(8.0)	4(0.8)	2(0.4)	128(25.6)	31.736	0.0136
Videocon	46(9.2)	59(11.8)	37(7.4)	12(2.4)	19(3.8)	173(34.6)		
Whirlpool	46(9.2)	53(10.6)	26(5.2)	14(2.8)	7(1.4)	146(29.2)		
Others	17(3.4)	22(4.4)	3(0.6)	6(1.2)	5(1.0)	53(10.6)		
Total	149(29.8)	176(35.2)	106(21.2)	36(7.2)	33(6.6)	500(100)		

(The figures in the parentheses are percentages to totals)

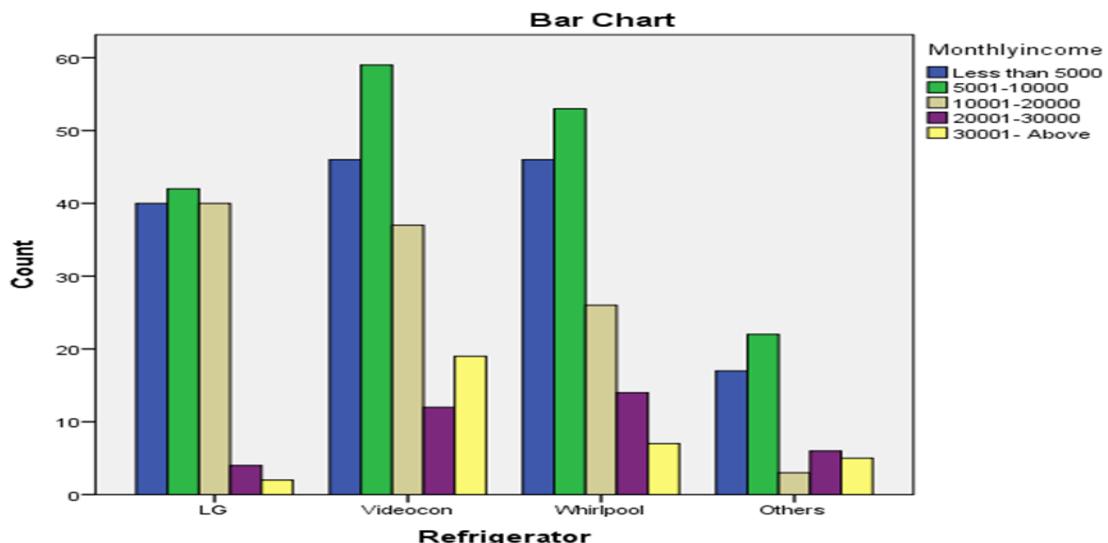


FIG.3: PURCHASE OF REFRIGERATOR WITH THE MONTHLY INCOME

The Chi-Square value of 31.736 is significant at five per cent level of significance. Therefore the hypothesis, there is no significant difference in purchase of refrigerator brands among the monthly income groups of the consumers is rejected. The response of the consumer among the various income groups is represented by the figure 3.

VII. LIMITATION OF THE STUDY

The present study is limited to Odisha state only and the findings may not be applicable to the other states of the country because of socio-cultural, consumer preference, spendable income and other differences. Again consumer behavior, preference, and technology being dynamic in nature, there is every possibility that over time and space findings of today may become invalid tomorrow.

VIII. MAJOR FINDINGS

It was found from the study that

- When analyzing which product attributes were most important to consumers, demographics had impact on the respondents' choice.
- The consumer durables with reference to refrigerator has significant relationship with age, educational qualification and monthly income of the consumers.

XI. SUGGESTIONS

1. The marketers must focus and adopt a comprehensive vision of marketing decisions. The marketing activities of companies for a brand can make the worth of brand by potentially improving customer ability to remember or distinguish the brand.
2. Marketers are supposed to classify the knowledge structure that they would like to build in the mind of customers by specifying the desired level of awareness, strength, and uniqueness of product and other benefits.
3. The marketers should focus on the association inviting quality, brand consciousness creating ability, need-satisfying capacity, value-creating ability and uniqueness that is the crucial source of brand equity in the consumer durables in Odisha.

X. CONCLUSION

Consumer behavior is always an essential concept in all marketing activities. The foremost, reasons to discuss consumer behavior in present research because it plays a vital role in purchasing decision. Nowadays consumer is well aware of the goods and services, and their lifestyle is changing, that keeps impacts on their behavior. The consumer buying behavior depends on various factors that are the surrounding the consumer. The brand keeps worth in the market, and people focus on brand while purchasing the goods and services from the market. Therefore marketer needs to keep in-depth information about consumer behavior, which helps the companies to predict future consumer behavior or contribute to making marketing strategy. Hence if the companies want to make a brand in the fierce competition companies needs to study the consumer behavior.

