

Chapter IV

CHAPTER IV

DEMOGRAPHIC PROFILE, BRAND PREFERENCE AND BUYING BEHAVIOUR OF CONSUMERS – AN ANALYSIS

A brand can build value for the business, by striking business performance and providing customer satisfaction. In the current market scenario, the goods and services being sold always familiar by its names, the name that facilitates the buyers in the impression of being into the goods to identify the brand or brand name. Thus, it has the end goal to be familiar with the product. The brand can be a symbol, term or sign or maybe a design of the product or on the other hand a combine of them, that helps in separating a business organization from the other organization or competitor. The modern customers are indifferent in choosing the brand because a very close substitute is easily available in the market. In recent market scenario, the technology and awareness are up-gradating days by day, that change the customers' perception of the products, and they always desire to pick a branded product.

Demographical data make powerful to the researcher to get an general idea and clear representation of the study population. Demographic profile or characteristics are an necessary element of the market research which strengthens a few variables to characterize demographic like age, economic status, education, marital status, gender, family size, occupation or profession. This demographic aspect gives enough data about the average individual from this group to make a clear idea for hypothetical aggregate.

The Consumer Durables industry includes durable goods or appliances for household use like televisions, refrigerators, Air Conditioner and washing machines. Gadgets like smart phones and kitchen appliances or equipment such as microwave ovens are also comprised in this category.

This part of the study analyses the demographic profile, Socio economic, brand preference and consumers buying behaviour of consumer durable goods.

Objective 1. To find the brand preference and the factors affecting the buying behaviour of the consumers

Percentage Analysis

The following tables reveal the demographic profile of the respondents selected for the study.

Age Group of the Respondents

Age is a main demographic aspect on the consumer behaviour. The wants of the people vary, as they grow. Brand loyalty, image and perceived quality across the age have a different perception which can have an effect on the brand equity creation. So age classifications occupy a vital role in building brand image and brand equity. Age wise classifications presented below:

Table 4.1

Age Group of the Respondents

Age	No.	Percentage %
< 25 years	161	32.2
26-35 years	180	36.0
36- 45 years	124	24.8
45 years & above	35	7.0
Total	500	100.0

Source: Primary Data

It is depicted from the above table that the respondents belong to age group between 26 – 35 years are 36.0 per cent, who's age group below 25 years are 32.2 per cent, who's age group between 36 – 45 years are 24.8 per cent, who's age group between 45 years & above are 7.0 per cent.

Gender of the Respondents

Men and Women have different requirements in terms of attitude and way of life. So, their consumer behaviour is extremely different. In the present society, the male and females approach has distorted toward the different products or brands due to their standard of living. So understanding the key contrasts amongst females and males about characteristics of different products are necessary. The following table shows the gender wise classification of consumers.

Table 4.2
Gender of the Respondents

Gender	No.	Percentage (%)
Male	274	54.8
Female	226	45.2
Total	500	100.0

Source: Primary Data

It is known from the above that the total Male respondents were 54.8 per cent and Female respondents 45.2 per cent.

Educational Qualification of the Respondents

The education capability of consumers has altered their judgment level toward the branded products. Higher the education qualification altered the way of life of consumers, and they get the products which are easy to use, safe, quality and comfortable and so forth. The education level of consumer enhances the expectation about brands, when this expectation fulfills and it lead to satisfaction.

Table 4.3

Educational Qualification of the Respondents

Educational Qualification	No.	Percentage (%)
School Level	100	20.0
Under Graduate	225	45.0
Graduate (Diploma and other degrees)	82	16.4
Post Graduate and Professionals	93	18.6
Total	500	100.0

Source: Primary Data

The table exhibits about the educational qualification of the respondents. 45.0 per cent of respondents are under graduates, 20.0 per cent have completed school level, Post Graduates and Professionals are 18.6 per cent, and respondents who have completed graduate courses such as diploma are 16.4 per cent.

Marital Status of the Respondents

Another important demographic attributes to be observed is marital status. This demographics aspect persuade the intention of the customers to purchase the products or brand. In the marital status, the married customers purchasing decision is influence by others, and they turn out to be extremely cognizant about buying since they have added family obligation, for example, life partner, children, other family members and so forth

Table 4.4

Marital Status of the Respondents

Marital Status	No.	Percentage (%)
Married	283	56.6
Unmarried	217	43.4
Total	500	100.0

Source: Primary Data

It is evidenced from the table that the respondents who have been married are 56.6 per cent and 43.4 per cent are unmarried.

Occupation of the Respondents

It is necessary to examine the a range of customers' occupations because of different occupations or job profile of customers comprise different taste, values, wants, opinion, and expectation form the brands which pressure their decision to purchase.

Table 4.5

Occupation of the Respondents

Occupation	No.	Percentage (%)
Business	57	11.4
Professional	80	16.0
Private Employee	125	25.0
Govt. employee	42	8.4
Student	150	30.0
Housewife	46	9.2
Total	500	100.0

Source: Primary Data

The table constitutes about the occupation of the respondents. The respondents belongs to “student and not working” are 30.0 per cent, respondents who engaged with private employment are 25.0 per cent, 16.0 per cent enrolled with professional jobs, 11.4 per cent are doing their own business, 9.2 per cent are housewives, and respondents who are positioned with Government employment are 8.4 per cent.

Family Status of the Respondents

Family status plays a crucial role in the buying behaviour of consumers, mostly for customer durables. Family status is influential determinant which pressure the purchasing decision. The family is always the main point where the consumer finds the information and assistance that help to make a purchase decision.

Table 4.6

Family status of the Respondents

Family status	No.	Percentage (%)
Chief Wage Earner (CWE)	183	36.6
Spouse of CWE	67	13.4
Member	250	50.0
Total	500	100.0

Source: Primary Data

The table constitutes about the family status of the respondents. 50.0 per cent respondents are one among the members in the family, 36.6 per cent of the respondents are chief wage earner in the family, and 13.4 per cent of the respondents are spouse of chief wage earner.

Monthly Family Income of the Respondents

Income is furthermore important demographics to be studied because different income level of customer modifies their purchasing behaviour of buying pattern. Higher the income of the customer is more willing to pay than lower income. The income wise classification is depicted in the following table.

Table 4.7

Monthly Family income of the Respondents

Monthly Income	No.	Percentage (%)
Rs. < 30,000	129	25.8
Rs. 30,001- Rs. 50,000	175	35.0
Rs. 50,001 - Rs. 70,000	136	27.2
Rs. 70,001 - Rs. 90,000	42	8.4
Rs. < 90,001	18	3.6
Total	500	100.0

Source: Primary Data

The above table is detailed about the monthly income of the family. 35.0 per cent respondents earn Rs.30, 001- Rs.50, 000, 27.2 per cent respondents belong to the family having income between Rs.50, 001 to Rs.70, 000, 25.8 per cent respondents earn less than Rs.30, 000 as their family income, 8.4 per cent respondents belong to the family having income between Rs.70, 001 to Rs.90, 000 and 3.6 per cent of respondents belong to the family having above Rs.90, 001 as their family income.

Family Size of the Respondents

Family size is also necessary factors which affect the consumer purchase decision if the family size or the number of members is less than their purchasing capacity will be high toward the branded products.

Table 4.8

Family Size of Respondents

Size of the family	No.	Percentage (%)
1 - 3 members	172	34.4
4-6 members	279	55.8
above 6	49	9.8
Total	500	100.0

Source: Primary Data

The above table informs about the size of the family. The respondent's families with 4- 6 members are 55.8 per cent, the respondents who have 1-3 members in their families are 34.4 per cent and who have more than 6 members in their family are 9.8 per cent.

Brand Purchase Decision taken by the Respondents

There are a numerous brands are in the market and the different customer encompass own brand image, familiarity, choice and preference. The consumer preferences for assorted brands make easy to know the brand awareness and market share of the particular brand. Purchase decision is depends on the members in the family.

