

Effect of Demographic Factors on Consumer Buying Behaviour of Durable Goods

** Som Aditya Juyal*

Abstract

The size of the consumer market in the country is vast and is constantly expanding. Billions of rupees are being spent on goods and services by millions of people. Consumer preferences are changing and are becoming highly diversified. At present, the demands for various consumer products are increasing day by day. In the markets, where the magnitude of competition is high, a marketer will be successful only when s/he identifies, analyzes, and responds suitably to the changing needs of the consumers. Holding this view, this study pertains to the assessment of the product uses and brand preferences among durables and ascertaining the sources of information, buying habits, and factors affecting product/brand choice of the consumer with respect to their demographic profiles. The durables considered for the study are limited to personal utilities - mobile phone and two-wheeler and home utilities - colour television, washing machine, and refrigerator. The demographic factors with reference to this study include age, gender, marital status, education, occupation, and income. A sample of 610 respondents from Dehradun District were surveyed using a self administered questionnaire. The statistical measures used for the study includes chi-square and *t*-test. Statistical test indicates support for significant and influence of demographics on consumer purchasing behavior. Limitations of this study include the use of convenience sampling and confinement to the selected branded consumer durables.

Keywords: demographic factors, buying behaviour, consumer durables, home utilities, personal utilities

Paper Submission Date : February 2, 2013 ; Paper sent back for Revision : August 30, 2013 ; Paper Acceptance Date : September 20, 2013

India, with its wide diversity, offers a fascinating scope to study a host of changes which developmental activities have brought about in its social and economic fabric. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to markets. The fact remains that the profile of the Indian market is vastly different from what it was five years ago. Any marketer is keen to closely monitor the changes in terms of numbers and especially to keep track of the changing pattern of the consumers' aspirations and competitive actions.

With strong economic fundamentals and rising income levels, the consumer durable industry is on the track of fast paced growth. Consumption of manufactured consumer goods is recognized as one of the most widely accepted measures of standard of living and quality of life. Consumer goods manufacturing industry provides the driving force for stimulating rapid economic growth. The growth rate of manufacturing and consumer goods industry normally surpasses that of the agricultural sector. It is for this reason that the manufacturing and consumer goods durables industry is considered as the backbone of the economy.

Exposure to television is transforming the tastes and aspirations of the people of the country. Coupled with the expansion in communication and infrastructural facilities, prosperity among people has led to rising demands for durable items in the country. With a rising awareness of brands, the discerning buyer is becoming choosier.

Objectives of the Study

The objectives of this research are as follows :

- 1) To assess the product usage and brand preference of the consumers.
- 2) To determine the role of demographical factors on buying behaviour.
- 3) To bring out the suggestions and implications for marketing strategy for consumer durables.

* Associate Professor, School of Management Studies, Swami Ram Himalayan University, Swami Ram Nagar, P.O. Doiwala, Distt. Dehradun -248 140, Utrakhand. E-mail: aditya.juyal@gmail.com

Review of Literature

According to a sociologist, the individual buyer is influenced by society- by intimate groups as well as by social classes. His buying decisions are not totally governed by utility; he has the desire to emulate, follow, and fit in with his immediate environment. In addition, several of his buying decisions may be governed by social compulsions. Prior to purchasing and consuming a product, consumers form expectations of its performance in a particular use situation. After or while using a product, consumers will evaluate its performance according to their specific expectations.

A study was carried out by Dhyani and Saklani (1990) to find out the degree of discontentment of the consumers regarding durable and nondurable products and to determine their complaining attitude towards defective goods. As regards the complaining attitude of the consumers, it was found that generally, they do not bother to complain even when they come across defective goods. It was reported that among discontented consumers of durables/nondurables, only about half actually lodged complaints against product defects, while the others did not take any action.

A study by Saklani and Dhyani (1989) carried out to assess the awareness level of consumers in Garhwal region reported that the awareness of consumers was low in Rishikesh and was higher in Dehradun. Men were more aware than women. Furthermore, the consumers with a higher level of income and education were observed to be more aware than those with a lower level of income and education.