References

- [1]. Barry, L. B., (1992), “*The Consumer Durable Replacement buyer*”, *Vikalpa*, Vol.17, No.1, p.67.
- [2]. Losarwar, S.G. (2002), “*Consumer Behavior towards Durable Product: A Study with Reference to Marathwada Region*”, *Indian Journal of Marketing*, Vol. 32, Aug. issue, pp. 6- 9.
- [3]. Verma, D.P.S. and Kappor, S. (2003), “*Dimension of Buying Roles in Family Decision Making*”, *Management Review*, Vol. 15, No.4, pp.7-14.
- [4]. Khouja, M., Robbins, S. S., & Rajagopalan, H. K. (2008). *Optimal pricing and delayed incentives in a heterogeneous consumer market*. *Journal of Revenue and Pricing Management*, 7(1), 85-105.
- [5]. Xia, N., & Rajagopalan, S. (2009). *Standard vs. custom products: variety, lead time, and price competition*. *Marketing science*, 28(5), 887-900.

- [6]. Momani, R. A. (2015). *The Impact of Brand Dimension on the Purchasing Decision Making of the Jordanian Consumer for Shopping Goods*. International Journal of Business and Social Science, 6(7), 149-168.
- [7]. Rath, S. (2017). *Consumer Buying Behavior Towar*. Journal of Current Research, 9(07), 54185-24188.
- [8]. Bhatia, P., Ali, S. H., & Mehdi, Z. (2014). *A Factorial Study of Consumer Buying Behaviour towards Durable Goods With Reference To Urban Working Women*. International Journal on Recent and Innovation Trends in Computing and Communication, 2(3), 424-434.
- [9]. Hasan, A. (2014). *Consumer Brand Preference for Consumer Durable Goods With Reference to Lucknow District*. International Journal of Economics & Management Sciences, 4.
- [10]. Rizvi, S., &Elahi, Y. A. (2013). *A Study Of Consumer Behaviour Regarding" Durable Goods" In Lucknow Region*. International Journal of Applied Services Marketing Perspectives, 2(3), 535.
- [11]. Verbeke, W., Sans, P., & Van Loo, E. J. (2015). *Challenges and prospects for consumer acceptance of cultured meat*. Journal of Integrative Agriculture, 14(2), 285-294.
- [12]. Saravanan, P. (2015). *A Study on Factors Determining Buying Decisions Through Television Advertisements For Consumer Durables Goods*. Journal Impact Factor, 6(1), 489-495.
- [13]. Nasab, M. S., &Alroaya, Y. V. (2013). *The Study of the Effect of Brand on Customer Loyalty of Electronic products*. International Journal of Social Sciences & Education, 3(4).
- [14]. Neha, S., &Manoj, V. (2013). *Impact of sales promotion tools on consumer's purchase decision towards white good (refrigerator) at Durg and Bhilai Region of CG, India*. Research Journal of Management Sciences, ISSN, 2319, 1171.
- [15]. Kumar, S. R. (2009). *Consumer Behaviour and Branding: Concepts, Readings and Cases-The Indian Context*. Pearson Education India.
- [16]. Nagadeepa, C., Selvi, T., &Pushpa, A. (2015). *Impact of sale promotion techniques on consumers' impulse buying behaviour towards apparels at Bangalore*. Asian Journal of Management Sciences & Education, 4(1), 116-124.
- [17]. Kalaiselvi, D. K., &Muruganandam, D. D. (2015). *An analysis on purchase behaviour towards selected white goods*. Asia Pacific Journal of Research, 1.
- [18]. Gill, K. (2012). *College student's attitudes towards ethical consumerism—an Indian perspective*. Journal of Business and Management, 4(5), 1-13.
- [19]. Solomon, M., Russell-Bennett, R., &Previte, J. (2012). *Consumer behaviour*. Pearson Higher Education AU.

- [20]. Ramesh, K. (2008). *Conceptual Issues in Consumer BehaviourThe Indian Context*. Pearson Education India.
- [21]. Oladepo, O. I., &Abimbola, O. S. (2015). *The influence of brand image and promotional mix on consumer buying decision-a study of beverage consumers in Lagos State, Nigeria*. British journal of marketing studies, 3(4), 97-109.
- [22]. Mathi, K. M., &Saraswathi, C. (2011). *A Study on Factors influencing rural consumer buying behaviour towards durable goods in Erode district*. Asia Pacific Journal of Research, 1(4), 54-63.