Table 4.9

Brand Purchase Decisions taken by the Respondents

Brand purchase decisions	No.	Percentage (%)
Husband	23	4.6
Wife	46	9.2
Children	25	5.0
Husband and wife	69	13.8
Husband and Children	11	2.2
Wife and Children	18	3.6
All	308	61.6
Total	500	100.0

Source: Primary Data

The table shows that Consumers purchase decision towards Brands. It is found that 61.6 per cent of the consumers' purchase decisions are taken by all the members of the family, 13.8 per cent of the consumers' purchase decisions are taken by husband and wife, 9.2 per cent of the consumers' purchase decisions are taken by wife, 5.0 per cent said it is taken by children of the family. 4.6 per cent of the consumers' purchase decisions are taken by Husband, 3.6 per cent of the consumers' purchase decisions are taken by wife and children and 2.2 per cent of the consumers' purchase decisions are taken by Husband and Children. .

Place of Purchase by the Respondents

Consumers purchasing decision making are changeable as per their lifestyle, so it is essential to know whether the consumer where they are purchasing their products. They have variety of options to purchase their products. The details are given in the following table.

Table 4.10

Place of Purchase by the Respondents

Place of purchase	No.	Percentage (%)
Exclusive showroom	187	37.4
Super market	141	28.2
Factory outlets	73	14.6
Shopping malls	64	12.8
Internet options	29	5.8
Others	6	1.2
Total	500	100.0

Source: Primary Data

The table shows that respondents place of purchase towards Branded consumer goods. It is found that 37.4 per cent of the consumers' place of purchase towards branded consumer products in Exclusive Showroom, 28.2 per purchase in super market, 14.6 per cent of the consumers' purchase in Factory Outlet, 12.8 per cent purchase in Shopping Mall, 5.8 per cent purchase through Internet and 1.2 per cent of the consumers' place of purchase towards branded consumer products in other mode of place.

Source of Awareness about Brand

Next question asked to know the source of information or responsiveness regarding the brands. In the present market, there are different source of awareness and these sources can be varied as per customer resource. The customers can be conscious through social media, websites, friends, family members Television and newspaper so forth. The sources of information brand are displayed below:

Table 4.11

Source of Awareness about Brand

Awareness about brand	No.	Percentage (%)
Television	245	49.0
Print	55	11.0
Radio	18	3.6
Websites	87	17.4
Displays	41	8.2
Word of Mouth	54	10.8
Total	500	100.0

Source: Primary Data

The table shows that respondents awareness towards Brands. It is found that 49.0 per cent of the consumers' aware about brand through Television. 17.4 per cent of the consumers' aware through Websites, 11.0 per cent of the consumers' aware through Print media, 10.8 per cent of the consumers' aware about brand through word of mouth, 8.2 per cent of the consumers' aware about brand through display, and 3.6 per cent of the consumers' aware about brand through Radio.

Sales Promotion Appeals

Promotional aspect is an important criterion while purchasing the products. This will attract the consumers to change their mind set. The following table shows that respondents demands types of brand sales promotion.

Table 4.12

Sales Promotion Appeals

Sales Promotion appeals	No.	Percentage (%)
Price Discounts	132	26.4
Gifts	139	27.8
Combo Offers	119	23.8
Free service offer	56	11.2
Cash Refund	54	10.8
Total	500	100.0

Source: Primary Data

It is found that 27.8 per cent of the consumers' demands Gifts as sales promotion, 26.4 per cent of the consumers' demands price discount as sales promotion, 23.8 per cent of the consumers' demands combo offers as sales promotion, 11.2 per cent of the consumers' demands free service offer as sales promotion, 10.8 per cent of the consumers' demands cash refund as sales promotion.

Favourite Brand Preference

The main achievement of brand management is to realize what benefits consumers are looking for from a particular product or services. Brands facilitate consumers to discriminate between the competing products and services accessible in the market. There are numerous factors which have strengthened the challenge for marketers to handle brands and also build up their importance for consumers. Growing numbers of new brands and products have attracted the branding environment, thus create difficulty for consumers in selecting from a wide range of products.

The analysis of favourite brands of various durable goods such as, refrigerator, washing machine, Air conditioner, mobile phones and laptops has been presented in the following tables

Table 4.13**Favourite Brands of Refrigerator used by the Consumers**

		N.A	Samsung	LG	Bosch	Haier	Whirlpool	Total
Refrigerator	No.	4	159	154	64	33	86	500
	%	.8	31.8	30.8	12.8	6.6	17.2	100.0

Source: Primary Data

The table shows that more than 31.8 per cent of the respondents have stated their favourite brand of refrigerator as Samsung and another 30.8 per cent have informed their favourite brand as LG. 17.2 per cent favoured Whirlpool, 12.8 per cent have stated their favourite brand as Bosch and the least percentage of consumers' (6.6 per cent) favoured Haier.

Table 4.14**Favourite Brands of Washing Machine used by the Consumers**

		N.A	Samsung	L.G	Whirlpool	Bosch	IFB	Total
Washing machine	No.	13	86	156	179	47	19	500
	%	2.6	17.2	31.2	35.8	9.4	3.8	100.0

Source: Primary Data

The table shows that more than 35.8 per cent of the respondents have expressed their favourite brand of washing machine as whirlpool and another 31.2 per cent have informed their favourite brand as LG, 17.2 per cent favoured Samsung, 9.4 have informed their favourite as Bosch and the least percentage of respondents (3.8 per cent) favoured IFB.

Table 4.15**Favourite Brands of Air Conditioner used by the Consumers**

		N.A	Samsung	Whirlpool	L.G	Godrej	Haier	Total
Air conditioner	No.	15	79	122	138	107	39	500
	%	3.0	15.8	24.4	27.6	21.4	7.8	100.0

Source: Primary Data

The table shows that more than 27.6 per cent of the respondents have expressed their favourite brand of Air conditioner as L.G, 24.4 per cent have informed their favourite brand as Whirlpool. 21.4 per cent favoured as Godrej, 15.8 have informed their favourite as Samsung and the least percentage of respondents (7.8 per cent) favoured Haier.

Table 4.16

Favourite Brands of Mobile used by the Consumers

		N.A	Samsung	Oppo	Vivo	Xiami (Redmi)	LG	Total
Mobile	No.	2	157	119	78	130	14	500
	%	.4	31.4	23.8	15.6	26.0	2.8	100.0

Source: Primary Data

The table shows that more than 31.4 per cent of the respondents have expressed their favourite brand of Mobile as Samsung, 26.0 per cent have informed their favourite brand as Redmi, 23.8 per cent favoured as oppo, 15.6 have informed their favourite as Vivo and the least percentage of respondents (2.8 per cent) favoured L.G.

Table 4.17

Favourite Brands of Television used by the Consumers

		N.A	Samsung	LG	Sony	Panasonic	Haier	total
Television	No.	16	85	135	187	67	10	500
	%	3.2	17.0	27.0	37.4	13.4	2.0	100.0

Source: Primary Data

The table shows that more than 37.4 per cent of the respondents have expressed their favourite brand of Television as Sony, 27.0 per cent have informed their favourite brand as LG.17.0 per cent favoured Samsung, 13.4 have informed their favourite as Panasonic and the least percentage of respondents (2.0 per cent) favoured Haier.

Table 4.18

Favourite Brands of Laptop used by the Consumers

		N.A	Hp	Lenovo	Asus	Dell	Samsung	Total
Laptop	No.	12	104	161	70	125	28	500
	%	2.4	20.8	32.2	14.0	25.0	5.6	100.0

Source: Primary Data

The table shows that more than 32.2 per cent of the respondents have expressed their favourite brand of Laptop as Lenova, 25.0 per cent favoured Dell, 20.8 per cent have informed their favourite brand as Hp, 14.0 have informed their favourite as Asus and the least percentage of respondents (5.6 per cent) favoured Samsung.

Change in Brand Preference

Change in brand preference is important factor in the mind of present consumers. This analysis also facilitate to point out that which brand have dominance in the market and which brands require to formulate more efforts and innovating policy to get a maximum market share. The results given in the following table.

Table 4.19

Change in Brand Preference

Change in the Brand	No.	Percentage (%)
Yes	358	71.6
No	142	28.4
Total	500	100.0

Source: Primary Data

It is known from the above that the brand preference changed by the respondents were 71.6 per cent and 28.4 of the respondents not changed the brand preference. The result reveals that majority of the respondents are changing the brand preference for consumer durable goods.