Bearing the above in mind, the focus of this section is to present an overview of the existent literature concerning buying behaviour with reference to durables. Since performance expectations and actual performance are major factors in the evaluation process, and are related, it is essential to understand the dimensions of product performance. Expectations about product performance relate to both the instrumental (functional) and the expressive (symbolic) performance dimensions of the product (Brown & Rice, 1998; Hawkins, Best, & Coney, 2001 ; Swan & Combs, 1976). Instrumental performance relates to the physical functioning of the products, that is, the ability of the product to perform its functional, utilitarian, or physical purposes. For example, proper product performance is vital to the evaluation of a consumer durable for that matter. Depending on the type of product, functional performance refers inter alia to durability, ease of use, ease of care, and physical performance (how well the product does what it is supposed to do). Conversely, a product's expressive or symbolic performance relates to a "psychological level of performance," such as what the product does for, or symbolizes to the consumer, which are not direct properties of the physical product, but are derived from the consumers' responses to the physical product (Abraham-Murali & Littrell, 1995; Brown & Rice, 1998; Erasmus & Donoghue, 1998; Erasmus, Makgopa, & Kachale, 2005 ; Hawkins et al., 2001; Swan & Combs, 1976).

Products have been known to provide symbolic meaning beyond their functional utility (Hyatt, 1992 ; Sheth, Newman & Gross, 1991). Therefore, products are considered symbols by which people convey something about themselves, to themselves, and to others (Donoghue & Erasmus, 1999; Govers & Schoormans, 2005). The essence of a product then becomes not the physical product itself, but the relation between the product, its owner, and the rest of society (Hyatt, 1992). This is especially applicable to conspicuous products that might be intended for aesthetic satisfaction and image enhancement performance. If a product consumption is conspicuous in public and is socially visible, consumers are likely to use the visibility of the product to communicate symbolically something about themselves to the 'significant others' in the consumption situation (Lee, 1990; Vigneron & Johnson, 2004). Therefore, consumer durables may fulfill the consumer's emotional needs such as impressing and winning admiration from those invited into their homes (Donoghue & Erasmus, 1999; Schiffman & Kanuk, 2007 ; Sheth et al., 1991).

Kalyanam and Putler (1997) proposed and empirically validated an indivisible alternative framework for modeling brand choice behaviour that allows for the logical incorporation of demographical variables. The IDA (indivisible alternatives) framework provides a realistic description of a household brand choice process and provides a natural way to incorporate demographic variables in brand choice models. Ogden and Hall (2004) tested some of the underlying hypotheses of the second demographic transition using data from the most recent French population census. It provided an analysis of changing national household structures over the last quarter of the twentieth century and highlighted the importance of smaller households with particular emphasis on the rise of living alone. According to Dastidar and Datta (2009), the concept of optimal stimulation and consumer exploratory tendency have been little researched empirically in marketing; however, they seem to offer significant potential for application. The need for high levels of stimulation have been found to be positively related to the acceptance of new retail facilities, new product trials, preference for novel vacation experience, exploratory tendencies related to risk taking, variety seeking,

and curiosity and selected personality traits and demographics.

Some researchers have attempted to study the influence of consumer demographic characteristics on OSL (optimal stimulation level) and exploratory tendency. Kish and Busse (1968) found an inverted U- shaped relationship between age and OSL, indicating that middle-aged groups have the highest OSLs. They also found education to be positively correlated with OSL. However, Raju (1981) found that age, employment status, and education have significant correlations with OSL, indicating that relatively younger, educated, and employed people have higher OSLs and, therefore, greater exploratory tendencies.

Ailawadi, Scott, and Gedenk (2001) attempted to identify demographic variables that were possibly related to variety seeking, but did not find any significant relationship between these two variables. However, an earlier study investigated the relationship between education and variety seeking. These studies found that higher educated consumers were likely to seek more variety than less educated consumers. Robertson and Myers (1969) found age to be negatively correlated with the adoption of new products, whereas education and income were generally positively correlated with such behaviour. Mitchell, Walsh, and Yamin (2005) found that with regard to the effect of age, older consumers were found to ask for information just for the fun of it. Urbany, Dickson, and Wilke (1989) found that older consumers are more likely to enjoy shopping. This indicates that older consumers have a greater tendency for information seeking and exploration through shopping, that is, they exhibit higher curiosity motivated behaviour, and less educated consumers are relatively less likely to search for and use information.

