

# Impact of Demographic Factors on Consumer Behaviour - A Consumer Behaviour Survey in Himachal Pradesh

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## Abstract

Consumer behaviour doesn't remain the same or constant in every situation it changes time to time. There are various factors which affects consumer behaviour. As the change comes in these factors, consumer behaviour also changes. The demographic factors which affect consumer behavior are: (1) age (2) sex (3) marital status (4) income (5) family background (6) education (7) occupation (8) family size (9) geographic factors (10) psychological factors. In this grim battle for snatching maximum share of market, only those producers are destined to emerge victorious who will be able to read the pulse of the buyers. And this is here, where buyer behaviour has a very important role to play. There are so many demographic factors like age, sex, income, occupation, education, marital status and family background which affects the behaviour of consumers. Here an attempt has been made that how and to what extent these factors affects the behaviour of consumers. It is quite necessary for the manufacturers of four-wheeler to know the behaviour of consumers. So, that they can increase their sales and capture the maximum share of the market. In this research paper an attempt has been made to know the affect of demographic factors on consumer behavior.

**Keywords:** After Sales Services, Brand Preferences, Consumer Behaviour, Warranty Period

## 1. Introduction

Consumer Behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs; and the impacts that these processes have on the consumer and society. Consumer is the focus of all the marketing activities. Knowledge of his activities and behaviour is one of the most important aspects of the marketing. The consumers buy the goods to satisfy a number of needs and drives. Human wants are unlimited and varying time to time; from place to place and man to man. The study of consumer behaviour holds great interest for us as consumers, as students and scientists, and as marketers.

## 2. Factors Affecting Consumer Behaviour

Consumer behaviour doesn't remain the same or constant in every situation it changes time to time. There are various factors which affects consumer behaviour. As the change comes in these factors, consumer behaviour also changes. Following are the factors which affect consumer behaviour:

### 2.1 Demographic Factors

#### 2.1.1 Sex

We can classify sex into two categories—male or female. Women in our society have started purchasing most of the goods items and other household goods, independent of the decisions of their husbands. But men still make most purchasing decisions relating to automobiles, TVs, refrigerators, cameras and other consumer durables. Thus, who will purchase, the product, affect the study of consumer behaviour.

#### 2.1.2 Age

Infant, child, adolescent, young adults, matures adults, senior citizens, etc. Our wants, needs, desires and aspirations all change with age.

#### 2.1.3 Marital Status

Single, engaged, married, separated, divorced, widow, etc. Married people always constitute a stronger market for homes, life insurance, consumer durables and children's clothing than unmarried people. Thus the life of widow and her shopping habits are different to a great extent as compared to a typical married woman of the same age. Thus it is important to consider

the marital status of a consumer before studying his/her buying behaviour.

#### 2.1.4 Ethnic Factor

Low class, middle class, upper class etc. Minority group everywhere have traditionally received less education, fewer cultural opportunities and earned lower incomes than others. The condition of such people are no doubt changing but still the consumption pattern of minority group people w.r.t. both 'type and quality' of goods they purchase, differ from others.

#### 2.1.5 Income Factor

Low, low middle, middle, upper middle, upper etc. An individual's income determines to a very great extent the type and quality of products he buys. People with low income are forced to spend most of their money for food, rent, clothing and other essentials. As they become more affluent, they tend to purchase higher quality items and buy more non-essentials. Of course, people earning the same amount of money may spend it in different ways depending upon other personal factors.

#### 2.1.6 Education

Illiterate, primary education, high school education, college education, university education, professional education, etc. researches have shown that preferences in music, art, entertainment, food, clothing, automobiles etc. are influenced by the extent, kind and quality of one's education. Generally speaking the more educated a person is, the more discriminating a shopper he is.

#### 2.1.7 Occupation

Unskilled, semiskilled, skilled, bureaucrats, professional, businessmen etc. The product preferences of white collar workers tend to be quite different from that of blue collar workers. Thus the study and prediction of the behaviour of a consumer is eased if we know exactly his occupation.

#### 2.1.8 Family Size

Small family, big family and joint family etc. If size of the family small it will purchase essentials in small quantity but if the size of the family is large it will purchase essential products like food, clothes, etc. in large quantity to fulfill the necessity of every member of the house<sup>9</sup>.

### 3. Geographic Factors

For some good or services, geographical variations may be quite important. In United States, for example, distinctly different taste

preferences for food exist when comparing the North and the South or the East-West and the West coast, ranging from what to eat for breakfast to what to drink with dinner. These geographic differences are even greater around the world. For example in the United Kingdom, northerners prefer white pickled onions, whereas southerners prefer brown ones. Few people drink orange juice for breakfast in Aranee, but many do so during the day as refreshment. In Japan, soup is consumed mainly for breakfast. If the geographic environment of the area where the consumer is living in hot, naturally the demand for refrigerators will be high if the area is cold the demand for heater will be more. To better understand existing consumer differences based on geography, marketers go to great lengths to research and analyze behavioural patterns. The availability of such geographic information can help the marketer target mailings, advertisement, or personal sales pitches that will be most effective and efficient.