Chi-Square Analysis

Chi-square analysis has been applied to find the significant association between change in consumer brand preference and various demographic profiles of the respondents.

The factors such as, Age, Gender, Education, Marital status, Occupation, Monthly income, Family Size and Family status have been considered as personal factors.

Change in Brand Preference Vs Age

The distribution of the respondents who changed their brand preference based on age is given below

Table 4.20

Change in Brand Preference Vs Age

Age Group	Change in Brand Preference				Total	
	Yes		No		No.	%
	No.	%	No.	%		
< 25 years	104	64.6	57	35.4	161	100.0
26-35 years	139	77.2	41	22.8	180	100.0
36- 45 years	90	72.6	34	27.4	124	100.0
46 years & above	25	71.4	10	28.6	35	100.0
Total	358	71.6	142	28.4	500	100.0

Source: Primary Data

It is seen from the above table that among the age group, 64.6 per cent of the respondents belong to the age group of < 25 years, 77.2 per cent of the respondents belong to the age group 26-35 years, 72.6 per cent of the respondents belong to the age group of 36-45 years, 71.4 per cent of the respondents belong to the age group 46 years & above of respondents have changed their brand preference. The result founds that the people in the age group of 26-35 yrs. have comparatively changed their brand preference when compare to other respondents.

To find whether changing the brand preference is related to age group, the following hypothesis has been framed and tested:

Ho: There is no significant association between Change in preferred brand and Age group of the respondents.

Table 4.20 (i)
Chi-Square Test

	Value	df	Sig.
Chi-Square	6.741	3	Ns

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 6.741 which is less than the table value of 7.815 at 5per cent level of significance. Since the calculated chi-square value is less than the table value it is inferred that there is no significant relationship between Change of preferred brand and Age group. Hence, the Hypothesis is accepted with respect to age group and Change of preferred brand.

Change in Brand Preference Vs Gender

The distribution of the respondents who changed their brand preference based on gender is given below

Table 4.21
Change in Brand Preference Vs Gender

Gender	Changed the Brand preference				Total	
	Yes		No		No.	%
	No.	%	No.	%		
Male	204	74.5	70	25.5	274	100.0
Female	154	68.1	72	31.9	226	100.0
Total	358	71.6	142	28.4	500	100.0

Source: Primary Data

It is understood from the above table that among the gender, 74.5 per cent of the male respondents and 68.1 per cent of the female respondents have change their brand preference. Result shows mainly male members have changed their brand preference when compare to female members.

To find whether changing the brand preference is related to gender, the following hypothesis was framed and tested:

Ho: There is no significant association between Change in preferred brand and gender.

Table 4.21 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	2.426	1	Ns

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 2.426 which is less than the table value of 3.841 at 5 per cent level of significance. Since the calculated chi-square value is less than the table value it is inferred that there is no significant relationship between change of preferred brand and gender. Hence, the hypothesis is accepted with respect to gender and change of preferred brand.

Change in Brand Preference Vs Education

The distribution of the respondents who changed their brand preference based on Education is given below.

Table 4.22

Change in Brand Preference Vs Education

Education	Changed the Brand Preference				Total	
	Yes		No		No.	%
	No.	%	No.	%		
School Level	77	77.0	23	23.0	100	100.0
Under Graduate	155	68.9	70	31.1	225	100.0
Graduate	62	75.6	20	24.4	82	100.0
Post Graduate & Professional	64	68.8	29	31.2	93	100.0
Total	358	71.6	142	28.4	500	100.0

Source: Primary Data

It is realized from the above table that among the Education of the respondents, 77.0 per cent who have completed school level education, 75.6 per cent of the respondents who are graduates, 68.9 per cent of the respondents who have completed under graduation, and 68.8 per cent of the respondents who have completed post-graduation & professional degree have changed their brand preference. It is found that, the respondents who have under graduate education have changed their brand preference when compare to other educational groups.

To find whether changing the brand preference is related to Education level, the following hypothesis was framed and tested:

Ho: There is no significant association between Change in preferred brand and Education.

Table 4.22 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	3.250	3	Ns

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 3.250 which is less than the table value of 7.815 at 5 per cent level of significance. Since the calculated chi-square value is less than the table value it is inferred that there is no significant relationship between Change of preferred brand and Education level. Hence, the hypothesis is accepted with respect to Education level and change of preferred brand.

Change in Brand Preference Vs Marital Status

The distribution of the respondents who changed their brand preference based on marital status is given below.

Table 4.23

Change in Brand Preference Vs Marital Status

Marital status	Changed the Brand Preference				Total	
	Yes		No		No.	%
	No.	%	No.	%		
Married	214	75.6	69	24.4	283	100.0
Unmarried	144	66.4	73	33.6	217	100.0
Total	358	71.6	142	28.4	500	100.0

Source: Primary Data

It is understood from the above table that among the marital status, 75.6 per cent of the married respondents and 66.4 per cent of the Unmarried respondents have change their brand preference. Result shows mainly married members have changed their brand preference when compare to Unmarried members.

To find whether changing the brand preference is related to marital status, the following hypothesis was framed and tested:

Ho: There is no significant association between Change in preferred brand and marital status.

Table 4.23 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	4.733	1	*

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 4.733 which is higher than the table value of 3.841 at 5 per cent level of significance. Since the calculated chi-square value is higher than the table value it is inferred that there is a significant relationship between change of preferred brand and marital status. Hence, the result reveals that married people are frequently changing their Brand preference.

Change in Brand Preference Vs Occupation

The distribution of the respondents who changed their brand preference based on Occupation is given below

Table 4.24

Change in Brand Preference Vs Occupation

Occupation	Changed the Brand Preference				Total	
	Yes		No		No.	%
	No.	%	No.	%		
Business	43	75.4	14	24.6	57	100.0
Professional	57	71.3	23	28.7	80	100.0
Private Employee	94	75.2	31	24.8	125	100.0
Govt. employee	33	78.6	9	21.4	42	100.0
Student	100	66.7	50	33.3	150	100.0
Housewife	31	67.4	15	32.6	46	100.0
Total	358	71.6	142	28.4	500	100.0

Source: Primary Data

It is perceived from the above table that among the occupation of the respondents, 78.6 per cent of the respondents working in Government sector, 75.4 per cent of the respondents doing Business, 75.2 per cent of the respondents working in private sector, 71.3 per cent of the professionals, 67.4 per cent of the house wives respondents and 66.7 per cent of the student's respondents have changed their brand preference. It is observed that, mainly the students who have mindset to change their brand preference when compare to other members.

To find whether changing the brand preference is related to Occupation of the respondents, the following hypothesis was framed and tested:

Ho: There is no significant association between Change of preferred brand and Occupation of the respondents.

Table 4.24 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	4.414	5	Ns

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 4.414 which is less than the table value of 11.070 at 5 per cent level of significance. Since the calculated chi-square value is less than the table value it is inferred that there is no significant relationship between Change of preferred brand and Occupation of the respondents. Hence, the hypothesis is accepted with respect to Occupation and change of preferred brand.

Change in Brand Preference Vs Family Status

The distribution of the respondents who changed their brand preference based on Family status is given below

Table 4.25

Change in Brand Preference Vs Family Status

Family status	Changed the brand preference				Total	
	Yes		No		No.	%
	No.	%	No.	%		
Chief Wage Earner (CWE)	138	75.4	45	24.6	183	100.0
Spouse of CWE	42	62.7	25	37.3	67	100.0
Member	178	71.2	72	28.8	250	100.0
Total	358	71.6	142	28.4	500	100.0

Source: Primary Data

It is seen from the above table that among the family status, 75.4 per cent of the Chief wage earner respondents have changed their brand preference and 62.7 per cent of spouse of chief wage earner respondents have changed their brand preference. 71.2 per cent of the members of the family respondents have changed their brand preference. It revealed from the analysis that, members in the family have changed their brand preference based on the situation.

To find whether changing the brand preference is related to family status, the following hypothesis was framed and tested:

H₀: There is no significant association between Change of preferred brand and family status.

