

Waves of Various Demographic Sides on Buyer Attitude – An Empirical Research of Electric Appliances

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Abstract — Buyer's attitudes does not remain the same or stable in every situation; it fluctuates over time. There are several factors that influence buyer's attitudes. As these factors change, buyer's attitudes also adapts. In this research paper, an effort has been made to understand the effect of various demographic factors on buyer's attitudes. The data for the study is obtained through a questionnaire. In this fierce competition for capturing the largest market share, only those producers will succeed who can analyse buyer's attitudes. In this regard, buyer's attitudes plays a crucial role. An attempt has been made here to explore how and to what degree these demographic factors influence buyer's attitudes. The research reveals that it is essential for manufacturers of electronic products to understand buyer's attitudes. This knowledge enables them to boost their sales and seize a larger portion of the market share.

Keywords — Buyers, Purchase, Decision, Brand, Monetary, Impact, Factors.

1. Introduction

Buyers Attitude refers to the examination of individuals, groups, or organizations and the various activities related to the buying, usage, and disposal of goods and services, encompassing the emotional, mental, and behavioural responses of buyers that occur before or after these actions. The consumer serves as the central focus of all marketing activities. Understanding their behavior is one of the most crucial and significant elements of marketing. Buyers acquire products to fulfill a range of wants and drives. Human desires are boundless and continually evolve over time; varying from one location to another and differing among individuals. The investigation of Buyer Attitude holds significant interest for us as buyers, as scholars and researchers, and as marketers.

1.1 Factors Affecting Buyers Attitude

Buyer Attitude does not remain static or constant in every circumstance; it shifts over time. Various factors influence Buyer Attitude. As these factors change, Buyer Attitude also adapts. The following are the elements that Influence Buyer Attitude: Psychological Factors, Social Factors, Economic Factors, Cultural Factors, Personal Factors, and Technological Factors.

2. Objectives of the Study

- To examine the effect of demographic factors on Buyer Attitude in durable products such as electronic products in rural areas.
- To emphasize the necessity and significance of Buyer Attitude.

3. Literature Review

Saravanan, et al (2015) explored the fact that the marketing landscape was consistently changing. Companies aim to increase their sales through advertising, particularly television commercials. Advertisements were built on themes, messages, and language that corresponded to the traditional process of making purchase decisions. Businesses utilize these advertisements to establish their brand in the minds of the target audience to create a favorable brand image.

Roopa (2014) evaluated that advertising was debatable because its specific effects are often difficult to define and predict, yet it was a potent means for creating strong, positive, and unique brand associations, as well as eliciting favorable opinions and feelings. This research aims to investigate how advertisements impact buyers' buying decisions for consumer durables to evaluate the effectiveness of advertising in shaping consumer behavior from product research through assessment and disposal.

Kumar et al (2011) indicated that consumer durables were facing rapid changes in the marketplace. The pace of transformation that India and its population are experiencing in their socio-cultural context was remarkable, especially after the economy's liberalization. The extensive diversity in India presents a fascinating opportunity to analyse the various shifts that its economic and social frameworks have undergone due to advancement. Although it may be difficult to quantify these changes at a micro level, marketers have deemed them significantly relevant.

Rashmi et al (2012), the research indicates that those with positive or negative emotions evaluated products

based on brand and attribute information.. Findings revealed that positive emotions elevated the intensity of the brand's evaluative implications rather than the significance that participants attributed to it.

Kumar Rakesh, (2017), a study has been carried out regarding consumer behavior and the significance of consumer research within marketing. The aim of this research paper was to emphasize the importance of consumer research in marketing. Data has been gathered from secondary sources. The study indicated that the consumer is the central focus of all marketing activities. Understanding their behaviours and actions is one of the most crucial elements of marketing.

3.1 Hypothesis

- Null Hypothesis-H0: There is no significant impact of demographic factors on Buyer Attitude.
- Alternative Hypothesis-H1: There is a significant impact of demographic factors on Buyer Attitude.

4. Research Design

- *Methodology of Data Collection:* The current study has been carried out with the aid of both primary and secondary information to comprehend Buyer Attitude toward electronic products in rural Thiruvavur.
- *Sampling Methods:* A multiple- phase sampling approach has been utilized such as
 - *Phase One:* In this stage, the entire region of Thiruvavur has been segmented into four groups using cluster sampling, with three districts in each group.
 - *Phase Two:* In this stage, rural areas from each group were selected for the study using random sampling.
 - *Phase Three:* In this stage, a sample of 150 buyers was obtained proportionately from the rural population through quota sampling, considering the total sales of electronic products in each cluster.
 - *Phase Four:* In this stage, the final sample was randomly chosen.

5. Methods of Data Analysis and Interpretation

- Percentage Method.
- Chi-Square Method.

Table No. 1 - Genders Taking Opinion of Others before Buying Electronic Product				
Gender	Strongly Agree	Moderately Agree	Disagree	Total
Male	51%	44%	5%	100

				%
Female	48%	49%	3%	100%
Total	48%	47%	5%	100%

Source: Primary Data. $\chi^2=7.116$ $P<0.05$

It has been noted from the preceding table no. 1 that buyers seek the viewpoints of others such as friends, neighbours, and relatives prior to buying electronic products. 51% of males and 48% of females strongly agreed, while 44 % of males and 48% of females moderately agreed on this matter. The chi-square value (7.116) at a 5% significance level rejected the null hypothesis and accepted the alternative hypothesis, which concluded that a significant relationship exists between different gender groups and the decision of buyers to seek opinions from others before buying electronic products. It was determined that 95.2% of all buyers agreed that opinions should be sought, while the remaining 4.8% disagreed on the matter.