## 4. Psychological Factors

A number of psychological factors also influence buyer behaviour, ranging from the teachings of Freud to Herberg's discussion of dissatisfiers and satisfiers. In the context of marketing, perhaps the most widely quoted psychological approach is that of Abraham Maslow. He developed a hierarchy of needs, shaped like a pyramid, which: ranges from the most essential immediate physical needs such as hunger, thirst and shelter to the most luxurious none-essentials. It was Maslow's contention that individual addresses the most urgent need first, starting with the physiological. But as each need is satisfied and lower level physical needs are satisfied, attention switches to the next higher level, resulting ultimately in the level of self-actualization or fulfilment. It has been argued that marketers in industrialized nations should increasingly focus their attention on the two highest levels for the citizens of their countries. However, it appears that even in rich countries, the elementary needs of many remain unfulfilled. An interesting phenomenon—the foreign concern emerges as an additional post-Maslowian level. Many who themselves have achieved high level of needs fulfilment—begin to focus on individuals and countries are encouraged to seek and offer self-actualization, without addressing their won often unfulfilled basic needs such as nourishment and housing. Such approaches can lead to disagreement and even conflict, particularly in the international trade and policy areas, without necessarily improving the quality of life.

## 5. Review of Literature

The chapter deals with the existing studies available on the related topic, to explore the existing research gap. The main con-

sideration in reviewing the research work already done in this concerned field is to evaluate such studies, in order to formulate the present study and to avoid duplication of the work. Further, this may provide valuable information regarding the methodologies, analytical tools, etc. already employed along with the methodological weaknesses, if any. This will not only help in tailoring the present study, but in consonance of the objectives of the study.

Brown<sup>6</sup>, studied both the degree of loyalty and the factors appearing to affect it were studied in this project, which was based on interviews with 198 shoppers in the Muncie, Indiana, metropolitan area. Both methodology and procedures were well covered in the report. It was found that one-third of food shoppers were completely loyal to one store; 81 percent purchased at least one private brand; one-third of the shoppers were loyal purchasers of private levels; store loyalty appeared to be a minor factor in explaining loyalty to private brands; between the two most important loyalty factors-price and quality, price tended to be more important.

Block<sup>5</sup>, attempted to analyse search behaviour of low-income households. A sample of 350 households in a St. Louis ghetto was polled to determine sources and types of information used in planning purchases. Store patronage patterns in the purchase of grocery product were also surveyed. Information related to dealers was far less important than product-oriented information. A very small percentage checked comparative prices and experience of others, primarily because so many had to shop within walking distance of their homes. Radios and television set were owned by 84 percent and nearly two thirds saw a newspaper daily; but their reading time was limited. Newspaper was viewed as the best source of product information. Two thirds of the group bought most groceries in a supermarket; one fourth patronized a corner store. Those who read the most were concerned with prices; whereas with little reading to primary patronage factors were convenience and service.

London<sup>7</sup>, the present study presents prepurchase support for a self concept/purchase intention link and also indicates that some subjects predominantly match product-image with self-image while others tend to match product-image with ideal self-images.

Olashavsky and Granbois<sup>8</sup>, studied consumers pre-purchase behaviour and suggested that a substantial proportion of purchase did not involve decision making, not even in the first purchase. The heavy emphasis in current research on decision making might discourage investigation of other important kinds of consumer behaviour.

Anderson<sup>1</sup>, explained in his article that a critical relativist perspective on research in consumer and buyer behaviour. It was argued that a relativistic construal of that area was far superior to a positivistic approach because: (1) It provided a more accu-

rate description of how knowledge was actually generated in the field, (2) It offered a more rigorous and touch-minded approach to the evaluation of knowledge claims in the discipline, and (3) It suggested a framework for coming to grips with the various problems that arise in day-to-day research. The article developed a new model of the research generation process in social science and employed a well-known "case study" in consumer research to illustrate many of its key points.

Palan and Wilke<sup>9</sup>, the study presents a classification of both adolescent influence strategies and parental response strategies, developed from in-depth interviews with adolescents, mothers and fathers. In addition, the perceived effectiveness of adolescent influence strategies is examined, revealing that adolescents are most successful in their influence attempts when they emulate adult strategies. Implications of these findings for future research are discussed.

Bagozzi<sup>2</sup>, purpose of his study was to encourage research on the social aspects of consumer behaviour, particularly as found in groups of consumers and manifested through group action. Based on work by leading contemporary philosophers, a new concept of social facts is presented that is grounded in the way members of a group see themselves and the implications of this for group action. Group action, in turn, is shown to require different conceptual schemes than commonly used for individual action or interpersonal and macro social perspectives. Among other ideas, the notion of what it means for a group member to intend that the group act and how individual intentions are contributory to group action are discussed.

Battolio and Fisher<sup>4</sup>, study describes the general structure of controlled economic environment and reports the results of a series of experimentally induced price changes on consumer behaviour in one such environment. The experimental results demonstrate the suitability of controlled economic environments as laboratories for the experimental analysis of consumer behaviour and add to our understanding of consumer behaviour, particularly with report to the continuing effects of temporary price change on the composition of consumption.

Adval<sup>3</sup>, study reveals that participants experiencing positive or negative affect judged products described by brand and attribute information. Four studies using parameter-estimation and reaction-time procedures determined whether the impact of affect on brand name was the result of its influence on (a) participant's perception of its evaluative implications at the time of encoding or (b) the importance they attached to it while integrating it with other information to compute a judgment. Results showed that positive affect increased the extremity of the brands evaluative implication rather than the importance that participants attached to it. A fifth experiment demonstrated the implications of these findings for product choices made 24 hours after affect was induced.