Table 4.25 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	3.944	2	Ns

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 3.944 which is less than the table value of 5.991 at 5 per cent level of significance. Since the calculated chi-square value is less than the table value it is inferred that there is no significant relationship between Change of preferred brand and family status. Hence, the Hypothesis is accepted.

Change in Brand Preference Vs Monthly Family

The distribution of the respondents who changed their brand preference based on Monthly family income is given below

Table 4.26

Change in Brand Preference Vs Monthly Family

Monthly Family income	Changed the brand preference				Total	
	Yes		No		No.	%
	No.	%	No.	%		
Rs. < 30,000	85	65.9	44	34.1	129	100.0
Rs. 30,001- Rs. 50,000	127	72.6	48	27.4	175	100.0
Rs. 50,001 - Rs. 70,000	101	74.3	35	25.7	136	100.0
Rs. 70,001 - Rs. 90,000	32	76.2	10	23.8	42	100.0
Rs. > 90,001	13	72.2	5	27.8	18	100.0
Total	358	71.6	142	28.4	500	100.0

Source: Primary Data

It is grasped from the above table that among the Monthly Family income respondents, 76.2 per cent of the respondents who earning Rs.70, 001 - Rs.90, 000, 74.3 per cent of the respondents who are earning Rs.50, 001 - Rs. 70,000, 72.6 per cent of the respondents who are earning Rs.30, 001- Rs.50, 000, 72.2 per cent of the respondents who are earning Rs.> 90,000 and 65.9 per cent of the respondents who are earning Rs. < 30,000 have changed their brand preference. The income groups of Rs. 30,001- Rs.50, 000 have frequently changed their brand preference.

To find whether changing the brand preference is related to Monthly Family income, the following hypothesis was framed and tested:

Ho: There is no significant association between Change of preferred brand and Monthly Family income.

Table 4.26 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	3.062	4	Ns

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 3.062 which is less than the table value of 9.488 at 5 per cent level of significance. Since the calculated chi-square value is less than the table value it is inferred that there is no significant relationship between Change of preferred brand and Monthly Family income. Hence, the Hypothesis is accepted with respect to Monthly Family income and Change of preferred brand.

Change in Brand Preference Vs Family Size

The distribution of the respondents who changed their brand preference based on family size is given below.

Table 4.27

Change in Brand Preference Vs Family Size

Family size	Changed the brand preference				Total	
	Yes		No		No.	%
	No.	%	No.	%		
1 - 3 members	127	73.8	45	26.2	172	100.0
4-6 members	192	68.8	87	31.2	279	100.0
above 6	39	79.6	10	20.4	49	100.0
Total	358	71.6	142	28.4	500	100.0

Source: Primary Data

It is valued from the above table that among the Family size, 79.6 per cent of the respondents who have above 6 members in their family , 73.8 per cent of the respondents who have 1 - 3 members in their family and 68.8 per cent of the respondents who have 4-6 members in their family have changed their brand preference.

To find whether changing the brand preference is related to Family size, the following hypothesis was framed and tested:

Ho: There is no significant association between Change of preferred brand and Family size.

Table 4.27 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	3.025	2	Ns

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 3.025 which is less than the table value of 5.991 at 5per cent level of significance. Since the calculated chi-square value is less than the table value it is inferred that there is no significant relationship between Change of preferred brand and Family size. Hence, the hypothesis is accepted with respect to family size and change in preferred brand.

Reason for Change in Brand Preference Vs Age

The distribution of the respondents who expressed their reason for change in their brand preference based age group is given below.

Table 4.28
Reason for Change in Brand Preference Vs Age

Age group	Reason for change in brand preference												Total	
	Sales Offers		Advice of Favourite persons		Price Volatility		Reduction in Quality of present brand		Intensive Advertisement		Just for change		No.	%
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
< 25 years	23	22.1	17	16.3	14	13.5	24	23.1	8	7.7	18	17.3	104	100.0
26-35 years	34	24.5	45	32.4	33	23.7	14	10.1	9	6.5	4	2.9	139	100.0
36- 45 years	23	25.6	24	26.7	24	26.7	10	11.1	8	8.9	1	1.1	90	100.0
46 years & above	6	24.0	7	28.0	4	16.0	4	16.0	2	8.0	2	8.0	25	100.0
Total	86	24.0	93	26.0	75	20.9	52	14.5	27	7.5	25	7.0	358	100.0

Source: Primary Data

The table demonstrates that among the 358 (It should be noted that there are only 358 respondents in this table, because only 358 answered yes in the previous example) respondents, who changed their brand preference, 23.1 per cent of the respondents belong to the age group of < 25 years said that 'Reduction in Quality of present brand' as the reason for change of brand preference and least (7.7) per cent of the respondents belong to the age group of < 25 years states that reason for change of brand preference that 'Intensive Advertisement'. Among the age between 26-35 years, 32.4 per cent informed that 'Advice of Favourite Persons', the age between 36-45 years, 26.7 per cent informed that 'Advice of Favourite Persons' and 'Price Volatility', the age between 46 years and above, 28.0 per cent informed that 'Advice of Favourite Persons' was the reason for changing their brands

To find whether the reason for change of brand preference is related to Age group, the following hypothesis was framed and tested:

Ho: There is no significant association between reasons for Change of brand preference and Age group of the respondents.

Table 4.28 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	43.254	15	**

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 43.254 which are higher than the table value of 24.996 at 1per cent level of significance. Since the calculated chi-square value is higher than the table value it is inferred that there is significant relationship between reason for Change of brand preference and Age group. Hence, the Hypothesis is not accepted with respect to age group and reasons for change of brand preference. The result founds that sales offers are main reason for changing their brand preference among the age group of the respondents.

Reason for Change in their Brand Preference Vs Gender

The distribution of the respondents who expressed their reason for change in their brand preference based Gender is given below.

Table 4.29

Reason for Change in their Brand Preference Vs Gender

Gender	Reason for change in brand preference												Total	
	Sales Offers		Advice of Favourite persons		Price Volatility		Reduction in Quality of present brand		Intensive Advertisement		Just for change		No.	per cent
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Male	48	23.5	63	30.9	46	22.5	26	12.7	11	5.4	10	4.9	204	100.0
Female	38	24.7	30	19.5	29	18.8	26	16.9	16	10.4	15	9.7	154	100.0
Total	86	24.0	93	26.0	75	20.9	52	14.5	27	7.5	25	7.0	358	100.0

Source: Primary Data

The table displays that among Gender of the respondents who changed their brand preference, more than 30 per cent of the male respondents (30.9 per cent) said that ‘Advice of favourite persons’ as the reason for change of brand preference and least (4.9) per cent of the males have expressed the reason as ‘Just for change’. Among female respondents, 24.7 per cent informed that ‘Sales offers’, while only 9.7 per cent have informed the reason as ‘Just for change’.

To find whether the reason for change of brand preference is related to Gender, the following hypothesis was framed and tested:

Ho: There is no significant association between reason for Change of brand preference and Gender of the respondents.

Table 4.29 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	11.901	5	*

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 11.901 which is higher than the table value of 11.070 at 5 per cent level of significance. Since the calculated chi-square value is higher than the table value it is inferred that there is a significant relationship between reason for Change of brand preference and Gender. Hence, the Hypothesis is rejected. The result reveals that male members are attracted towards sales offers and comparatively they have changed their brands when compare to female respondents.

Reason for Change in their Brand Preference Vs Education

The distribution of the respondents who expressed their reason for change in their brand preference based Education is given below.

