Impact of Demographical Factors on Perceived Marketing Mix and Services

Navneet Rawat[1], Nagendra Kumar Sharma[2], Wen Kuo Chen [3]

[1] Department of Management Studies, Graphic Era (Deemed to be University), India

[2] Department of Business Administration, Chaoyang University of Technology, Taiwan

[3] Department of Marketing and Logistics Management, Chaoyang University of Technology, Taichung, Taiwan

Correspondence to: Nagendra Kumar Sharma, Department of Business Administration, Chaoyang University of Technology, Taiwan

ABSTRACT

The market size of consumer durables is very large in India. The consumer durable goods market has seen a significant shift in the last two decades. Because of the developing technology, the consumer durable market is broadening. There are a variety of products in this segment and it is complex to manage the marketing of such product segments. In developing countries like India, there is a vast diversification in the demography, because of the large population size. The big size of the demography creates complexities in market segmentation that leads to an understanding of the right customers for products in the market. The large demography contains a big number of diversified consumers and customers. The taste and preferences are also changing and it's creating another challenge for the marketers. In this study, the focus has been given to understand the demographic characters of the consumers and checking its impact on the perceived marketing mix and services. The study focuses on consumer durable goods specifically, cellphones, two-wheelers, and other home appliances like television, refrigerator, and washing machines. The total sample size of the study was 610 consumers from selected key areas of Uttarakhand.

Introduction

India is the most populous country and contains a vast market size. The size of the market brings challenges and opportunities both for the marketers. It is an opportunity for marketers as it motivates marketers to sell more and more in the market and reap a favorable return for the company (Yadav et al., 2018). But, market size becomes a challenge when marketers fail to understand the heterogeneity of the market. The lack of market understanding is because of the vast market size. There are different types of customers those who have different kinds of taste and preferences (Pelsmaeker et al., 2017). The marketers have to take care of all these kinds of customers to provide the best product and services. To understand the heterogeneity of the market and converting them into a homogenous segment, it is significant to understand the elements of the market and consumers (Hungenberg, 2016). To make it simpler in understanding the consumers, it is very essential to understand the population and their demography. The demography is made of several key elements such as age, sex, occupation, education family size, and structure, etc. These demographic parameters help in understanding the market and help in market segmentation (Kamande et al., 2018). The appropriate market segmentation helps in focusing on the right customer (French, 2017). Therefore, these demographical characteristics are important to understand by marketers. The diversity of the consumers is complex and it creates several challenges before the marketers and decision-makers while structuring the policy related to the market (Morton et al., 2017). But, the demographical studies of the consumers are crucial in understanding the diversity of the consumers. Apart from all these facts, there is one more essential element of the market i.e. consumer behavior. The consumer behavior and the demographical characteristics of the customers are significantly correlated to each other (Roy et al., 2016). These demographical characteristics help in understanding the consumer behavior of a customer. For example, if a consumer is 25 years old, we can understand that how he/she behaves towards a two-wheeler. But, more specifically if that person is male and in this case we can understand how he behaves towards a motorcycle. In this way, it is very clear that how demographical characteristics of customers are important to infer behavior.

In this study, the focus has been given to investigate the impact of demographical factors

such as age, sex, education, family stages, etc. on customer behavior associated with the perceived marketing mix and services towards the consumer durables (Mugge et al., 2018). The marketing of consumer durables is much easier than what it was before, because of the technological advancement and increasing disposable income of the consumers (Ravikanth and Rao, 2016). But, still there are several other challenges associated with the marketing of consumer durables. These challenges are increasing assortments of the consumer durables that are also because of technological development (Silvestrini et al., 2017). Therefore, to simplify the understanding of the market and the consumer behavior it seems significant to understand the demographical factors of the consumers. There are various studies available on such a topic but, in the present study, the focus has been given to major locations of Uttarakhand. This is the significant motivation of the study as the results will add some imperative knowledge to the consumer behavior in context to the demographic characteristics, the objectives of the study are:

The objectives of this research are…

1. To assess the product uses and brand preference of the consumer.
2. To determine the role of demographical factors on buying behavior linked to perceived marketing mix and services.
3. To bring out the suggestions and implications for marketing strategy.