## 6. Objectives of the Study

The objectives of the present study are:

1. To provide an understanding to the concept consumer behavior and to highlight the need and importance of Consumer Behaviour.
2. To study the Impact of Demographic Factors on Consumer Behaviour.

## 7. Hypothesis

**Null Hypothesis-H<sub>0</sub>:** There is significant Impact of Demographic Factors on Consumer Behaviour.

**Alternative Hypothesis-H<sub>1</sub>:** There is no significant Impact of Demographic Factors on Consumer Behaviour.

## 8. Research Methodology

### 8.1 Methodology of Data Collection

The present study has been conducted with the help of primary and secondary data to understand the consumer behaviour towards Four-wheeler.

#### 8.1.1 Primary Data

The primary data for the study has been collected with the help of interviews, personal observation, pilot survey and questionnaire.

#### 8.1.2 Secondary Data

The secondary data has been collected from the following sources:

1. Books and journals.
2. Research reports.
3. Dealers.
4. Magazines, articles from newspapers.
5. Websites.

### 8.2 Sample Size and Sample Design

The complete Himachal Pradesh acts as the universe and every consumer who has four-wheeler of any company in the state under study is the population for the study. Keeping in view the time factors for the completion of the present study only a sample of 1000 consumers has been selected. The sample constitutes proportionately all major brands of four-wheeler sold by different companies in the state under study. Further, designing a sample, due care has been taken to cover all demographic variables like age, sex, income, education, background of consumers, etc. in order to make the sample more representative.

## 8.3 Sampling Method

Multiple-stage sampling has been used:

### 8.3.1 Stage One

At this stage, using cluster sampling, the whole area of Himachal Pradesh has been divided into four groups, taking three districts in each group.

### 8.3.2 Stage Two

At this stage, by using judgment-cum-convenience sampling each group has been divided into rural & urban area.

### 8.3.3 Stage Three

At this stage, by using quota sampling, a sample of 1,000 consumers has been taken proportionately from rural and urban population keeping in view the number of four-wheeler sold in rural & urban areas.

### 8.3.4 Stage Four

At this stage, the ultimate sample was selected on the basis of convenient-cum-judgment sampling.

## 9. Methods of Data Analysing and Interpretation

1. Percentage Method.
2. Chi-Square Method.

### 9.1 Data Analysis and Interpretation

It is evident from the Table 1 that majority of the consumers belonging to all age group have responded that they have purchased four-wheeler for personal use. While applying  $\chi^2$  test, it is found that calculated value of  $\chi^2$  (4.950) is less than table value at 5% level of significance, which leads to accept null hypothesis. It means there is no significant relationship between the variable namely age of consumer and purpose of buying four-wheeler.

It has been observed from the Table 2 that service holders and agriculturists have purchased four-wheeler for personal use. Businessmen and professionals have purchased four-wheeler for business & professional purpose. While  $\chi^2$  test is applied, its value (230.20) is found greater than table value at 1% level of significance which further supports the above analysis.

It is obvious from the Table 3 that the consumer who belongs to rural area, majority of them have purchased four-wheeler of Maruti Suzuki, Mahindra & Mahindra and Tata Motors, whereas consumers who belong to urban area majority of them have purchased four-wheeler of Maruti, Hyundai and Mahindra. So it can

**Table 1.** Age of consumer and purpose of buying four-wheeler

Age	Purpose of buying four-wheeler		Total
	Personal Purpose	Business & Professional purpose	
Below 30 years	132 (51.8)	123 (48.2)	255 (100.0)
30-45 years	247 (52.2)	226 (47.8)	473 (100.0)
Above 45 years	163 (59.9)	109 (40.1)	272 (100.0)
Total	542 (54.2)	458 (45.8)	1000 (100.0)

Note: Figures in parenthesis depicts the percentage  
 Source: Data collected through questionnaire

$\chi^2=4.950$   
 $P > 0.05$

**Table 2.** Occupation of consumer and purpose of buying four-wheeler

Occupation	Purpose of buying four-wheeler		Total
	Personal purpose	Business & Professional purpose	
Service	296 (83.4)	59 (16.6)	355 (100.0)
Business	127 (31.8)	272 (68.2)	399 (100.0)
Profession	47 (34.3)	90 (65.7)	137 (100.0)
Agriculturist	72 (66.1)	37 (33.9)	109 (100.0)
Total	542 (54.2)	458 (45.8)	1000 (100.0)

Note: Figures in parenthesis depicts the percentage.  
 Source: Data collected through questionnaire.

$\chi^2=230.220$   
 $P < 0.01$

**Table 3.** Background of consumer and brand of four-wheeler

Background	Brand of four-wheeler						Total
	Maruti Suzuki	Mahindra and Mahindra	Tata Motors	Hyundai Motors	Toyota Motors	Any other*	
Rural	279 (44.1)	151 (23.9)	112 (17.7)	50 (7.9)	20 (3.2)	20 (3.2)	632 (100.0)
Urban	171 (46.5)	49 (13.3)	38 (10.3)	50 (13.6)	30 (8.2)	30 (8.2)	368 (100.0)
Total	450 (45.0)	200 (20.0)	150 (15.0)	100 (10.0)	50 (5.0)	50 (5.0)	1000 (100.0)

Note: Figure in parenthesis depicts the percentage  
 Source: Data collected through questionnaire.  
 Any Other\*: Fiat, Ford, Skoda, Honda, Chevrolet etc.

be concluded that the demand of the four-wheeler of Maruti, Mahindra and Tata Motors is higher in rural area than that of urban area. On other hand, in urban area the demand of Maruti, Hyundai, Mahindra and other brand is higher.