Table 4.30

Reason for Change in their Brand Preference Vs Education

Education	Reason for change in brand preference												Total	
	Sales Offers		Advice of Favourite persons		Price Volatility		Reduction in Quality of present brand		Intensive Advertisement		Just for change		No.	per cent
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
School Level	22	28.6	21	27.3	19	24.7	8	10.4	4	5.2	3	3.9	77	100.0
Under Graduate	37	23.9	37	23.9	30	19.4	27	17.4	10	6.5	14	9.0	155	100.0
Graduate	16	25.8	17	27.4	13	21.0	8	12.9	7	11.3	1	1.6	62	100.0
Post Graduate & Professional	11	17.2	18	28.1	13	20.3	9	14.1	6	9.4	7	10.9	64	100.0
Total	86	24.0	93	26.0	75	20.9	52	14.5	27	7.5	25	7.0	358	100.0

Source: Primary Data

The table reveals that among Education Level of the respondents who changed their brand preference, 28.6 per cent of the school level educated respondents said that ‘Sales Offers’ as the reason for change of brand preference and least (3.9) per cent of the school level educated respondents said the reason ‘Just for change’. Among the Under Graduate educated respondents, 23.9 per cent informed that ‘Sales Offers’ and also ‘Advice of Favourite Persons’, while only 6.5 per cent have informed the reason as ‘Intensive Advertisement’. Among the Graduate educated respondents, 27.4 per cent informed that ‘Advice of Favourite Persons’, while only 1.6 per cent have informed the reason as ‘Just for change’. Among the Post Graduate & Professional educated respondents, 28.1 per cent informed that ‘Advice of Favourite Persons’ while only 9.4 per cent have informed the reason as ‘Intensive Advertisement’.

To find whether the reason for change of brand preference is related to Education, the following hypothesis was framed and tested:

Ho: There is no significant association between reason for Change of brand preference and Education of the respondents.

Table 4.30 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	13.326	15	Ns

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 13.326 which is less than the table value of 24.996 at 5 per cent level of significance. Since the calculated chi-square value is less than the table value it is inferred that there is no significant relationship between Change of preferred brand and Education. Hence, the hypothesis is accepted with respect to Education and reasons for change of brand preference.

Reason for Change in their Brand Preference Vs Marital Status

The distribution of the respondents who expressed their reason for change in their brand preference based Gender is given below.

Table 4.31

Reason for change in their brand preference Vs Marital Status

Marital status	Reason for change in brand preference												Total	
	Sales Offers		Advice of Favourite persons		Price Volatility		Reduction in Quality of present brand		Intensive Advertisement		Just for change		No.	%
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Married	51	23.8	66	30.8	54	25.2	22	10.3	15	7.0	6	2.8	214	100.0
Unmarried	35	24.3	27	18.8	21	14.6	30	20.8	12	8.3	19	13.2	144	100.0
Total	86	24.0	93	26.0	75	20.9	52	14.5	27	7.5	25	7.0	358	100.0

Source: Primary Data

The table displays that among Martial Status of the respondents who changed their brand preference, more than 30.8 per cent of the Married respondents said that ‘Advice of favourite persons’ as the reason for change of brand preference and least (2.8 per cent) of the Married have expressed the reason as ‘Just for change’. Among Unmarried respondents, 24.3 per cent informed that ‘Sales offers’, while only 8.3 per cent have informed the reason as ‘Intensive Advertisement’.

To find whether the reason for change of brand preference is related to Martial Status, the following hypothesis was framed and tested:

Ho: There is no significant association between reason for Change of brand preference and Martial Status of the respondents.

Table 4.31 (i)

Chi-Square Tests

	Value	df	Sig.
Chi-Square	29.621	5	**

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 29.621 which is higher than the table value of 15.086 at 1 per cent level of significance. Since the calculated chi-square value is high than the table value it is inferred that there is a significant relationship between reasons for Change of preferred brand and Martial Status. Hence, the hypothesis is rejected with respect to Martial Status and reasons for change of brand preference. The results founds that mainly married people change brand preference and mainly they are influenced by advice of favourite persons.

Reason for Change in their Brand Preference Vs Occupation

The distribution of the respondents who expressed their reason for change in their brand preference based Occupation is given below.

Table 4.32

Reason for Change in their Brand Preference Vs Occupation

Occupation	Reason for change in brand preference												Total	
	Sales Offers		Advice of Favourite persons		Price Volatility		Reduction in Quality of present brand		Intensive Advertisement		Just for change		No.	%
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Business	13	30.2	16	37.2	11	25.6	1	2.3	2	4.7			43	100.0
Professional	8	14.0	22	38.6	14	24.6	7	12.3	4	7.0	2	3.5	57	100.0
Private Employee	24	25.5	24	25.5	24	25.5	11	11.7	7	7.4	4	4.3	94	100.0
Govt. employee	11	33.3	8	24.2	3	9.1	7	21.2	2	6.1	2	6.1	33	100.0
Student	23	23.0	14	14.0	13	13.0	23	23.0	10	10.0	17	17.0	100	100.0
Housewife	7	22.6	9	29.0	10	32.3	3	9.7	2	6.5			31	100.0
Total	86	24.0	93	26.0	75	20.9	52	14.5	27	7.5	25	7.0	358	100.0

Source: Primary Data

Occupation wise analysis reveals that, respondents who are engaged in business, 30.2 per cent said that ‘Sales offers’ as the reason for change of brand preference and least (4.7) per cent of the respondents in business have expressed the reason as ‘Just for change’. Among the professionals, 38.6 per cent changed on ‘Advice of favourite persons’, among the Private and Government employees, 25.5 per cent and 24.2 per cent have changed brand preference on ‘Advice of favourite persons’ respectively. Among housewives, 32.3 per cent expressed ‘Price volatility’ as the reason for change.

To find whether the reason for change of brand preference is related to occupation, the following hypothesis was framed and tested:

H₀: There is no significant association between reason for Change of brand preference and Occupation of the respondents.

Table 4.32 (i)**Chi-Square Test**

	Value	df	Sig.
Chi-Square	59.119	25	**

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 59.119 which are higher than the table value of 44.314 at 1per cent level of significance. Since the calculated chi-square value is higher than the table value it is inferred that there is a significant relationship between reason for Change of brand preference and Occupation. Hence, the Hypothesis is not accepted with respect to Occupation and reasons for change of brand preference. The result exhibits that mostly the respondents belong to various occupations are attracted towards Price Volatility and they have also influenced by their Favourite persons advice.

Reason for Change in their Brand Preference Vs Family status

The distribution of the respondents who expressed their reason for change in their brand preference based Family status is given below.

Table 4.33**Reason for Change in their brand preference based Vs Family status**

Family status	Sales Offers		Advice of Favourite persons		Price Volatility		Reduction in Quality of present brand		Intensive Advertisement		Just for change		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Chief Wage Earner (CWE)	34	24.6	46	33.3	27	19.6	12	8.7	13	9.4	6	4.3	138	100.0
Spouse of CWE	10	23.8	13	31.0	15	35.7	3	7.1	1	2.4			42	100.0
Member	42	23.6	34	19.1	33	18.5	37	20.8	13	7.3	19	10.7	178	100.0
Total	86	24.0	93	26.0	75	20.9	52	14.5	27	7.5	25	7.0	358	100.0

Source: Primary Data

Family status wise analysis reveals, among the respondents who are in chief wage earner, 33.3 per cent said that ‘Advice of favourite persons’ as the reason for change of brand preference and only 4.3 per cent of the respondents in business have expressed the reason as ‘Just for change’. Among the spouse of chief wage earner, 35.7 per cent changed on ‘Price volatility’. Whereas, among the members of the family, 23.6 per cent have changed brand preference on ‘Sales offers’.

To find whether the reason for change of brand preference is related to family status, the following hypothesis was framed and tested:

Ho: There is no significant association between reason for Change of brand preference and family status of the respondents.

Table 4.33 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	31.070	10	**

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 31.070 which are higher than the table value of 23.209 at 1per cent level of significance. Since the calculated chi-square value is higher than the table value it is inferred that there is a significant relationship between reason for Change of brand preference and family status. Hence, the Hypothesis is rejected. The result founds that, whether Chief Wage Earner (CWE), Spouse of CWE or member of the family they are attracted towards sales offer provided by the brands.

Reason for Change in their Brand Preference Vs Monthly Family Income

The distribution of the respondents who expressed their reason for change in their brand preference based Monthly family income is given below.