Some researchers found that demographics influence certain psychographics, which in turn are likely to be determinants of certain consumer behaviours. Thus, demographics are indicated to influence certain consumer behaviour not only directly, but also indirectly through psychographics. Morgan (1993) proposed the incorporation of an explicitly future-oriented dimension into the study of the self-concept in consumer behaviour. The possible self concept will be introduced through discussion of its theoretical foundation, definition and functions, specific proportions and testing issues and implications of the study for consumer behaviour. Steffens and Balasubramanian (1998) stated that sales for most mature durable product categories are dominated by replacement purchases. This paper developed a model for varying replacement behaviour and empirically tested it in the Australian automotive industry. Both longitudinal census data and the empirical analysis of the replacement sales model confirmed that there has been a substantial increase in the average aggregate replacement age for motor vehicles over the past twenty years. Sales of durable goods could be disaggregated into sales due to first purchases of multiple (additional) units. This paper also developed a model which incorporated a time-varying replacement distribution.

Beard, Gropper, and Raymond (1998) analyzed the consumers' durable goods replacement decision using hazard models. In contrast to the typical limited dependent variable model often used in durable goods demand studies, hazard models allow for much richer relationships between the ages of durable goods and the probability of their replacement. Srivastava (2005) stated that the mobile phone has shifted from being a 'technological object' to a key 'social object' as communication with others is the main purpose for purchasing mobile phones. However, facilitating family or framed coordination and intensifying social interaction are the crucial factors for using a mobile phone. According to Castells, Fernandez- Ardevol, Qui, and Sey (2007), obtaining a mobile phone is a milestone that indicates success, not only financially, but also culturally, in term of the integration within society. The collective identity has been identified through the use of mobile phones. However, Marquardt (1998) claimed that mobile phones affect social relationships, and this is a disintegration of communication. Mobile phone usage has resulted in greater electronic interaction between friends and family at the expense of face to face interaction, which has reduced dramatically. Consequently, it could be proposed that mobile phones are changing individual cultural norms and values.

Methodology

The present study pertains to the assessment of the product uses and brand preferences among durables and ascertaining the sources of information, buying habits, and factors affecting product/brand choice of the consumers with respect to their demographic profiles. The durables considered for the study are limited to personal utilities - the mobile phone and two-wheeler as well as home utilities - colour television, washing machine, and refrigerator. The demographic factors considered for this study include age, gender, marital status, education, occupation, and income only.

↳ **Hypotheses** : Research hypotheses, framed on the basis of the research objectives, provide critical mass for analysis and evaluation of data and aid in ascertaining the findings of the study. The hypotheses framed for the study include :

1. **Income, education, and age play an important role in decision making.**
2. **Gender and occupation do have a little influence on decision making.**

Here, the basic research design process is descriptive research. Furthermore, the study is cross sectional in nature so as to describe the statistical association between two or more variables. A structured questionnaire was developed to collect data on the variables in this study. The questionnaire included over 50 items that are related to consumer durables including the possessions owned by the respondents, their buying behavior, with the role it plays in the purchase of selected consumer durables, and who/what influences them the most in purchasing the consumer durables. The questions included in the questionnaire were closed ended with the statements being rated according to the Likert scale and the demographic characteristics being rated according to the nominal and interval scale. The items were refined and paraphrased in both wording and contextual applications to make them appropriate to suit the research purpose. To obtain comprehensive and academically worked out measures of effect of demographic factors on durable buying behavior of consumers, the research on the said issues was undertaken, and a pilot survey was administered to the respondents. The population includes customers owning consumer durables (mobile phone, two wheeler,

Table 1. Demographic Characteristics of the Overall Sample

		Frequency	Percent
Age (in years)	21 - 34	294	48.2
	35 - 44	201	33.0
	45 - 59	089	14.6
	60 plus	026	04.3
Gender	Male	405	66.4
	Female	205	33.6
Family Size	Up to 2 family members	036	05.9
	3 to 4 family members	168	27.5
	5 to 6 family members	237	38.9
	6 plus family members	169	27.7
Family Life Stage	Bachelor	198	32.5
	Married	118	19.3
	Children < than 6 years	097	15.9
	Children > 6 years	154	25.2
Education	Independent Children	043	07.0
	Senior School	006	1.0
	Graduate	300	49.2
Occupation	Post Graduate	304	49.8
	Working Class	235	38.5
	Government Service	113	18.5
	Private Sector Employee	202	33.1
Annual Income (in ₹)	Self Employed Professional	060	9.8
	Up to 15,000	164	26.9
	15,001-30,000	181	29.7
	30,001-50,000	187	30.7
	50,000 plus	78	12.8