Table No.2 - Gender and Time/Occasion to Purchase				
Gender	Festival Season	Discount Season	Normal Days	Total
Male	37.7%	21.5%	40.8%	100%
Female	36.0%	22.7%	41.3%	100%
Total	37.0%	22.0%	41.0%	100%

Source: Primary Data. $\chi^2=0.386$ $P>0.05$

It is illustrated in table no 2 that 40.8% of males bought the product on regular days while 37.7% did so during the festival season. 41.3% of females bought electronic products on regular days and 36% during the festival season. At a 5% significance level, the chi-square value (.386) indicates that the calculated value is lower than the table value, thus the null hypothesis is accepted, signifying that there is no significant connection between various gender groups and the time/occasion for buying electronic products.

Table No.3 - Gender and Brand Loyalty			
Gender	Yes	No	Total
Male	75.4%	24.6%	100%
Female	76.3%	23.7%	100%
Total	75.8%	24.2%	100%

Source: Primary Data. $\chi^2=0.101$ $P>0.05$

It is shown from table no. 3 that 75.4% of males and 76.3% of females displayed brand loyalty. Meanwhile, 24.6% of males and 23.7% of females did not exhibit brand

loyalty. The chi-square value (. 101) leads us to accept the null hypothesis and dismiss the alternative hypothesis. It is clear that there is no significant correlation between various gender groups and consumer brand loyalty.

Table No. 4 Gender and Person influenced the buying decision

	Self	Spouse	Children	Relatives	Friends	Others	Total
Male	40.5%	22.1%	8.7%	9.3%	18	1.4%	100%
Female	30.3%	30.3%	10.1%	15.6%	1.8%	1.9%	100%
Total	36.2%	25.6%	9.2%	12.0%	15.4%	1.6%	100%

Source: Primary Data. $\chi^2=47.040$ $p>0.05$

It is clear from the above table no 4 that a significant relationship exists between different gender groups and a person's influence on buying decisions. It was noted that males primarily made decisions independently, whereas most females were found to rely on their spouses. It was also clear that children played an influential role in the decision-making process, although it was only 9. 2%.

Table No. 5 - Age and Brand Loyalty			
Age	Yes	No	Total
Below 25 Years	80.5%	19.5%	100%
25-35 years	73.5%	26.5%	100%
35-45 Years	73.8%	26.2%	100%
Above 45 Years	80.9%	19.1%	100%
Total	75.8%	24.2%	100%

Source: Primary Data. $\chi^2=5.766$ $p>0.05$

It is indicated in Table No. 5 that the value (5. 766) of chi-square led to the acceptance of the null hypothesis, which clearly demonstrates that there is no significant relationship between various age groups and buyers' brand loyalty. It was evidently clear that once buyers are satisfied with a particular brand, they would infrequently alter their brand preference across all age groups.

Table no. 6 - Marital status and Taking Opinion of others Before Buying Electronic Product

Marital status	Strongly agree	Moderately agree	Disagree	Total
Married	48.7%	46.5%	4.8%	100%
Unmarried	54.2%	41.0%	4.8%	100%
Total	49.6%	45.6%	4.8%	100%

Source: Primary Data. $\chi^2=1.794$ $p>0.05$

It is evidently discernible from the aforementioned Table No. 11 that there is no considerable relationship between various marital statuses and the consumer's decision to seek the opinions of others prior to buying electronic products. It was observed that buyers of any marital status desired to obtain advice from others. In rural

areas, buyers exhibited a lack of awareness regarding websites and alternative feedback methods; therefore, their sole option was to seek counsel from individuals who were already using the same products. At the 5% significance level, the computed chi-square value (1. 794) is lower than the table value, leading to the acceptance of the null hypothesis.

6. Conclusion

The empirical study has led to the conclusion that demographic factors exert a significant influence on consumer behavior. The findings indicate that a significant relationship exists between different gender groups and the consumer's decision to consider the opinions of others prior to the acquisition of electronic products. It is clear that no significant relationship exists between different gender groups and consumer brand loyalty. It was determined that one-fourth of the total buyers did not exhibit brand loyalty as they expressed a desire to switch to a different brand.

The research indicates that males typically made independent decisions while females were found to rely on their spouses. Both gender groups were noted to compare the prices of competing products, along with their features and prices, prior to making a final purchase. It can also be inferred that a significant relationship exists between different age groups and the timing or occasion for buying electronic products. It is evident that no significant relationship is present between different age groups and consumer brand loyalty.

The research clearly suggests that buyers who are satisfied with a particular brand are unlikely to change their brand preferences. It was observed that spouses, friends, and relatives have also played a role in influencing the buying decisions of buyers in rural areas. The study further revealed that no significant relationship exists between marital status and the consumer's decision to seek the opinions of others before buying electronic products. It is additionally concluded that no significant relationship exists between various marital statuses and the timing or occasion for buying electronic products. It is also concluded that no significant relationship exists between different marital statuses and the timing or occasion for buying electronic products.

The consumer is the central focus of all marketing endeavours. Understanding their activities and behaviours is one of the most critical components of marketing. Buyers purchase goods to meet various needs and motivations. The exploration of consumer behavior is of considerable interest to us as buyers, students, researchers, and marketers. Consumer research has developed as an extension and an integral component of marketing research. In this research, we aimed to understand the

behavior of rural buyers concerning electronic products. It is essential for manufacturers to examine consumer behavior to enhance sales and capture a significant share of the market.

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