Table 4.34

Reason for Change in their Brand Preference Vs Monthly Family Income

Monthly Family income	Reason for change in brand preference												Total	
	Sales Offers		Advice of Favourite persons		Price Volatility		Reduction in Quality of present brand		Intensive Advertisement		Just for change		No.	per cent
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Rs. < 30,000	24	28.2	9	10.6	14	16.5	16	18.8	12	14.1	10	11.8	85	100.0
Rs. 30,001- Rs. 50,000	24	18.9	40	31.5	31	24.4	20	15.7	7	5.5	5	3.9	127	100.0
Rs.50,001 - Rs.70,000	28	27.7	29	28.7	23	22.8	11	10.9	5	5.0	5	5.0	101	100.0
Rs.70,001 - Rs.90,000	10	31.3	8	25.0	4	12.5	4	12.5	1	3.1	5	15.6	32	100.0
Rs.< 90,001			7	53.8	3	23.1	1	7.7	2	15.4			13	100.0
Total	86	24.0	93	26.0	75	20.9	52	14.5	27	7.5	25	7.0	358	100.0

Source: Primary Data

Family income wise distribution reveals the respondents who are earning Rs. < 30,000 (28.2 per cent) said that ‘Sales offers’ as the reason for change of brand preference and least (10.6) per cent of the respondents in business have expressed the reason as ‘Advice of favourite persons’. Among the respondents who are earning Rs. 30,001 – Rs. 50,000 (31.5 per cent) changed their mind because ‘Advice of favourite persons’. Among the respondents who are earning Rs. 50,001 – Rs. 70,000, (28.7 per cent) have changed band preference because of ‘Advice of favourite persons’. Among the respondents who are earning Rs. 70,001 – Rs. 90,000 (31.3 per cent) expressed ‘Sales offers’ as the reason for change, the respondents who are earning Rs. > 90,001(53.8 per cent) expressed ‘Advice of favourite person’s is the reason for change.

To find whether the reason for change of brand preference is related to Monthly family Income, the following hypothesis was framed and tested:

Ho: There is no significant association between reason for Change of brand preference and Monthly family Income of the respondents

Table 4.34 (i)
Chi-Square Test

	Value	df	Sig.
Chi-Square	43.048	20	**

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 43.048 which is higher than the table value of 37.566 at 1per cent level of significance. Since the calculated chi-square value is higher than the table value it is inferred that there is significant relationship between reason for Change of brand preference and Monthly family Income. Hence, the hypothesis is not accepted with respect to Monthly family Income and reasons for change of brand preference. The result reveals different monthly income groups are attracted towards sales offers and they are influenced by their favourite person's advice

Reason for Change in their Brand Preference Vs Family Size

The distribution of the respondents who expressed their reason for change in their brand preference based Family size is given below.

Table 4.35
Reason for Change in their brand preference Vs Family size

Family size	Reason for change in brand preference												Total	
	Sales Offers		Advice of Favourite persons		Price Volatility		Reduction in Quality of present brand		Intensive Advertisement		Just for change		No.	%
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
1-3 members	35	27.6	26	20.5	28	22.0	20	15.7	9	7.1	9	7.1	127	100.0
4-6 members	44	22.9	49	25.5	39	20.3	30	15.6	15	7.8	15	7.8	192	100.0
above 6	7	17.9	18	46.2	8	20.5	2	5.1	3	7.7	1	2.6	39	100.0
Total	86	24.0	93	26.0	75	20.9	52	14.5	27	7.5	25	7.0	358	100.0

Source: Primary Data

The respondents who have 1-3 members in the Family (27.6 per cent) said that ‘Sales offers’ as the reason for change of brand preference. The respondents who have 4-6 members, (25.5 per cent) changed because of ‘Advice of favourite persons’. Whereas, the respondents have above 6 members in the family (46.2 per cent) have changed brand preference because of the ‘Advice of favourite persons’.

To find whether the reason for change of brand preference is related to family size, the following hypothesis was framed and tested:

Ho: There is no significant association between reason for Change of brand preference and family size of the respondents.

Table 4.35 (i)

Chi-Square Test

	Value	df	Sig.
Chi-Square	13.078	10	Ns

Chi-square test was conducted to verify the above hypothesis. The calculated value of Chi square is 13.078 which is less than the table value of 18.307 at 5per cent level of significance. Since the calculated chi-square value is less than the table value it is inferred that there is no significant relationship between reasons for Change of preferred brand and family size. Hence, the hypothesis is accepted with respect to family size and reasons for change of brand preference.

Kendall's Coefficient of Concordance

Kendall's Coefficient of Concordance has been used to find whether the ranks assigned by the respondents have any similarities. The Kendall's (w) vary between 0 and 1. Higher the value of (w), higher the similarity among the respondents in assigning ranks. It is applied to find out whether the respondents have assigned similar ranks in expressing their opinion regarding reason for choosing the brand.

Table 4.36

Reason for Choosing Brand

Reason Choosing Brand	Mean Rank
Brand image & Power	5.02
Availability and Durability	6.40
Easiness to use and maintain	7.15
Quality & Performance of Product	5.73
Value for Money	6.81
Reliability & Loyalty to Brand	8.42
Better after sales service	7.99
Attractive advertisement	7.01
Comfortless	7.11
Exciting colour	8.43
Environmental Friendly	8.61
Affordable price	8.24
Model	8.69
Exterior design and look	9.39

Source: Primary Data

It is seen from the above table 4.17 that the lowest mean rank is 5.02 for “Brand image & Power”. It has the highest rank order value of 1. The highest mean rank is 9.39 for “Exterior design and look”. It has the lowest rank of 14.

Table 4.36 (i)

Kendall's Coefficient of Concordance

Kendall's W	.089
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Kendall’s co-efficient of concordance (W) was used to find whether there is any similarity among the respondents in their order of assigning the ranks. Kendall’s (W) will

vary between 0 and 1. Higher the value of W more will be the similarity of the respondents in their rank order. The Kendall's W found for the 14 items is .089. This shows that there is very low similarity among the respondents in their ranking order.

DESCRIPTIVE STATISTICS

The respondents were asked to express their opinion on a five point rating scale regarding factors affecting consumer buying behaviour. The scale consisted of several statements with options ranging from Strongly Agree to Strongly Disagree. The ratings were assigned as 1-Strongly disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5-Strongly Agree, The ratings were assigned so that the higher level agreement gets higher ratings. The average ratings were found out for each statement which is given below.

Table 4.37

Descriptive Statistics - Consumer Buying Behaviour

Consumer Buying Behaviour	N	Minimum	Maximum	Mean	S.D
I will recognize or need of the product or brand before buying.	500	1.00	5.00	4.4260	.96040
I will search information from various sources before buying.	500	1.00	5.00	3.9100	1.01979
I will compare or evaluate the number of alternatives before buying.	500	1.00	5.00	3.7380	1.07502
I will select the best product or brand among alternative.	500	1.00	5.00	3.5820	1.23545
I will purchase the product repetitively once Satisfied with the product or brand.	500	1.00	5.00	3.6520	1.43772
It makes sense to buy this brand instead of other brands even if they are the same	500	1.00	5.00	3.9780	1.22168
I would prefer to buy this brand even if the branded consumer product with same features are available	500	1.00	5.00	3.6500	1.08344
I would prefer this brand even if other brands with the same performance are available	500	1.00	5.00	3.6060	1.09598

Consumer Buying Behaviour	N	Minimum	Maximum	Mean	S.D
Even if other brand is not different from that of this brand I feel better to purchase this brand	500	1.00	5.00	3.4600	1.18963
I decide not to switch over to another brand even if they have more features	500	1.00	5.00	3.3600	1.33490
I would prefer to buy this brand even if the other brands with lesser prices are available	500	1.00	5.00	3.4980	1.20203
If there is another brand as good as this brand, I prefer to buy this brand	500	1.00	5.00	3.5000	1.27328

Source: Primary Data

The table shows the average rating for each statement. The ratings varied between a minimum of 1 to a maximum of 5. The highest mean rating is 4.4260 is found for the statement 'I will recognize or need of the product or brand before buying' followed by "It makes sense to buy this brand instead of other brands even if they are the same" with the score of 3.9780. The lowest mean rating is 3.36 has been found for the statement 'I decide not to switch over to another brand even if they have more features'. All the statements have average rating above 3. That is on average, the ratings of the respondents vary between 3 (Neither agree nor disagree) and 4 (Agree). The result reveals the consumers are aware of the market condition, various brands available in the market, they have variety of brand choice and price is can be important for selecting the brand

ANOVA -Consumer Buying Behaviour

ANOVA and t-test has been applied to find the significant difference between Consumer Buying Behaviour and various personal factors. The overall score Consumer buying behaviour was found out by adding the ratings of the 12 statements for each respondent. Higher the score more will be their level of acceptance towards consumer buying behaviour.

