

# ROLE OF DEMOGRAPHICS IN THE BEHAVIOURAL CHANGES OF CONSUMERS – A STUDY WITH REFERENCE TO DURABLE PRODUCTS IN CHENNAI CITY

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**Abstract :** In India, consumer behaviour doesn't remain constant in the current marketing situations and these behavioural changes happened from time to time. The durable products industry is functioning in a highly competitive, complex and promptly changing the business environment. There are various demographic factors like age, sex, marital, household income, size of the family, education level, occupation, background, psychological factors which affect the buying behaviour of the consumers. This paper focused on the role of demographic variables in the behavioural changes of consumers of durable products in Chennai city. This study analyzed the factors responsible for the demographic variables among consumer of durable products. The consumers' groups are segmented on the basis of demographic variables and their needs, wants, preferences often highly associated with the demographic variables. This demographic variable makes known the updated trends, such as age, sex and income level that brings new strategy to the marketers.

**Key words -** Demographic variables, behavioral changes, consumer purchase decision.

## I. INTRODUCTION

In India, the consumer demographic profile has been changed and developed in terms of media habits. Based on the changing lifestyle and income level, the consumers were considered luxury durable products. According to the Creusen (2010) states that consumer buying decision process was strongly associated with the demographic profile like age, gender, education, income, generation, and family size, marital, life cycle of the family, religion, nationality and social class. The marketer focused demographic variables for segmenting the consumer groups and they are interested in the size and growth rate of population in different states, cities, and nations. Based on this information, the manufacturer formulated their marketing techniques and strategies for fulfilling the consumer desire, wants and preference for the product. It is quite necessary for the manufacturer of durable products to know the behaviour of the consumers. They decided to increase their sales and capture the maximum share of the market.

Consumer behaviour is a process of the consumer uses to make purchase decisions and they tend to react as well as they behave when purchasing the advertised products that they like. It also includes the analysis of factors which influenced the purchase decisions of the product. This behaviour not only covers the purchase decisions but also includes the learning experiences associated with consuming the product or services. The manufacturers combined demographic, social and psychological factors for determining the buying behaviour of the consumers. This dimensions covered two aspects like consumer lifestyle and the way how people live. Evans and Berman (1984) stated that the demographic profile has a strong influence on the consumer's lifestyle and this information helps to determine the consumer motives and behaviour using psychological dimensions. Consumer durable goods refer to various items used in a household kitchen to reduce work content and to make household activities fast, neat and enjoyable. In the present day, the consumer used a large number of durable products like Refrigerator, Television, Washing machine, Air conditioners, audio, and video players to make life more smooth and enjoyable way.

## II. REVIEW OF LITERATURE

Imran Shahid and Mubbasher Hassan Syed (2011) This thesis concluded that the demographic characteristics like gender, age, income, education, and area played a significant role in influencing the Swedish consumers to take the purchase decisions of the products. The demographic characteristics have a major impact on the purchasing decision of the consumers. Robert (1999), based on demographic characteristics such as age, gender, area, and education have a strong impact on consumer buying behaviour towards the product. Dahiya Richa (2012), this study revealed that the gender factor has a strong impact on the frequency of online shopping behaviour and the size of the family would affect the online shopping patterns of the consumer. Rakesh Kumar (2014), this research article stated that the producers focused on the demographic factors for maximising the value of the firm's share. As the change in these factors, the consumer attitudinal behaviour also changed according to the market conditions.

S. PremKumar (2014), the relationship between the demographic variables and the consumer needs, wants tastes and preferences of the advertised product. Educational qualifications of the consumers were highly associated with the information search of the product. Ha, Sejin and Lee, Yun Jung (2011), this article determined various demographic variables like education, household income, and psychological factors can influence the consumer self-confidence in decision making process. Som Aditya Juyal (2013) this study related to the brand preferences among durables and ascertained the demographic profile would strongly affect the buying habits of the consumers. Arpita Khare (2012), this article found that the demographic factors and environmental factors influence consumers' product involvement and these predictors can help in product planning.