The Table 4 reveals that the consumers whose income level is less, they have purchased four-wheeler of Maruti Company and the consumers whose income level is higher, they have purchased four-wheeler of Tata Motors, Mahindra and other brands.

It is apparent from the Table 5 that majority of consumers irrespective of their educational background have responded that they have purchased four-wheeler from authorized dealer only. While  $\chi^2$  test is applied its value (21.680) is found greater than table value at 5% level of significance.

It is obvious from Table 6 that no doubt slightly more than one-tenth of consumers opined that they would like to buy

four-wheeler from authorized dealer only. Rural consumers are highly in percentage who have replied that they would like to purchase the four-wheeler from authorized dealer only.

It has been observed from Table 7 that irrespective of their background majority of consumers have opined that they like installment method of payment for durable goods.

It is depicted from the Table 8 that majority of consumers whether they belong to lower income group or higher income group like installment method of payment.

On the basis of Table 9, it can be seen that majority of the consumers take the opinion of friends, neighbours and family before purchase of durable goods. While applying  $\chi^2$  test, it is found that the calculated value of  $\chi^2$  (11.620) is less than the table value at 5% level of significance, while leads to accept the null hypothesis. It means that consumers of different age group

**Table 4.** Income of Consumer and brand of four-wheeler

Income	Brand of four-wheeler						Total
	Maruti Suzuki	Mahindra & Mahindra	Tata Motor	Hyundai Motors	Toyota Motor	Any Other*	
Low income	48 (82.8)	---	10 (17.2)	----	---	---	58 (100.0)
Middle income	209 (51.5)	48 (11.8)	39 (9.6)	80 (19.7)	20 (4.9)	10 (2.5)	406 (100.0)
High income	150 (38.6)	121 (31.1)	68 (17.5)	20 (5.1)	20 (5.1)	10 (2.6)	389 (100.0)
Super high income	43 (29.3)	31 (21.1)	33 (22.4)	---	10 (6.8)	30 (20.4)	147 (100.0)
Total	450 (45.0)	200 (20.0)	150 (15.0)	100 (10.0)	50 (5.0)	50 (5.0)	1000 (100.0)

**Table 5.** Education of consumer and selection of dealer

Education	Selection of dealer		Total
	Authorised dealer	Any other dealer	
Below middle	126 (100.0)	---	126 (100.0)
Middle to plus two	285 (93.4)	20 (6.6)	305 (100.0)
Graduation & above	500 (87.9)	69 (12.1)	569 (100.0)
Total	911 (91.1)	89 (8.9)	1000 (100.0)

$\chi^2 = 21.680$   
 $P < 0.05$

Note: Figures in parenthesis depicts the percentage  
 Source: Data collection through questionnaire

**Table 6.** Background of consumer and selection of dealer

Background	Selection of dealer		Total
	Authorised dealer	Any other dealer	
Rural	593 (93.8)	39 (6.2)	632 (100.0)
Urban	318 (86.4)	50 (13.6)	368 (100.0)
Total	911 (91.1)	89 (8.9)	1000 (100.0)

**Table 7.** Background of consumer and selection of mode of payment

Background	Selection of mode of Payment		Total
	Cash Payment	Installment Payment	
Urban	69 (18.8)	299 (81.2)	368 (100.0)
Total	230 (23.0)	770 (77.0)	1000 (100.0)

**Table 8.** Income of consumer and selection of mode of payment

Income	Selection of mode of payment		Total
	Cash payment	Installment payment	
Low income	20 (34.5)	38 (65.5)	58 (100.0)
Middle income	110 (27.1)	296 (72.9)	406 (100.0)
High income	79 (20.3)	310 (79.7)	389 (100.0)
Super high income	21 (14.3)	126 (85.7)	147 (100.0)
Total	230 (23.0)	770 (77.0)	1000 (100.0)

**Table 9.** Age of consumer and opinion of friends, neighbours and family before purchase

Age	Opinion of friends, neighbours and family before purchase			Total
	Strongly agree	Moderately agree	Disagree	
Below 30 years	205 (80.4)	50 (19.6)	---	255 (100.0)
30-45 years	356 (75.3)	117 (24.7)	---	473 (100.0)
Above 45 years	233 (85.7)	39 (14.3)	---	272 (100.0)
Total	794 (79.4)	206 (20.6)	---	1000 (100.0)

$\chi^2 = 11.620$   
P > 0.05

**Note:** Figures in parenthesis depicts the percentage  
**Source:** Data collected through questionnaire

consider the fact that the opinions of others must be sought before purchasing durable goods.

It is clear from the analysis of Table 10 that whether the consumers are married or unmarried they are accepting it that opinion of others should be sought before the purchase of four-wheeler. Although married consumers are larger in percentage who strongly support the argument that opinion of others should be sought before the purchase. While applying  $\chi^2$  test, it is found that the calculated value of  $\chi^2$  (1.367) is less than the table value at 5% level of significance, which leads to accept the null hypothesis. Thus, it can be concluded that there is no significant difference in the opinion of different marital status consumers over the opinion of friends, family and neighbours before purchase.