These scores were further analyzed by comparing among the groups of selected personal variables. The personal factor Age, Gender, Education, Marital Status, Occupation, Family Status, Monthly Income, and Family Size.

Consumer Buying Behaviour Vs Age

The mean scores of consumer buying behaviour were found out for each age group of respondents separately which are given below.

Table 4.38

Consumer Buying Behaviour scores Vs Age

Age group	Consumer Buying Behaviour		
	Mean	S.D	No.
< 25 years	44.96	5.88	161
26-35 years	43.45	6.16	180
36- 45 years	44.68	7.04	124
46 years & above	45.14	6.79	35
Total	44.36	6.37	500

It is seen from the above table that the mean score for the age group of 46 years & above is 45.14 which is higher than other age category respondents. The lowest mean score is 43.45 for the age group between 26-35 years respondents followed by 44.68 for the age group between 36-45 years respondents, 44.96 for the age group between < 25 years respondents. The respondents in the age group of 46 years are comparatively different in their buying behaviours than other age groups of respondents.

The following hypothesis was framed to test whether the Consumer Buying Behaviour scores differed significantly based on age group.

Ho: The scores of consumer buying behaviour do not differ significantly among the respondents classified based on age groups.

Table 4.38 (i)

ANOVA for Consumer Buying Behaviour

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	241.491	3	80.497	1.997	Ns
Within Groups	19991.709	496	40.306		
Total	20233.200	499			

The ANOVA test was applied to verify the hypothesis and the results are given above. The calculated F-value is 1.997 which is less than the critical value of 2.623 at 5 per cent level and hence, it is inferred that there is no significant difference in the mean consumer buying behaviour scores among age groups of the respondents.

Consumer Buying Behaviour Vs Gender

The mean consumer buying behaviour scores are found for gender of respondents separately and the results are given below

Table 4.39
Consumer Buying Behaviour Vs Gender

Gender	Consumer Buying Behaviour		
	Mean	S.D	No
Male	43.50	6.67	274
Female	45.40	5.83	226
Total	44.36	6.37	500

Source: Primary Data

The mean consumer buying behaviour score for female respondents is 45.40 which are higher than the scores of male respondents (43.50). That is female respondents level of agreement regarding buying behaviour is more when compared to male respondents.

The difference between the consumer buying behaviour scores of male and female respondents was statistically tested using the following hypothesis and the results are given below.

Ho: The mean consumer buying behaviour scores do not differ significantly between male and female respondents.

Table 4.39 (i)

t- Test for Equality of Means

t	df	Sig
3.345	498	**

The t-test for equality of means was conducted to test the stated hypothesis and the results are given above. The calculated t-value is 3.345 which is higher than the critical value of 2.586 at 1per cent level and hence, it is inferred that there is a significant difference in the mean scores of consumer buying behaviour between male and female respondents. Since the t-test result is found to be ‘significant’, the hypothesis is rejected. With respect to consumer buying behaviour female respondents are comparatively different from male respondents.

Consumer Buying Behaviour Vs Education

The mean scores of consumer buying behaviour were found out for education level of respondents separately which are given below.

Table 4.40

Consumer Buying Behaviour Vs Education

Education	Consumer Buying Behaviour		
	Mean	S.D	No.
School Level	44.89	6.57	100
Under Graduate	44.12	6.18	225
Graduate	43.18	6.68	82
Post Graduate & Professional	45.41	6.20	93
Total	44.36	6.37	500

Source: Primary Data

It is seen from the above table that the mean score for Post Graduate & Professional respondents is 45.41 which is higher than other education category of the respondents. The lowest mean score is 43.18 for the graduate respondents followed by 44.12 for the under graduate respondents, 44.89 for the school level educated respondents., That is Post Graduate & Professional respondents agree more on their buying behaviour than other education groups of respondents.

The following hypothesis was framed to test whether the Consumer Buying Behaviour scores differed significantly based on Education level.

Ho: The scores of consumer buying behaviour do not differ significantly among the respondents classified based on education level

Table 4.40 (i)

ANOVA for Consumer Buying Behaviour

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	256.921	3	85.640	2.126	Ns
Within Groups	19976.279	496	40.275		
Total	20233.200	499			

The ANOVA test was applied to verify the hypothesis and the results are given above. The calculated F-value is 2.126 which is less than the table value of 2.623 at 5 per cent level and hence, it is inferred that there is no significant difference in the mean consumer buying behaviour scores among education of respondents. The F-test value is found to be not significant and hence, the hypothesis is accepted with respect to consumer buying behaviour scores among Education of the respondents.

Consumer Buying Behaviour Vs Marital Status

The mean consumer buying behaviour scores are found for married and unmarried respondents separately and the results are given below

Table 4.41

Consumer Buying Behaviour Vs Marital Status

Marital Status	Consumer Buying Behaviour		
	Mean	S.D	No.
Married	44.00	6.74	283
Unmarried	44.83	5.84	217
Total	44.36	6.37	500

Source: Primary Data

The mean consumer buying behaviour score for married respondents is 44.00 which is lesser than the scores of unmarried respondents (44.83).

The difference between the consumer buying behaviour scores of married and unmarried was statistically tested using the following hypothesis and the results are given below.

Ho: The mean consumer buying behaviour scores do not differ significantly between married and unmarried respondents.

Table 4.41 (i)

t-test for Equality of Means

t	df	Sig.
1.445	498	Ns

The t-test for equality of means was conducted to test the hypothesis and the results are given above. The calculated t-value is 1.445 which is less than the critical value of 1.965 at 5per cent level and hence it is inferred that there is no significant difference in the mean scores of consumer buying behaviour between married and unmarried respondents. Since the t-test result is found to be ‘not significant’, hence, the hypothesis is accepted with respect to consumer buying behaviour scores among marital Status of the respondents.

Consumer Buying Behaviour Vs Occupation

The mean scores of consumer buying behaviour were found out for occupation level of respondents separately which are given below.

Table 4.42

Consumer Buying Behaviour Vs Occupation

Occupation	Consumer Buying Behaviour		
	Mean	S.D	No.
Business	43.25	5.99	57
Professional	44.55	6.35	80
Private Employee	43.99	7.17	125
Govt. employee	43.64	5.45	42
Student	45.01	5.86	150
Housewife	44.96	6.91	46
Total	44.36	6.37	500

Source: Primary Data

It is seen from the above table that the average score for student's respondents is 45.01 which is higher than other respondents. The mean score is 43.25 for the respondents doing business followed by 43.64 for the respondents working in Govt. sector, 43.99 for the respondents working in Private sector, 44.55 for the Professional respondents, and 44.96 for the housewives. That is student's respondents agree more on their buying behaviour than other of respondents.

The following hypothesis was framed to test whether the Consumer Buying Behaviour scores differed significantly based on occupation of the respondents.

Ho: The scores of consumer buying behaviour do not differ significantly among the respondents classified based on occupation.

Table 4.42 (i)

ANOVA for Consumer Buying Behaviour

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	191.297	5	38.259	.943	Ns
Within Groups	20041.903	494	40.571		
Total	20233.200	499			

The ANOVA test was applied to verify the hypothesis and the results are given above. The calculated F-value is .943 which is less than the critical value of 2.232 at 5 per cent level and hence, it is inferred that there is no significant difference in the mean consumer buying behaviour scores among occupation of respondents. The F-test value is found to be not significant and hence, the hypothesis is accepted with respect to consumer buying behaviour scores among occupation of the respondents.

Consumer Buying Behaviour Vs Family Status

The mean scores of consumer buying behaviour were found out for family status of respondents separately which are given below.