The structure of the paper after the introduction part contains headings such as literature review, research methodology, analysis, findings, discussion, conclusion, managerial implications, and future research scope of the study.

Review of Literature

The research paper includes a review of good research literature of reputed journals to find out the gaps and framing the objectives of the study. The focus of the review of literature is to represent an overall knowledge from the available research articles based on consumer buying behavior regarding consumer durables.

If we look at the last couple of decades, the marketing field has much revived and there are significant positive changes that affect the entire market. The transformation and revolution of change are very fast and progressive. This alteration has developed unprecedented changes

affecting widely to the societies in terms of consumers' living style, purchasing patterns, etc. This kind of changes in the consumer environment, cognitive consumerism helps marketers to understand cognitive dissonance in the buying behavior process. This is especially true for developing economies since consumerism activity is an accepted phenomenon where expectation matched consumer experiences. To be successful in a competitive business environment, producing firms and sellers need to understand and satisfy the needs of their consumers. Marketers must realize that their survival depends on the goodwill of their consumers for that consumer topography must be explored (Keng et al., 1995; Ekinci et al., 2016). If the marketers do not efficiently manage customer changing patterns it will give a negative impact on the market. Because it will increase customer dissatisfaction and such customers will negatively influence the brand patronage. It will also lead to bad word-of-mouth (consumer to consumer) by jeopardizing the company's image (Lewis, 1991; Nair, 2018). There are many research studies based on consumer segmentation that highlighted the key consumer characteristics such as socio-economic traits, topography, characteristics based on demography. The demographic characteristics had have received wider acceptability and provides ease in quantifying and classifying the consumers towards knowing buying habits. However, the usage of demographic factors has been questioned, and argued that demographic profiles do not give a complete picture of consumerism and often needed to be supplemented with additional data (Wells, 1975; Cooper, 1984; Brooks et al., 2016). The use of chronological age as a tool for market segmentation is not as closely related to purchase behavior as the psychological age of consumers (Barak and Rahtz, 1990; Sultan et al, 2018). Though income is highly related and quantifies buying behavior, it is generally used in segmenting the market; but it does not take into consideration factors such as activities, interest, health (Liao et al., 2017). The demographic characteristics such as age, sex, marital status, education level, income status, and occupation and their impact on Indian consumer's buying behavior in context to consumer durables experienced dissatisfaction at large. The comparison of the past results spending capacity of the middle-income group has increased and

there is a rise in the middle-income group. These findings are found in the context of to purchase of consumer durables. Some product specifications caused dissatisfaction concerning to failure of the product, safety issues, and defective items these issues raises complaints and increased dissatisfaction. (Richins and Verhage, 1985; Yang and Li, 2016). In the current scenario, the retail industry is growing faster than ever before and the introduction of retail 4.0 is aiding the marketer's inaccurate demand prediction of purchasing patterns of consumers and intentions. In context to it, a decision support model has been developed based on attribute prediction that helps in providing a platform for the customers, which enhance the e-commerce experience. The prediction model was developed based on the social perception of the brand and reviews, which was computed with the help of social media platforms, data analytics, sentiment analysis, etc. In the final stage of regression, the analysis was implemented with the help of suitable variables for predicting the product attributes (Dharamdasani and Sharma, 2017). The scholars have put their efforts to classify the market based on the consumer traits with the help of various information including psychographic information, demographic information. All this information based on the consumer traits will give marketers a better understanding the consumer patterns, which will further enhance the better serving to the consumers by the marketers. (Rajani, and Nakhat, 2019). According to (Bruwer et al., 2017) lifestyle-based traits or psychographic characteristics of the consumers are also referred to as activities, interests, and opinions (AIO). Such characteristics especially highlight people's likings to do something or not to do, their choice of interests, their specific opinions towards any object or situation in life (Weeden and Kurzban 2017). There are many industries for example professional consultants in service-based industries more often use psychographic segments of consumers (Haustein et al., 2018). It is fact that the major function of marketing takes off from realizing the needs of the consumers and customers which ends successfully if the customers get satisfaction. The success of marketing largely depends upon understanding consumer behavior, therefore; the study of consumer behavior becomes extremely important (Buerke et al., 2017). In the current marketing