The Table 11 'Age of consumer and kind of four-wheeler reveals that demand for luxury is quite higher among the consumers of age group below 30 years. When  $\chi^2$  test is applied, it is found that the calculated value of  $\chi^2$  (86.542) is greater than table value at 1% level of significance which leads to reject null hypothesis and accept alternative hypothesis. Thus, it can be concluded that there is significant relationship between two variables age of consumer and kind of four-wheeler.

It is apparent from table 1.12 that demand of luxury four-wheeler is higher but at the same time, four-wheeler companies should also manufacture low priced ordinary four-wheeler in order to capture the market of all income groups. While applying  $\chi^2$  test, its value (26.125) is found greater than table value at 5% level of significance, which leads to reject null hypothesis and accept alternative hypothesis. So, it is clear that there is significant relationship between occupation of consumer and kind of four-wheeler they like.

**Table 10.** Marital status of consumer and opinion of friends, family and neighbours before purchase

Marital status	Opinion of friends, family and neighbours before purchase			Total
	Strongly agree	Moderately agree	Disagree	
Married	631 (80.2)	156 (19.8)	---	787 (100.0)
Unmarried	163 (76.5)	50 (23.5)	---	213 (100.0)
Total	794 (79.4)	206 (20.6)	---	1000 (100.0)

$\chi^2 = 1.367$   
P > 0.05

**Note:** Figures in parenthesis depicts the percentage  
**Source:** Data collected through questionnaire

**Table 11.** Age of consumer and kind of four-wheeler

Age	Kind of four-wheeler		
	Ordinary	Luxury	Total
Below 30 years	20 (7.8)	235 (92.2)	255 (100.0)
30-45 years	184 (38.9)	289 (61.1)	473 (100.0)
Above 45 years	59 (21.7)	213 (78.3)	272 (100.0)
Total	794 (79.4)	206 (20.6)	1000 (100.0)

$\chi^2 = 86.542$   
P < 0.01

**Note:** Figures in parenthesis depicts the percentage  
**Source:** Data collected through questionnaire

**Table 12.** Occupation of consumer and kind of four-wheeler

Occupation	Kind of four-wheeler		Total
	Ordinary	Luxury	
Service	88 (24.8)	267 (75.2)	355 (100.0)
Business	108 (27.1)	291 (72.9)	399 (100.0)
Profession	20 (14.6)	117 (85.4)	137 (100.0)
Agriculturist	47 (43.1)	62 (56.9)	109 (100.0)
Total	263 (26.3)	737 (73.7)	1000 (100.0)

$\chi^2 = 26.125$   
P < 0.05

**Note:** Figures in parenthesis depicts the percentage.  
**Source:** Data collected through questionnaire.

It is noted from the Table 13, that majority of consumers irrespective of their income group prefer to have luxury four-wheeler. The demand for high priced, good quality, luxury four-wheeler is higher among the consumers who belong to higher income group, whereas the demand for low priced, average quality, ordinary four-wheeler is higher among the consumers who belong to lower income group. The calculated value of  $\chi^2$  test (21.275) is greater than the table value at 5% significance level, which leads to reject null hypothesis. Thus, it can be concluded that there is significant relationship between income of consumer and kind of four-wheeler.

It is clear from the analysis presented in Table 14 that majority of married consumers take the opinion of others before purchase. On the other hand, majority of unmarried consumers take self decision followed by the advice of the dealer. While apply  $\chi^2$  test, it is found that the calculated value of  $\chi^2$  (81.246) is greater than table value at 1% level of significance

It is clear from the Table 15 that consumers of lower educational group do not take the opinions of children, relative and

**Table 13.** Income of consumer and kind of four-wheeler

Income	Kind of four-wheeler		Total
	Ordinary	Luxury	
Low income	20 (34.5)	38 (65.5)	58 100.0%
Middle income	125 (30.8)	281 (69.2)	406 100.0%
High income	100 (25.7)	289 (74.3)	389 100.0%
Super high income	18 (12.2)	129 (87.8)	147 (100.0)
Total	263 (26.3)	737 (73.7)	1000 (100.0)

$\chi^2=21.275$   
P < 0.05

Note: Figures in parenthesis depicts the percentage.

Source: Data collected through questionnaire.

**Table 14.** Marital status of consumer and factors influencing purchase of four-wheeler

Marital status	Factors Influencing Purchase of Four-wheeler						Total
	Self	Wife/Husband	Children	Relatives	Friends	Dealer	
Married	200 (25.4)	123 (15.6)	78 (9.9)	39 (5.0)	111 (14.1)	236 (30.0)	787 (100.0)
Unmarried	114 (53.5)	10 (4.7)	11 (5.2)	---	38 (17.8)	40 (18.8)	213 (100.0)
Total	314 (31.4)	133 (100.0)	89 (8.9)	39 (3.9)	149 (14.9)	276 (27.6)	1000 (100.0)