Table 4.43

Consumer Buying Behaviour Vs Family Status

Family status	Consumer Buying Behaviour		
	Mean	S.D	No.
Chief Wage Earner (CWE)	43.90	6.43	183
Spouse of CWE	46.01	5.44	67
Member	44.25	6.50	250
Total	44.36	6.37	500

Source: Primary Data

It is seen from the above table that the average score for spouse of chief wage earner respondents is 46.01 which is higher than other chief wage earner and Member of the respondents. The lowest mean score is 43.90 for the chief wage earner respondents. That is spouse of chief wage earner respondents agree more on their buying behaviour than other chief wage earner and Member of respondents.

The following hypothesis was framed to test whether the Consumer Buying Behaviour scores differed significantly based on family status of the respondents.

Ho: The scores of consumer buying behaviour do not differ significantly among family status of respondents.

Table 4.43 (i)

ANOVA for Consumer Buying Behaviour

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	224.861	2	112.431	2.793	Ns
Within Groups	20008.339	497	40.258		
Total	20233.200	499			

The ANOVA test was applied to verify the hypothesis and the results are given above. The calculated F-value is 2.793 which is less than the critical value of 3.014 at 5 per cent level and hence, it is inferred that there is no significant difference in the mean consumer buying behaviour scores among family status of respondents. The F-test value is found to be not significant and hence, the hypothesis is accepted

Consumer Buying Behaviour Vs Monthly Family Income

The mean scores of consumer buying behaviour were found out for monthly family income of the respondents separately which are given below.

Table 4.44

Consumer Buying Behaviour Vs Monthly Family income

Monthly Family Income	Consumer Buying Behaviour		
	Mean	S.D	No.
Rs. < 30,000	45.73	5.38	129
Rs. 30,001- Rs. 50,000	43.84	6.41	175
Rs. 50,001 - Rs. 70,000	44.36	6.90	136
Rs. 70,001 - Rs. 90,000	41.95	6.20	42
Rs. > 90,001	45.22	7.02	18
Total	44.36	6.37	500

Source: Primary Data

It is seen from the above table that the mean score for the respondents belonging to monthly family income of Rs.30000 or below is 45.73 which is higher than the mean scores of other income groups and the least mean score is 41.95 for respondents belonging the income group of Rs.70, 001- Rs. 90000. The mean score of 43.84 is found for respondents belonging the income group of Rs.30, 001- Rs. 50,000, 44.36 for respondents belonging the income group of Rs.50, 001- Rs. 70,000 and 45.22 for respondents belonging the income group of Rs. > 90,000. That is respondents from lower income group agree more on their buying behaviour than other respondents from higher income groups.

The following hypothesis was framed to test whether the Consumer Buying Behaviour scores differed significantly based on monthly family income

Ho: The scores of consumer buying behaviour do not differ significantly among different groups classified based on monthly family income.

Table 4.44 (i)

ANOVA for Consumer Buying Behaviour

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	545.815	4	136.454	3.431	**
Within Groups	19687.385	495	39.772		
Total	20233.200	499			

The ANOVA test was applied to verify the hypothesis and the results are given above. The calculated F-value is 3.431 which is greater than the critical value of 2.390 at 1 per cent level and hence, it is inferred that there is a significant difference in the mean consumer buying behaviour scores among different groups of monthly family income. The F-test value is found to be significant and hence, the hypothesis is rejected. The result shows that the respondents who have an income above Rs.90000 are comparatively different in their buying behaviour when compare to other income group of the respondents.

Consumer Buying Behaviour Vs Family Size

The mean scores of consumer buying behaviour were found out for each group of family size of respondents separately which are given below.

Table 4.45

Consumer Buying Behaviour Vs Family Size

Family size	Consumer Buying Behaviour		
	Mean	S.D	No.
1 - 3 members	44.33	6.35	172
4-6 members	44.77	6.43	279
above 6	42.14	5.68	49
Total	44.36	6.37	500

Source: Primary Data

It is seen from the above table that the mean score for the respondents belonging to a family size. The high mean score of 44.77 has been found for the family who have 4-6 members in their family. The mean score is 42.14 for respondents who have more than 6 members in their family, followed by 44.33 for respondents who have 1-3 members in their family. That is respondents from family size of 4-6 members agree more on their buying behaviour than other groups of respondents.

The following hypothesis was framed to test whether the Consumer Buying Behaviour scores differed significantly based on family size.

Ho: The scores of consumer buying behaviour do not differ significantly among different groups classified based on size of family.

Table 4.45 (i)

ANOVA for Consumer Buying Behaviour

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	288.114	2	144.057	3.590	*
Within Groups	19945.086	497	40.131		
Total	20233.200	499			

The ANOVA test was applied to verify the hypothesis and the results are given above. The calculated F-value is 3.590 which is greater than the critical value of 3.014 at 5 per cent level and hence it is inferred that there is a significant difference in the mean consumer buying behaviour scores among different groups of family size. The F-test value is found to be significant and hence, the hypothesis is rejected. The family size 4-6 members in the family have different buying behaviour when compare to other family group.

Regression Analysis of Perception on Consumer Buying Behaviour

Regression analysis has been applied to find the effect of socio demographic variables on the consumer buying behaviour towards home appliances. The following independent variables have been identified to be included in the model. Stepwise multiple regression analysis has been used to find the appropriate variables to be included in the model.

Dependent Variable - Consumer Buying Behaviour

Table 4.46

Regression Analysis of Perception on Consumer Buying Behaviour

	Regression Coefficients (B)	Std. Error	Beta	t	Sig.
(Constant)	38.447	2.239			
Age group	1.094	.452	.158	2.423	*
Gender	1.962	.607	.153	3.234	**
Monthly Family income	-.556	.277	-.092	-2.005	*

Table 4.46 (i)

R	R Square	F	Sig.
0.198	.039	5.024	**

** - Significant at 1 per cent level (P<0.01) * - Significant at 5per cent level (P<0.05)

The regression table given above shows the results of stepwise regression analysis, giving details of Multiple R, R², and step wise inclusion of variables in the regression equation. It is seen from the regression results that all the variables identified for the analysis have not been included in the equation. Out of six socio-demographic variables identified for the regression model only three variables were included in the equation. The variables which have not met the selection criteria (the variable whose F-value is 3.84 and the associated probability for F-test is less than or equal to 0.05 is considered for inclusion in the equation. Similarly once the variable entered, removal criterion is F-value less than 2.71 associated with a probability of 0.10 or more) have been kept out of the equation.

The R value shows that low correlation (0.198) exists between the dependent variable (consumer buying behaviour score) and the set of independent variables.

The R square value (0.039) is the square of the multiple correlation value, which explains that 4per cent of the variation in the dependent variable is due to the two independent variables finally included in the equation. The F-statistic value ($F=5.024$), and the associated significance level ($P<0.01$) shows that the correlation between the dependent variable and the set of independent variables is significant at 1per cent level.

Age group was assigned graded values from low to high depending on age group. Starting from 1 to 5, with lowest age group being assigned as 1 and highest age group being assigned as 5. The positive regression coefficient of age group (1.094) indicates that, on average higher the age more will be consumer buying behaviour scores.

The regression table shows that Gender as the only dichotomous variable included in the model. That is the dichotomous variable for Sex is coded as 0-Male and 1-Female. The regression coefficient of Gender is positive (1.962) and it is interpreted that the female respondents on average, have higher scores (more positive perception on consumer buying behaviour) than male respondents.

Monthly Family Income was also assigned graded values from low to high depending income group. Starting from 1 to 5, with lowest income group being assigned as 1 and highest income group being assigned as 5. The negative regression coefficient of income group (-0.556) indicates that, on average higher the income, lesser will be consumer buying behaviour scores.

The t-test calculated for the regression coefficients show that all the variables which were included in the model significantly influence the overall consumer buying behaviour score of the respondents at either 5per cent or at 1per cent level.

Standardized regression coefficients (Beta) were found out for the respective regression coefficients since these are independent of units of measurements and hence they are comparable. The relative contribution of each variable to the dependent variable can be found out from these values. It is seen from the regression table that 'Age group' has the highest beta value of 0.158 (absolute value is considered), which contributes more towards consumer buying behaviour followed by Gender with a beta value of 0.153. The least contributing variable is found to be Monthly Family Income.