scenario, the customer has a large number of alternatives available towards buying a product. Therefore, marketers have to give more effort to pursue customers properly and to understand consumer behavior. There are many factors affecting buying behaviors of consumers such as social factors, demographic traits, personality, and other psychological traits of consumers. The role of consumers is equally important for marketers and the economic development of the country. The consumer is the entity, which helps in mobilizing the demand and supply functions in the economic subsystems. It is difficult to think about a stable economy without the active role of consumers in the system. Whereas a customer is an individual that creates needs, wants, and demand, and those products have the potency to satisfy these urges the customer purchases them. (Black and Veloutsou, 2017). On the other hand, consumer behavior can be understood as a state of the psychological and emotional state of mind that changes according to the change in several market factors such as price, demand, taste, and preferences (Sadikoglu, 2017). Consumer behavior is mainly influenced by the psychological traits of the consumers and hence the successful business always engaged its company in understanding all these issues to increase its market share (Bilgihan et al., 2016). As discussed earlier also there are key factors that are responsible for forming the behavior of the consumer that are individual factors such as personality, factors based on society, cultural factors, and psychographic factors. The psychological characteristics and the traits are mainly affected by an individual's decisions these are personal belief, motivations, self-perceptions, individual learnings, and attitude (Gambaro, 2018). The consumer buys a product based on the physical functions and performance of the product such as its durability, performance, usability, and care. Another reason for the purchase of a product is symbolic performance, which means how it is going to satisfy the socio-psychological needs. The consumer does not buy a product for its basic needs but also for symbolic reasons as consumer durables are also linked to consumers' lifestyle.

The consumers who mostly buy a product based on their lifestyle based choices are mainly groped into leisure purchase, disposable income expenditure, their likings, and dislikings, etc. Consumer dissatisfaction is also one of the prime

issues in the marketing which decides successfulness of a company specifically, in the consumer durable market when the product performs below the expectation level of the consumers it creates dissatisfaction. Additionally, it can be also said that when the product does not satisfy the main function and the symbolic performance of the product it dissatisfies the customers. The conventional approach towards dissatisfaction arises when there is a disconfirmation between expectation and the actual response from the product and hence this disconfirmation becomes dissatisfaction (Huang, 2017). In context to the consumer behavior if there is a product failure it is a matter of unexpected happening, which puts a negative impact on buyers (Donoghue et al., 2016). The marketers continuously engaged in knowing the findings based on the product failure in the market and why these products are not fit the expected level of the consumers. This kind of causal based attribution differs across cultures (Dean and Koenig, 2019). These issues in the marketing domain add queries such as do demographical variables or factors can play a significant function in attribution processing based on the causal model.

The consumers attribute the failure of the product to themselves which is caused due to internal locus. The other failures may be because of the manufacturer's fault or retailers' misinformation or other reasons due to outsiders agents in the business environment or any other situations. There may be also the possibility of product failures, which can be attributed as a product itself, which is called external locus. The outcomes of the purchased-based situation can also be attributed linked to some temporary or something which takes place differently while purchasing the product (Um, 2016). Weiner (1980) has defined attributions linked to consumer perception such as stability, controllability features, and locus. It has been also focused on the consumers and other parties involved in the marketing process such as manufacturers, distributors, and retailers those who have efficient control to the outcome based on certain uncontrollable constraints. In the attribution theory, there has been generated different reactions for example consumer feel annoyed when it comes into the notice that the retailers

have control over product failures with several causes. In this way, consumers feel a loss of control when they not able to take decisive actions. (Donoghue et al., 2016). In the conclusion, the reactions that affect causal attributions and other linked properties such as internal and external locus, controllability, and stability on the other side the expectations towards the product failures which are based on consumer behavior determinations (Weitzl et al., 2018).