$\chi^2=81.246$   
P < 0.01

Note: Figures in parenthesis depicts the percentage

Source: Data collected through questionnaire

**Table 15.** Education of consumer and factors influencing purchase of four-wheeler

Education	Factors influencing purchase of four-wheeler						Total
	Self	Wife/ husband	Children	Relations	Friends	Dealer	
Below middle	28 (22.2)	59 (46.8)	9 (7.1)	-	9 (7.1)	21 (16.7)	126 (100.0)
Middle to plus two	91 (29.8)	38 (12.5)	9 (3.0)	20 (6.6)	70 (23.0)	77 (25.2)	305 (100.0)
Graduation & above	195 (34.3)	36 (6.3)	71 (12.5)	19 (3.3)	70 (12.3)	178 (31.3)	569 (100.0)
Total	314 (31.4)	133 (13.3)	89 (8.9)	39 (3.9)	149 (14.9)	276 (27.6)	1000 (100.0)

$\chi^2=194.001$   
P < 0.01

Note: Figures in parenthesis depicts the percentage.

Source: Data collected through questionnaire.



friends before the purchase, whereas consumers of higher educational group take the opinion of children, relative and friends before purchase. It is also noticed that dealers play a great role in the decision of buying four-wheeler. While  $\chi^2$  test is applied, its value (194.001) is found greater than table value at 5% level of significance. Thus, it can be concluded that there is significant relationship between age of consumer and factors influencing purchase decision.

The study of the Table 16 reveals that service holders and agriculturists have bought the specific brand because it is of economical, high mileage, less maintenance art and more discount was offered, whereas businessmen and professionals have bought the specific brand because of durable and good quality, reputation of the company, attractive look and luxurious. So, it can be said that there is significant relationship between occupation of the consumer and reasons to purchase any specific brand.

The study of the Table 17 reveals that rural consumers have reported that economical, high mileage, less maintenance cost, durable and good quality and more discount are the main reasons

behind the specific brand. On the other hand, urban consumers have opined that the reasons behind the purchase of specific brand are durable and good quality, reputation of the company, attractive look and highly luxurious. Therefore, there is a significant relationship between background of consumers and reasons to purchase any specific brand.

It is evident from the Table 18 that the consumers whose income level is quite low they replied that they have purchased the specific brand because it is of economical, high mileage, less maintenance cost, adequate after sale services and more discount. And the consumers whose education level is higher they have replied that the reasons behind the purchase of specific brand is durable and good quality, reputation of the company, attractive look and luxurious. Thus, it can be concluded that there is significant relationship between income of the consumer and reasons to purchase any specific brand.

It is evident from the Table 19 that the consumers whose education level is low, majority of them have opined that comfortable seats, good music system and mobile charging facilities

**Table 16.** Occupation of consumer and reasons to purchase any specific brand

Occupation	Reasons of Purchase any specific brand											Total
	Economical & Good Quality	Durable & Good Quality	Reputation of Company	High Mileage	Attractive Look	Easily Available	Less Maintenance Cost	Adequate After Sale Services	Long Warranty Period	More Discount	Luxurious	
Service	250 (70.42)	110 (30.9)	85 (23.9)	260 (73.2)	80 (22.5)	40 (11.2)	86 (24.2)	125 (35.2)	66 (46.7)	93 (26.1)	72 (20.)	355 (100)
Business	105 (26.3)	283 (70.9)	180 (45.1)	133 (33.3)	213 (54.1)	37 (9.2)	78 (19.5)	116 (29.0)	107 (26.8)	71 (17.7)	203 (58.8)	309 (100)
Profession	57 (41.6)	91 (66.4)	83 (60.5)	43 (31.3)	79 (57.6)	21 (15.3)	19 (13.8)	77 (56.2)	65 (47.4)	43 (31.3)	83 (60.5)	137 (100)
Agriculture	84 (77.0)	42 (38.5)	45 (41.2)	82 (75.2)	40 (36.6)	15 (13.7)	17 (13.7)	57 (15.5)	27 (52.2)	51 (46.7)	39 (35.7)	109 (100)

**Note:** (1) Percentage of reasons to purchase any specific brand can not be equal to 100 because more than one response are given by the respondent.

(2) Figures in parenthesis depicts the percentage.

**Source:** Data collected through questionnaire

**Table 17.** Background of consumer and reasons to purchase any specific brand

Background	Reasons of Purchase any specific brand											Total
	Economical & Good Quality	Durable & Good Quality	Reputation of Company	High Mileage	Attractive Look	Easily Available	Less Maintenance Cost	Adequate After Sale Services	Long Warranty Period	More Discount	Luxurious	
Rural	431 (68.1)	352 (55.6)	301 (47.6)	360 (56.9)	242 (38.2)	153 (24.2)	348 (55.0)	247 (39.0)	159 (59.0)	373 (59.0)	235 (37.1)	632 (100)
Urban	157 (42.6)	271 (73.6)	253 (68.7)	145 (39.4)	190 (51.6)	70 (19.0)	83 (22.5)	105 (28.5)	89 (24.1)	93 (25.2)	197 (53.5)	368 (100)

**Note:** (1) Percentage of reasons to purchase any specific brand can not be equal to 100 because more than one response arte given by the respondent.

(2) Figures in parenthesis depicts the percentage.