Source : Primary Data

refrigerator, washing machine, and colour television). The respondents belonged to Dehradun district including Dehradun city, Mussorie, and Rishikesh. The universe or the population is thus households owning all or some of the above-mentioned consumer durables in Dehradun District. Consumer durables in last 20 years of liberalization have emerged beyond luxury and have become functional utilities. This has been the scenario not only in large and metro cities, but even in upcoming and smaller tier 2 and tier 3 cities. Dehradun, being an emerging city and state capital of the newly formed hilly state of Uttarakhand, boasts of greater affordability and consumerism. Moreover, it amalgamates besides Dehradun city, Mussorie, the queen of hills, and Rishikesh, the gate way to God. Also, there is an influx of prominent multinational, national, and regional brands of all varieties and tastes. The sampling unit for this study includes consumers owning the following consumer durables in Dehradun city, Mussorie, and Rishikesh :

- 1) Mobile Phone
- 2) Two Wheeler
- 3) Refrigerator
- 4) Washing Machine
- 5) Colour Television

The final realized sample included a total of 610 usable questionnaires, representing 100% success rate primarily. The questionnaire was pre-tested using a convenience sample of approximately 50 respondents. Final data was collected over a period of three months. The study included respondents (both men and women) having varied socioeconomic background, belonging to different age groups, having different educational levels, and different occupation and income levels to minimize any bias. The demographic details of the respondents are given in the Table 1. The data were collected using a questionnaire (personally) to minimize the non-sampling errors. The respondents who were not-interested or were in a hurry were not asked to participate in the study. The Cronbach's alpha coefficient was the consumer behaviour instrument, and it was found to be 0.880.

Analysis and Results

Mean analysis was conducted to find the brand ownership and preference of the durables mentioned above. This is detailed in the Table 2.

Table 2. Major Brands: Owned and Preferred (all figures in percent)

Product	Owned Brand		Preferred Brand	
Mobile Phone	Nokia	48.0	Nokia	65.9
	Samsung	32.6	Samsung	19.5
Two wheeler	Bajaj	36.4	Bajaj	40.8
	Hero MotoCorp	26.4	Hero MotoCorp	22.5
	Honda	22.0	Honda	22.6
Refrigerator	LG	49.3	LG	54.3
	Samsung	15.9	Samsung	21.5
Washing machine	LG	51.3	LG	58.5
	Samsung	17.5	Samsung	20.0
	Whirlpool	13.0	Whirlpool	11.3
	Videocon	11.5	Videocon	06.1
Colour television	LG	41.0	LG	43.0
	Samsung	21.0	Samsung	15.9
	Sony	17.5	Sony	37.5

Source : Primary Data

It can be observed from the Table 2 that with reference to mobile phones, Nokia (48%) and Samsung (33%) enjoyed

greater penetration among the respondents. However, preferences to own a Nokia cellphone (66%) were considerably higher than they were for owning a Samsung phone (20%). This fact suggests considerably higher perceived ownership value for Nokia. Among two-wheelers, Bajaj (36%) enjoyed higher ownership than Hero MotoCorp (26%) and Honda (22%). To some extent, Bajaj enjoyed a higher preference value (41%), whereas preference for Hero MotoCorp (22.5%) dipped, and remained fairly same for Honda. Largely, the respondents owned LG (49%) and Samsung (16%) refrigerators, and there was even higher preference for the two among the consumers, with 54% and 22% preferring to own the refrigerators of the respective brands. LG (51 %) was a majoritarily owned washing machine among the respondents, with Samsung (18%), Whirlpool (13 %), and Videocon (12%) having a fairly good share. For LG (59%) and Samsung (20%), the preference was even higher, but it dipped for Whirlpool (11%) and Videocon (6%). LG (41%), Samsung (21 %), and Sony (18%) constituted the majority of the CTV (colour TV) brands owned by the respondents. However, the preference value for Sony (38 %) was more than double its ownership, and it remained fairly same for LG and Samsung. To find out the influence of gender on customers' perception towards marketing mix and services offered by the durable marketers, the *t*-test was conducted. The results are illustrated in the Table 3A.