Research Methodology

In this research, the focus has been given to the demographical factors such as age, sex (gender) marital status, education, occupation, and income only. The impact of the demographical characteristics has been checked on the perceived marketing mix and services. The study has targeted only consumer durable products and the associated behavior of the consumers. A final questionnaire (structured) was made for the collection of the data based on the variables taken in the study. The set of the questionnaire includes over 50 items that are related to consumer durable. The respondent possesses, buying behavior with the role that plays in purchase of selected consumer durable and who/what influenced them the most in the purchase of consumer durable. The questions are closed-ended with the statements in the Likert Scale and demographic characteristics in nominal and interval scale.

The items are cleaned as words and linguistic related complexities were removed so that they can best suit and serve the purpose of the research. The descriptive research design was incorporated based on a cross-sectional study so that the statistical relationship between the variables can be studied well.

Research hypothesis, framed based on research objectives illustrated above provides critical mass for analysis and evaluation of data and decipher concrete findings. The hypotheses framed for the study include…

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

The population includes customers owing consumer durables (mobile Phone, two-wheeler,

refrigerator, washing machine, and color television), either some or all of the study was limited to Dehradun district including Dehradun city, Mussorie, and Rishikesh. The universe of the population is thus households owing all some of the above consumer durable in Dehradun district. The final sample size after the filtration was found 610 with a 72 percent success rate primarily.

The final questionnaire before administering to the final respondents was pre-tested on 50 in-house respondents. The pre-testing of the questionnaire helped in omitting the errors related to language and understanding. The final data collection took place between September to November 2018. The study incorporates various respondents who differ in their demographic statuses such as genders, different age groups, education, occupation, and income levels to minimize any bias. The demographic characteristics of the respondents found in the

survey are presented in Table 1. The questionnaire was administered personally by the researchers themselves so that sampling errors can be reduced significantly. The respondents who were not interested or those who were in much hurry were not considered for the data collection process so that good samples can be obtained. The data analysis was performed with the help of SPSS-22.

Data Analysis and Findings

To check the reliability of the data Cronbach's Alpha coefficient test was performed in SPSS which was found 0.880. Hence, the data found in the study is reliable. The face validity has been checked with the face validity method including five academic experts. Mean analysis was conducted to find the brand ownership and preference of durables mentioned above. This is detailed in Table 2.

Table 1. Demographic Characteristics of the overall sample

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

	15,001-30,000	181	29.7
Annual Income	30,001-50,000	187	30.7
	50,000 plus	78	12.8

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

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

Apple (48 percent) and Samsung (33 percent) enjoy greater penetration among respondents. But preferences to own Apple (66 percent) are considerably higher than Samsung (20 percent). This fact suggests considerably higher perceived ownership value for Apple. Among two-wheelers, Bajaj (36 percent) enjoys higher ownership, than Hero Moto (26 percent) and Honda (22 percent). To some extent, Bajaj enjoys a higher preference value (41 percent) whereas the preference for Hero Moto (22.5 percent) dips and remains fairly the same for Honda. Largely the respondents own LG (49 percent) and Samsung (16 percent) refrigerators and there is an even higher preference for the two among consumers, 54 and 22 percent respectively. LG (51 percent) is a major owned washing machine among respondents with Samsung (18 percent), Whirlpool (13 percent), and Videocon (12 percent) having a fairly good share. For LG (59 percent) and Samsung (20 percent), the preference is even higher, but it dips for Whirlpool (11 percent) and Videocon (6 percent). LG (41 percent), Samsung (21 percent), and Sony (18 percent) are major CTV brands owned by respondents. However, the preference value for Sony (38 percent) is more than double its ownership and it remains fairly the same for LG and Samsung. To find out the influence of gender on customers' perception towards the marketing mix and service offered by the durable marketer, a t-test was conducted. The results are illustrated in Table 3A.