**Source:** Data collected through questionnaire.

**Table 18.** Income of consumer and reasons to purchase any specific brand

Income	Reasons of Purchase any specific brand											Total
	Economical & Good Quality	Durable & Company	Reputation of Company	High Mileage	Attractive Look	Easily Available	Less Maintenance Cost	Adequate After Sale Services	Long Warranty Period	More Discount	Luxurious	
Low income	38 (65.5)	21 (36.2)	16 (27.5)	39 (67.2)	23 (39.6)	15 (25.8)	36 (62.0)	27 (46.5)	29 (50.0)	33 (56.8)	9 (15.5)	58 (100)
Middle income	203 (50.0)	287 (70.6)	158 (38.9)	210 (51.7)	217 (53.4)	87 (21.4)	150 (36.9)	158 (38.9)	123 (30.2)	200 (49.2)	45 (11.0)	406 (100)
High income	150 (38.5)	295 (76.6)	254 (65.2)	187 (48.0)	208 (53.4)	49 (12.5)	97 (24.9)	109 (28.0)	87 (22.3)	93 (23.9)	103 (26.4)	389 (100)
Super high income	58 (39.4)	98 (66.6)	87 (59.1)	33 (22.4)	71 (48.2)	21 (14.2)	33 (22.4)	29 (19.7)	27 (18.3)	17 (11.5)	69 (46.9)	147 (100)

Note: (1) Percentage of reasons to purchase any specific brand cannot be equal to 100 because more than one response are given by the respondent.

(2) Figures in parenthesis depicts the percentage.

Source: Data collected through questionnaire.

**Table 19.** Education of consumer and facilities required in any four-wheeler

Education	Facilities required in any Four Facilities						Total
	Comfortable Seats	Air-Conditioner	Good Music System	Remote Control Functioning	Mobile Charging Facilities	Video System	
Below Middle	83 (65.8)	47 (37.3)	78 (61.9)	41 (32.5)	85 (67.4)	27 (21.4)	126 (100)
Middle-Plus Two	250 (81.9)	127 (41.6)	218 (71.4)	150 (49.1)	219 (71.8)	132 (43.2)	305 (100)
Graduation & Above	432 (75.9)	351 (61.6)	431 (75.7)	203 (35.6)	108 (78.8)	53 (38.6)	137 (100)

Note: (1) Percentage of facilities required in any four-wheeler can be equal to 100 because more than one response are given by the respondent.

(2) Figures in parenthesis depicts the percentage.

Source: Data collection through questionnaire

are to be required in any four-wheeler, whereas consumers whose education level have opined that comfortable seats, air-conditioner, good music system, remote control functioning, mobile charging facilities and good video system all these facilities are required to be there is any four-wheeler. Thus, it can be concluded there is significant relationship between the variables.

It has been observed from Table 20 that the consumer whose income level is low majority of them opined that the comfortable seats, good music system and mobile charging facilities are the basic facilities which required in any four-wheeler, whose the consumers income level in higher have opined that comfortable seats, air-conditioner, good music system, remote control functioning, mobile charging facilities and good music system all these facilities are to be required in any four-wheeler. So, we can say there is significant relationship between income of consumers and facilities requires in any four-wheeler.

It is obvious from the Table 21 that the majority of the married consumers have opined that we should take into consideration price, quality, mileage, authorized dealer, and nearness of showroom while purchasing four-wheeler. The majority of the consumers who are unmarried have also opined that we should take into consideration price, quality, mileage, nearness of showroom and authorized dealer while purchasing four-wheeler. So, it can be said that the opinion of different marital status consumers are equally distributed. So, we can say there is no significant relationship between marital status of consumers and factors to be taken into consideration while purchasing four-wheeler.

It is revealed from the table 1.22 that there is significant relationship between income of consumer and factors to be taken into consideration while purchasing four wheeler.

It is observed from the table 1.23 that majority of consumers have responded that they have brought the four wheeler from particular dealer due to nearness, attractive showroom, good

**Table 20.** Income of consumer and facilities required in any four-wheeler

Income	Facilities required in any Four Facilities						Total
	Comfortable Seats	Air-Conditioner	Good Music System	Remote Control Functioning	Mobile Charging Facilities	Video System	
Low income	21 (36.2)	17 (29.3)	31 (53.4)	13 (22.4)	22 (37.9)	9 (15.5)	58 (100)
Middle income	278 (68.4)	150 (36.9)	215 (52.9)	135 (33.2)	227 (55.9)	123 (30.2)	406 (100)
High income	303 (77.8)	251 (64.5)	197 (50.6)	217 (55.7)	317 (31.4)	203 (52.1)	389 (100)
Super high income	125 (85.0)	103 (70.0)	95 (64.6)	85 (57.8)	107 (72.7)	83 (56.4)	147 (100)

**Note:** (1) Percentage of facilities required in any four-wheeler can be equal to 100 because more than one response are given by the respondent.

(2) Figures in parenthesis depicts the percentage.

**Source:** Data collection through questionnaire

**Table 21.** Marital status of consumers and factors to be taken into consideration while purchasing four-wheeler

Marital Status	Factors To Be Taken Into Consideration While Purchasing Four-wheeler									Total
	Price	Quality	Mileage	Maintenance Cost	After Sale Services	Discount	Attractive Look	Nearness of Showroom	Authorized Dealer	
Married	521 (66.2)	527 (66.9)	431 (54.7)	206 (26.17)	185 (23.5)	206 (26.17)	457 (58.0)	409 (51.9)	732 (93.0)	787 (100.0)
Unmarried	123 (57.7)	123 (57.7)	98 (46.0)	63 (29.5)	48 (22.5)	51 (23.9)	121 (56.8)	107 (50.2)	193 (90.6)	213 (100.0)

**Note:** (1) Percentage of factors to be taken into considered while purchasing four-wheeler can not be equal to 100 because mote than one response are given by the respondent.