Table 3A. Influence of Gender on Customers' Perceived Marketing Mix and Service Quality of Durables

GENDER	PRODUCT		PRICE		PLACE		PROMOTION		SERVICE	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Male	20.29	4.73	21.17	3.99	20.62	4.15	20.31	4.31	14.02	2.73
Female	21.65	3.28	22.21	4.47	20.69	3.28	21.50	4.44	13.83	2.35
t	4.143		2.923		0.205		3.200		0.858	
p	0.000		0.004		0.838		0.001		0.391	

N : Male - 405, Female - 205; df - 608

Source : Primary Data

Regarding the perceived worth of products in terms of being trendy, innovative, having great features, and brand value, females (21.65) have higher mean scores than males (20.29). At *t*-value of 4.73, the differences are considerably significant ($p < 0.01$) to proclaim that women respondents saw a durable more in terms of it being innovative and trendy, loaded with features, and showed a greater desire to possess known brands. Similarly, the price of a product had a significantly higher bearing for females (22.21) than for males (21.17) ($t = 2.923$; $p < 0.01$). Likewise, promotional influences are significantly higher for females (21.50) than for males (20.31) ($t = 3.20$; $p < 0.01$).

Tables 3B, 3C, 3D, 3E, and 3F illustrate the influence of age, FLS (family life stage), education, occupation, and income on consumers' perception towards marketing mix and services offered by the marketers of durable goods. The age difference plays a decisive role in influencing consumers' perception towards the place of availability, promotional

Table 3B. Influence of Age on Customers' Perceived Marketing Mix and Service Quality of Durables

AGE (in years)	PRODUCT		PRICE		PLACE		PROMOTION		SERVICE	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
21-34 yrs	20.42	4.40	21.72	4.43	21.02	3.93	20.18	4.56	13.76	2.59
35-44 yrs	21.10	4.61	21.53	4.00	20.93	4.24	22.20	4.33	14.59	2.79
45-59 yrs	20.79	3.64	21.14	3.91	18.76	2.44	19.68	2.73	13.14	1.78
60+ yrs	21.54	3.60	20.46	3.55	20.62	2.00	18.65	4.34	14.04	2.71
Total	20.74	4.34	21.52	4.18	20.64	3.87	20.71	4.38	13.95	2.61
F	1.307		1.026		8.710		13.533		7.740	
p	0.271		0.381		0.000		0.000		0.000	

N : 21-34 (294), 35-44 (201), 45-59 (89), 60+ (26)

Source: Primary Data

Table 3C. Influence of FLS on Customers' Perceived Marketing Mix and Service Quality of Durables

FLS	PRODUCT		PRICE		PLACE		PROMOTION		SERVICE	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Bachelor	20.48	4.49	22.03	4.69	21.30	4.25	20.54	4.38	14.06	2.57
Married	19.52	4.76	20.41	4.32	19.15	3.63	18.81	5.29	13.32	2.87
Married <6yrs	20.88	3.94	21.00	3.18	20.42	3.78	22.05	2.89	13.85	2.77
Married >6yrs	22.01	4.01	22.18	3.90	21.31	3.31	21.81	4.17	14.29	2.38
Married indpt.	20.49	3.33	21.00	3.61	19.81	3.60	19.72	2.96	14.23	2.21
Total	20.74	4.34	21.51	4.18	20.64	3.87	20.71	4.38	13.95	2.61
F	6.074		4.426		7.885		11.641		2.647	
p	0.000		0.002		0.000		0.000		0.033	

N : Bachelor (198), Married (118), Married with children less than 6 years of age (97), Married with children more than 6 years of age (154), Married with independent children (43).

Source : Primary Data

Table 3D. Influence of Education on Customers' Perceived Marketing Mix and Service Quality of Durables

EDUCATION	PRODUCT		PRICE		PLACE		PROMOTION		SERVICE	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Sr. school	18.16	4.49	20.83	4.21	18.50	3.78	19.33	6.86	12.33	3.72
Graduate	20.09	4.26	21.00	4.32	20.44	3.54	20.19	4.22	13.49	2.47
P G	21.43	4.31	22.04	3.99	20.89	4.17	21.25	4.42	14.43	2.63
Total	20.75	4.34	21.52	4.18	20.65	3.87	20.71	4.38	13.95	2.62
F	8.468		4.831		1.931		4.767		11.131	
p	0.000		0.008		0.146		0.009		0.000	

N : Sr. school (130), Graduate (210), Post graduate (270)

Source : Primary Data

efforts, and services provided by the marketers of durable goods. Availability, variety, and exclusive retail points were higher in the choice criteria of consumers' in the age group of 21-34 years (21.02), seconded by consumers in the age bracket of 35-44 years (20.93). Surprisingly, consumers in age group of 60 and above years (20.62) too were conscious about the retail options, variety, and availability of durables. However, the mean differences are significant to validate the influence of age on the perceived role of place in consumer buying behaviour ($F=8.71$; $p < 0.01$).