Table 3A. Influence of gender on customers' perceived marketing mix and service

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

N: Male – 405, Female – 205; df – 608

Table 3B. Influence of age on customers' perceived marketing mix and service

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

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

Table 3C. Influence of FLS on customers' perceived marketing mix and service

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

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

Table 3D. Influence of education on customers' perceived marketing mix and service

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

N Sr. school (130), Graduate (210), Postgraduate (270)

Table 3E. Influence of Occupation on customers' perceived marketing mix and service

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

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

Table 3F. Influence of Income on customers' perceived marketing mix and service

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

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

On the perceived worth of product in terms of being trendy, innovative, features, brand value females (21.65) have higher mean scores than males (20.29). And at the value of 4.73, the differences are considerably significant (p<0.01) to proclaim that females see a durable more in terms of its being innovative and trendy, loaded with features, and shows a greater desire to possess known brands. Similarly, the price of the product has a significantly higher bearing for females (22.21) than for males (21.17) (t-2.923; p<0.01). Likewise promotional influences are significantly higher for females (21.50) than males (20.31) (t-3.20; p<0.01).

Table 3B, C, D, E, and F illustrate the influence of Age, FLS (family Life Stage), Education, Occupation, and Income on consumers' perception towards the marketing mix and service offered by the durable marketer. It has been found in the study that the "age" play a significant role in decision-making and influences the perception of the consumer in context to the place of availability, promotional efforts made by the

company, and services offered by the marketers engaged in consumer durables.

Availability, variety, exclusive retail points are higher in the choice criteria of consumers' in the age group of 21-34 years (21.02), seconded by consumers in the age bracket of 35-44 years (20.93). Surprisingly, consumers in age level of 60 and above (20.62) to be conscious of the retail options, variety, and availability of durables. However, the mean differences are significant to validate the influence of age on the perceived role of place in consumer buying behavior (F-8.71; p<0.01). Brand preferences are suggestive of the influence of age on promotional schemes and offer of the durable marketer (F-13.533; p<0.01). It is higher in the age group of 35-44 years (22.20) and 21-34 years (20.18). Service quality perception of consumer is largely influenced by his or her age (F-7.74; p<0.01). This is particularly true for consumers in the age group of 35-44 years (14.59) and 60 plus (14.04). Family Life Stage (FLS) plays a key role in consumers' perception towards durables marketing mix and service. Consumer perception towards product quality and features is largely influenced by their

FLS (F- 6.074; p<0.01) and it is highest among married consumers with the youngest child above the age of 6 years. Similarly perception towards price (F- 4.426; p<0.01), place (F- 7.885; p<0.01), promotion (F- 11.641; p<0.01) and service (F- 2.647; p<0.05) is significantly different among consumers in all FLS. Also in each of these, it is highest for married consumers with the youngest child above the age of 6 years. Education plays a vital role in influencing consumer's perception towards durable marketing mix and service provided. As the education level of consumers increases so does their perception of the marketing mix and service quality of durables. Also it is significantly different for product (F- 8.468; p<0.01), price (F- 4.831; p<0.01), promotion (F- 4.767; p<0.01) and service (F- 11.131; p<0.01). Occupation of the consumers has a significant influence on consumer's perception towards marketing mix and service quality of durables. Largely it is self-employed or private sector employed consumers who give a higher rating to marketing mix and service quality of durables. The perception of consumers vis-à-vis their occupation for marketing mix and service quality of durables is significantly different for product (F- 9.936; p<0.01), price (F- 10.380; p<0.01), PLACE (F- 8.320; p<0.01), promotion (F- 9.881; p<0.01) and service (F- 11.864; p<0.01). The income level of consumers shows a significant difference in their perception of the marketing mix and services offered by the durable marketer. For product (F-26.378, p<0.01) it is highest for the consumer in the income category of Rs. 15,000-30,000 (21.99) and Rs. 30,001-50,000 (21.66). Also for the price (F-21.220, p<0.01) it is highest for the consumer in the income category of Rs. 15,000-30,000 (22.64) and Rs. 30,001-50,000 (22.46). For place (F-13.707, p<0.01) it is highest for the consumer in the income category of Rs. 30,001-50,000 (21.75) and Rs. 15,000-30,000 (20.94). For promotion (F-17.426, p<0.01) it is highest for the consumer in the income category of Rs. 30,001-50,000 (21.99) and Rs. 15,000-30,000 (21.17). Services (F-24.818, p<0.01) are confined to a higher value by consumers in the income category of Rs. 30,001-50,000 (14.75) and Rs. 50,000 plus (14.70).