### III. GAPS IN THE LITERATURE

Based on the above National and International reviews on consumer behaviour towards durable products, it was clearly revealed that the direct influence of advertisement on the purchase decision of the consumer. The various studies related to consumer behaviour did not focus on the various components of the demographic variable as well as behavioural changes among consumers. The present study was covered the predominant gaps that motivate the researcher to identify the role of demographics in the behavioural changes of the consumer.

### IV. OBJECTIVES OF THE STUDY

1. To study the factors responsible for the demographic profile among consumers
2. To find the influence of advertisement on behavioural changes of consumers.

### V. HYPOTHESIS

There is no significant influence of demographic profile on behavioural changes of consumers.

### VI. METHODOLOGY

This study is based on responses of consumers watching various advertisements. The responses are obtained through a well-structured questionnaire with optional type as well as Likert's five point scale questions. The questionnaire consists of three parts namely demographic perception on advertisements and their behavioural changes. Part two and three of the questionnaires are completely based on Likert five point scale.

### VII. DATA COLLECTION

The researcher applied a convenient sampling method to collect 300 responses from the general consumers watching the advertisement of fast moving consumer groups. The researcher collected twenty responses each from all the fifteen zones. Hence, the sampling size of the responses is fifteen into twenty equal to three hundred.

### VIII. ANALYSIS AND DISCUSSION

As well as the behavioural changes of consumers, the researcher considered the following components of behaviour namely awareness, preference, purchase decision and satisfaction. In the research instrument, the researcher received the consumer responses for these four aspects in Likert's five point scale which ranges from strongly agree to strongly disagree. The total average scores of these factors and the underline variables are considered for the analysis. In the case of demographic the researcher considered gender, age, educational qualification, occupation, family income, marital status, size of the family and the numbers of children are considered. They are considered as independent variables and the consumer behavioural changes factors are considered as the dependent variable. Therefore the researcher applied both one-Way analysis of variable and linear multiple regression analysis are shown below.

**Table 1.1**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.266 <sup>a</sup>	.171	-.022	.88629

The model summary table indicates the high variance of independent variables creating influence on awareness, preference, and purchase decision and consumer satisfaction whereas, the regression fit is verified in the following ANOVA table.

From the above table, it is found that the gender, age, education are found to influence the awareness and preference of consumers whereas occupation, monthly income, and size of the family affect both the factors such as purchase decision and consumer satisfaction. The following linear multiple regression analysis revealed the order of influence of demographic variables.

**Table 1.2**  
**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.364	9	.596	3.759	.004 <sup>b</sup>
Residual	70.696	90	.786		
Total	76.060	99			

From the above table, it is found that the F value is statistically significant to confirm the demographic variable influences on behavioural changes of consumers. The following table gives the individual influences of demographic variable and their order of influence.

**Table 1.3**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.477	.801		3.093	.003
Gender	-.167	.190	-.096	-.879	.002
Age	.092	.090	.144	1.021	.000
Education Level	.013	.093	.016	.141	.008
Occupation	.051	.061	.089	.832	.407
Family Monthly Income	.032	.053	.066	.608	.004
Marital Status	.026	.307	.013	.085	.932
Nature of the family	-.064	.222	-.036	-.289	.003
Size of the family	-.085	.154	-.074	-.550	.584
Number of earning members	-.114	.146	-.093	-.781	.007

From the above table, it can be ascertained from all the demographic income placed a very high influence rather than age and educational qualification of the consumers. In fact, gender makes the least influence on the behavioural changes it is followed by the size of the family in creating influence over the factors.

## IX. FINDINGS AND CONCLUSION

It is found from the detailed analysis in the durable product marketing arena and demographic variables like gender, age, educational qualification, occupation, family income, marital status, nature of family and size of the family play a vital role to decide the purchase of durable products. The analysis revealed among these demographic incomes is predominant one to make the buyer into dynamic of durable products. Age and educational qualification of consumers are standing as the testimonial to decide that awareness level on durable products used by consumers of the Chennai city for the day to day life. It is concluded that the demographic variables are important variables for the marketers to decide their production and also to decide the customer needs and expectations.

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