Brand preferences are suggestive of the influence of age on promotional schemes and offers of the durable marketers ($F=13.533$; $p < 0.01$). It is higher in the age group of 35-44 years (22.20) and 21-34 years (20.18). Service quality perception of consumers is largely influenced by his or her age ($F=7.74$; $p < 0.01$). This is particularly true for consumers in the age group of 35-44 years (14.59) and 60 plus years (14.04). Family life stage (FLS) plays a key role in consumers' perception towards marketing mix and service of durables. Consumer perception towards product quality and features is largely influenced by their FLS ($F=6.074$; $p < 0.01$), and it is the highest among married consumers with the youngest child being above the age of 6 years. Similarly, perception towards price ($F=4.426$; $p < 0.01$), place ($F=7.885$; $p < 0.01$), promotion ($F=11.641$; $p < 0.01$), and service ($F=2.647$; $p < 0.05$) is significantly different among consumers in all FLS. Furthermore, in each of these, it is the highest for married consumers, with the youngest child being above the age of 6 years.

Education plays a vital role in influencing consumers' perception towards durable marketing mix and the services that are provided. As the education level of the consumers increases, so do his or her perception towards the marketing mix and service quality of durables. Furthermore, it is significantly different for product ($F=8.468$; $p < 0.01$), price ($F=4.831$; $p < 0.01$), promotion ($F=4.767$; $p < 0.01$), and service ($F=11.131$; $p < 0.01$).

Occupation of the consumers has a significant influence on consumers' perception towards marketing mix and service quality of the durables. Largely, it is the self employed or private sector employed consumers who gave a higher

Table 3E. Influence of Occupation on Customers' Perceived Marketing Mix and Service Quality of Durables

OCCUPATION	PRODUCT		PRICE		PLACE		PROMOTION		SERVICE	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Working Class	19.24	4.55	21.36	3.46	19.79	2.73	19.43	5.29	12.65	2.47
Govt. Service	19.67	3.27	20.15	3.60	19.60	3.39	20.44	3.63	13.67	2.52
Pvt. Sector	21.73	4.75	22.76	5.20	20.96	4.14	21.89	4.77	14.61	2.70
Self Employed	22.50	3.69	22.37	2.79	22.80	3.87	21.92	4.01	14.92	2.26
Own Business	20.30	4.12	20.67	3.31	20.56	3.96	19.54	3.54	13.56	2.39
Total	20.74	4.34	21.52	4.18	20.64	3.87	20.71	4.38	13.95	2.61
F	9.936		10.380		8.320		9.881		11.864	
p	0.000		0.000		0.000		0.000		0.000	

N : Working class (74), Government service employee (113), Private sector employee (202), Self-employed professional (60), Own business (161)

Source : Primary Data

Table 3F. Influence of Income on Customers' Perceived Marketing Mix and Service Quality of Durables

INCOME (in ₹)	PRODUCT		PRICE		PLACE		PROMOTION		SERVICE	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Up 15,000	18.42	4.21	19.75	3.64	19.24	4.12	18.83	4.72	12.60	2.30
15,001-30,000	21.99	3.57	22.64	3.56	20.94	3.58	21.17	3.54	13.99	2.26
30,001-50,000	21.66	4.62	22.46	4.88	21.75	3.93	21.99	4.55	14.75	2.77
50,000+	20.55	3.61	20.36	3.15	20.24	2.80	20.51	3.69	14.70	2.47
Total	20.74	4.34	21.52	4.18	20.64	3.87	20.71	4.38	13.95	2.61
F	26.378		21.220		13.707		17.426		24.818	
p	0.000		0.000		0.000		0.000		0.000	

N : Up to 15000 (164), 15,000-30,001 (181), 30,001-50,000 (187), 50,000+ (78)

Source : Primary Data

rating to the marketing mix and service quality of durables. The perception of consumers vis-à-vis their occupation for marketing mix and service quality of durables is significantly different for product ($F=9.936$; $p<0.01$), price ($F=10.380$; $p<0.01$), place ($F=8.320$; $p<0.01$), promotion ($F=9.881$; $p<0.01$), and service ($F=11.864$; $p<0.01$).