Discussion and Conclusion

Among mobile phones, there are brands such as "iPhone" that grabs benefits linked with the aspirational value and possession value. In the same way, it is for "LG" in the refrigerator class of commodity in consumer durables.

Although, comparing Bajaj in the two-wheeler market class and LG in the washing machine category are not able to achieve the same kind of success and status. In the TV segment, the brand "Sony" is not having a large customer base but it has a high aspirational value. The females have given more value towards marketing mix with higher worth towards the efforts of services made by consumer durables than the male population. The differences in age groups play a significant role in consumer perception that influences the availability of the product based on locations, efforts in promotions, and services given by the marketers of consumer durables.

For marketing mix efforts of durable marketers, it is highest for consumers in the age category of 21-34 years or 35-44 years. Service quality is given a higher rating by consumers in the age group of 35-44 years 60 and above. Family Life Stage (FLS) plays a key role in consumers' perception towards durables marketing mix and service. Consumer perception towards marketing mix and service quality is highest among married consumers with the youngest child above the age of 6 years. Education plays a vital role in influencing consumer's perception towards durable marketing mix and service provided. As the education level of consumers increases so does their perception of the marketing mix and service quality of durables. Occupation of the consumers has a significant influence on consumer's perception towards marketing mix and service quality of durables. Largely it is self-employed or private sector employed consumers who give a higher rating to marketing mix and service quality of durables. The income level of consumers shows a significant difference in their perception of the marketing mix and services offered by the durable marketer. It is highest for the consumer in the income category of Rs. 15,000-30,000 Rs. 30,001-50,000 (21.66) for marketing mix efforts by the durable marketers and highest for the consumer in the income category of Rs. 30,001-50,000 and Rs. 50,000 plus for services.

In the study, the results have shown that how demographical characteristic of the population of

Uttarakhand plays a significant role in deciding the purchase and brand preferences towards the consumer durables. The results of the study show that age and gender play a crucial role in deciding the brand. On the other hand, the income level of the consumers is very crucial in deciding the reputed brand in many segments. A consumer having a higher income level aspires to buy an expensive brand such as Apple. In the same way, age, gender also plays a significant role in the buying behavior of the consumers. The markets of the consumer durables have to focus on these parameters while deciding the promotional strategies and marketing plans for the consumer durables.

Managerial Implications and Future Research

In the present study, the results show significant aspects of demographical factors that are crucial for making purchase decisions towards the consumer durables, for example, two-wheelers, televisions, and cellphones. Based on the result of the study the marketing manager can make certain decisions especially in the areas of Uttarakhand related to making effective marketing strategies. The promotional campaign can be decided based on the demographical aspects of the consumers in these areas.

There, are still many things left that have not been covered because of time constraints and several other challenges. However, there are still a few research works that can be done based on the present work. The demographic study can also be conducted towards the fast-moving consumer goods (FMCG) products.

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