(2) Figure in parenthesis depicts the percentage

**Source:** Data collected through questionnaire.

**Table 22.** Income of consumer and factors to be taken into consideration while purchasing four wheeler

Income	factors to be taken into consideration while purchasing four wheeler									Total
	Price	Quality	Mileage	Maintenance Cost	After sale Services	Discount	Attractive Look	Nearness Of Showroom	Authorized Dealer	
Low income	42 (72.4)	30 (51.7)	47 (81.0)	32 (55.1)	27 (46.5)	19 (32.7)	22 (37.9)	37 (63.7)	49 (84.4)	58 (100)
Middle income	209 (51.4)	213 (52.4)	243 (59.8)	198 (48.7)	119 (29.3)	81 (19.9)	181 (44.5)	213 (52.4)	382 (94.0)	406 (100)
High income	157 (40.3)	253 (65.0)	137 (35.2)	88 (22.6)	99 (25.4)	29 (7.45)	229 (58.8)	194 (49.8)	342 (87.1)	389 (100)
Super High Income	50 (34.0)	119 (80.9)	48 (32.6)	37 (25.1)	31 (12.0)	17 (11.5)	89 (60.5)	59 (40.1)	137 (93.1)	147 (100)

**Note:** (1) Percentage of factors to be taken into considered while purchasing four wheeler cannot be equal to 100 because more than one response are given by the respondent.

(2) Figure in parenthesis depicts the percentage

**Source:** Data collected through questionnaire.

**Table 23.** Sex of consumer and reasons of buying four wheeler from particular dealers

Sex	Reason of buying four-wheeler from particular dealer							Total
	Nearness	Reasonable Price	Attractive Showroom	Higher Discount	Friendship With Dealer	Good Service	Authorized Dealer	
Male	653 (78.4)	253 (30.4)	553 (66.4)	203 (24.3)	143 (17.1)	348 (41.8)	703 (84.4)	832 (100)
Female	143 (85.1)	75 (44.6)	78 (46.4)	49 (29.1)	17 (10.1)	67 (39.8)	131 (77.9)	168 (100)

**Note:** (1) Percentage of reasons of buying four wheeler from particular dealer can not be equal to 100 because more than one response are given by the respondents

(2) Figures in parenthesis depicts the percentage.

**Source:** Data collected through questionnaire

**Table 24.** Marital status of consumer and reasons of buying four wheeler from particular dealer

Marital status	Reason of Buying Four Wheeler From Particular Dealer							Total
	Nearness	Reasonable Price	Attractive Showroom	Higher Discount	Friendship with dealer	Good Service	Authorized dealer	
Married	597 (75.8)	193 (24.5)	393 (49.9)	187 (23.7)	207 (26.3)	147 (18.6)	711 (90.3)	787 (100)
Unmarried	185 (86.8)	83 (38.9)	159 (74.6)	49 (23.0)	37 (17.3)	109 (51.1)	192 (90.1)	213 (100)

**Note:** (1) Percentage of reasons of buying four wheeler from particular dealer can not be equal to 100 because more than one response are given by the respondents

(2) Figures in parenthesis depicts the percentage.

**Source:** Data collected through questionnaire

service and authorized dealer irrespective of their sex. So, it can be concluded that whether the consumer is male or female both accept that they have purchased four wheeler from particular dealer due to nearness, altercative showroom, good service and authorized dealer. Thus, it can further concluded that there is no significant relationship between sex of consumer and reasons of buying four wheeler from particular dealer.

It is revealed from the Table 24 that majority of the consumers irrespective of their marital status have reported that they have bought the four wheeler from particular dealer due to nearness, attractive showroom, good service and authorized dealer. So, it can be concluded by analysing above table that the majority of consumers are buying four wheeler from particular dealer due to nearness, altercative showroom, good service and authorized dealer. Thus, it can be concluded that opinion of all consumers over the reasons of buying four wheeler from particular dealer is equally distributed.

## 10. Conclusion

This research paper has been divided into two parts. The first part deals with the concept, need and importance of consumer Behaviour. The second part deals with the Impact of Demographic Factors on Consumer Behaviour. The discussions made in the first

part of research paper leads to conclude that consumer behaviour is defined as the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of product, services and ideas that they expect will satisfy their needs. The study of consumer behaviour is the study of how individual make decisions to spend their available resources (money, time, and effort) on consumption-related items. It includes the study of what they buy, why they buy it, how they buy it, when they buy it, where they buy it, and how often they buy it. Consumer behaviour is the process whereby, individuals decide whether, what, when, where, how, and from whom to purchase goods and services. The second part of the research paper leads to conclude that Consumer behaviour doesn't remain the same or constant in every situation it changes time to time. There are various demographic factors which affects consumer behaviour. As the change comes in these factors, consumer behaviour also changes. The research depicted that there are so many demographic factors like age, sex, income, occupation, education, marital status and family background which significantly affects the behaviour of consumers.

## 11. References

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