Income level of the consumers shows a significant difference in their perception towards the marketing mix and services offered by the durable marketers. For product ($F=26.378$, $p<0.01$), it is the highest for consumers in the income category of ₹15,000 - ₹30,000 (21.99) and ₹30,001 - ₹50,000 (21.66). Also, for price ($F=21.220$, $p<0.01$), it is highest for consumers in the income category of ₹15,000 - ₹30,000 (22.64) and ₹30,001 - ₹50,000 (22.46). For place ($F=13.707$, $p<0.01$), it is highest for the consumers in the income category of ₹30,001 - ₹50,000 (21.75) and ₹15,000 - ₹30,000 (20.94). For promotion ($F=17.426$, $p<0.01$), it is the highest for consumers in the income category of ₹30,001 - ₹50,000 (21.99) and ₹15,000 - ₹30,000 (21.17). Services ($F=24.818$, $p<0.01$) were conferred a higher value by consumers in the income category of ₹30,001 - ₹50,000 (14.75) and ₹50,000 plus (14.70).

Conclusion

It can be concluded from the present study that among mobile phones, Nokia enjoyed a specifically higher possession and aspirational value. The same is true for LG in the refrigerator category of durables. However, Bajaj in the two-wheeler category and LG in the washing machine category failed to enjoy the same distinct status. In CTV (colour television) category, Sony, though not owned by a majority of the consumers, had a very high aspirational value. Women gave higher worth and had more value for the marketing mix and service efforts of durable marketers than their

male counterparts. It was also found that age differences played a decisive role in influencing consumers' perception towards the place of availability, promotional efforts, and services provided by the durable marketers. For marketing mix efforts of durable marketers, it is the highest for consumers in the age category of 21-34 years or 35-44 years. Service quality was given a higher rating by consumers in the age group of 35-44 years or 60 years and above. Family life stage (FLS) played a key role on consumers' perception towards durables marketing mix and service. Consumer perception towards marketing mix and service quality is highest among married consumers with the youngest child above the age of 6 years.

Education played a vital role in influencing consumers' perception towards durable marketing mix and service provided. As the education level of the consumers increases, so does his or her perception towards the marketing mix and service quality of durables. Occupation of the consumers had a significant influence on consumers' perception towards marketing mix and service quality of durables. Largely, it was the self employed or private sector employed consumers who gave higher rating to marketing mix and service quality of the durables. Income level of the consumers showed a significant difference in their perception towards the marketing mix and services offered by the durable marketers. It was the highest for consumers in the income category of ₹ 15,000- ₹ 30,000 and ₹ 30,001-₹ 50,000 (21.66) for marketing mix efforts by the durable marketers and was the highest for consumers in the income category of ₹ 30,001- ₹ 50,000 and ₹ 50,000 plus for services.

References

- Abraham-Murali, L. & Littrell, M.A. (1995). Consumers' conceptualization of apparel attributes. *Clothing and Textiles Research Journal*, 13 (2), 65-74. DOI: 10.1177/0887302X9501300201
- Ailawadi, K.L., Scott A. N., & Gedenk, K. (2001). Pursuing the value-conscious consumer: Store brands versus national brand promotions. *Journal of Marketing* 65 (1), 71-89.
- Beard, T.R., Gropper, D.M., & Raymond, J.E. (1998). Bill averaging programs and consumer behavior: Theory and evidence. *Journal of Regulatory Economics*, 13 (1), 19-35. DOI: 10.1023/A:1007934515138
- Brown, P & Rice, J. (1998). *Ready-to-wear apparel analysis* (2nd Ed.). Upper Saddle River, NJ: Merrill Prentice-Hall.
- Castells, M., Fernandez- Ardevol, M., Qui, J.L., & Sey, A. (2007). *Mobile communication and society: A global perspective*. England: The MIT Press.
- Dastidar, S. G., & Datta, B. (2009). Demographic differences in consumer exploratory tendencies: An empirical examination. *IIMB Management Review*, 21 (4), 297- 312.
- Dhyani, A. K., & Saklani A. (1990). Role of organized and unorganized agencies in consumer protection. *Consumer Confrontation CERC*, 10(3), 5-9.
- Donoghue, S. & Erasmus, A.C. (1999). Social motifs and stereotyping in consumers' choice of electrical household. *Journal for Family Ecology and Consumer Science*, 27 (1), 14-23.
- Erasmus, A.C., & Donoghue, S. (1998). Consumer satisfaction - An unattainable ideal? *Journal for Family Ecology and Consumer Sciences*, 26 (1), 35-42.
- Erasmus, A.C., Makgopa, M. M., & Kachale, M.G. (2005). The paradox of progress: Inexperienced consumers' choice of major household appliances. *Journal for Family Ecology and Consumer Sciences*, 33 (1), 89-101.
- Govers, P.C.M., & Schoormans, J.P.L. (2005). Product personality and its influence on consumer preference. *Journal of Consumer Marketing*, 22 (4), 189 -197. DOI:10.1108/07363760510605308
- Hawkins, D.I., Best, R.J., & Coney, K.A. (2001). *Consumer behavior: Building marketing strategy* (8th Ed.). Boston: Irwin/McGraw-Hill.
- Hyatt, E.M. (1992). Consumer stereotyping: The cognitive bases of the social symbolism of products. In J. F. Sherry, Jr. & B. Sternthal (Eds.) *NA - Advances in Consumer Research* (Volume 19, pp. 299-303). Provo, UT: Association for Consumer Research.
- Kalyanam, K., & Putler, D. S. (1997). Incorporating demographic variables in brand choice models: An indivisible framework. *Marketing Science*, 16 (2), 66-181.

- Kish, G. B., & Busse, W. (1968). Correlates of stimulus-seeking: Age, education, intelligence, and aptitudes. *Journal of Consulting Psychology*, 32 (6), 633-637.
- Lee, D.H. (1990). Symbolic interactionism: Some implications for consumer self-concept and product symbolism research. In M.E. Goldberg, G. Gorn, & R.W. Pollay (Eds.) *Advances in Consumer Research* (Volume 17, pp. 386 - 393). Provo, UT : Association for Consumer Research.
- Marquardt, M. J. (1998). *The global advantage: How world class companies improve performance through globalization*. Houston: GulfPublishing.
- Mitchell, V.-W., Walsh, G., & Yamin, M. (2005). Towards a conceptual model of customer confusion. *Advances in Consumer Research*, 32 (1), 143-150.
- Morgan, A.J. (1993). The evolving self in consumer behavior: Exploring possible selves. In L. McAlister & M. L. Rothschild (Eds.). *NA - Advances in Consumer Research* (Volume 20, pp. 429 - 432). Provo, UT: Association for Consumer Research.
- Ogden, P. E., & Hall, R. (2004). The second demographic transition, new household forms and the urban population of France during the 1990s. *Transactions of the Institute of British Geographers*, 29 (1), 88-105. DOI: 10.1111/j.0020-2754.2004.00116.x
- Raju, P.S. (1981). Theories of exploratory behaviour: Review and consumer research implications. In J.N. Seth (Ed.). *Research in Marketing* (4(2), pp. 223-249). Greenwich: JAI Press Inc.
- Robertson, T.S., & Myers, J.H. (1969). Personality correlates of opinion leadership and innovative buying behavior. *Journal of Marketing Research*, 6 (2), 164-168.
- Saklani, A., & Dhyani, A.K. (1989). Product discontent, incidence of complaints and rights awareness among middle class consumers: Findings of an exploratory survey in three cities of Northern India. In *development in marketing science*, (Volume 13). Florida : USA.
- Schiffman, L. G., & Kanuk, L. L. (2007). Consumer influence and the diffusion of innovations: An international perspective. In *Consumer behavior* (9th Edition). New Jersey: Pearson Prentice Hall.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22 (2), 159-170.
- Srivastava, L. (2005). Mobile phones and the evolution of social behavior. *Behaviour and Information Technology*, 24 (2), 111-129. DOI:10.1080/01449290512331321910
- Steffens, P.R., & Balasubramanian, S. (1998). *A study of the time varying mean replacement age of consumer durables*. In Marketing Science Conference, July 10-13, 1998, Fontainebleau, France (Unpublished).
- Swan, J.E., & Combs, L.J. (1976). Product performance and consumer satisfaction : A new concept. *Journal of Marketing*, 40 (2), 25-33.
- Urbany, J.E., Dickson, P.R., & Wilke, W.L. (1989) Buyer uncertainty and information search. *Journal of Consumer Research*, 16(2), 208-215.
- Vigneron, F., & Johnson, L.W. (2004). Measuring perceptions of brand prestige. *Journal of Brand Management*, 11 (6), 484-506.