

Product Selection among different Occupational group under influence of media: A Comparative Analysis of Nagpur and Bhopal City

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Abstract

In the present scenario, where market is becoming the prime mover and the mechanism accepted worldwide to achieve higher rate of growth with control fiscal deficit, It is necessarily to understand the change occurred in the life style and consumption pattern, the analysis of the changes in the consumption behavior is essential to understand not only the function of the market but to study the factor affecting the behavior of consumption. Global environmental changes cannot be understood unless the consumption pattern is taken into account. Several studies have been conducted at the world level all India level as well as at the occupational level also.

This paper is an attempted has been making to review the influence of advertisement on consumption behavior pattern. This would be useful in developing the methodology and other techniques to analyses the consumption behavior pattern and the changes which have been occur in two major cities which are center located in India. This study would represent in general, changes consumer behavior of the country.

As advertising has become prevalent in modern society, it is increasingly being criticized. Advertising occupies public space and more and more invades the private sphere of people. According to Georg Franck, "It is becoming harder to escape from advertising and the media. The recent upsurge of interest in consumer education can be expected to lead, in the long-run, to significant changes in consumer behavior. This paper contains a brief description of existing various occupational levels and a discussion of hypotheses about how different occupational level could be affected consumer behavior through commercial ads.

The study of consumer behavior not only helps to understand the past but even predict the future.

Keywords: consumption, factors, consumption behavior, advertisement, occupation level.

INTRODUCTION

Consumer behavior can be broadly classified as the decisions and actions that influence the purchasing behavior of a consumer. What drives consumers to choose a particular product with respect to others is a question which is often analyzed and studied by marketers. Most of the selection process involved in purchasing is based on emotions and reasoning.

The advent of social media has opened a new avenue of marketing for corporations. The traditional "word-of-mouth" publicity has been replaced by the "word-of-web", as consumers are increasingly referring to social media sites before making a purchase, greatly influencing buying behavior. Though most companies these days have an official website which has complete information about their products, consumers usually engage with a company after

reading reviews and feedback from existing customers.

Before buying a product, every consumer wants to make sure that the product is the best in its class, and offers good value for money. This is where social media plays an important part in defining consumer behavior. People who have already used the product describe their experience – its strengths, weaknesses etc., and this helps in disseminating information.

Consumer is the King of all the marketing activities of all the business and industrial enterprises of today go around the habits, tastes, preferences and attitudes of consumers. All the efforts are made to provide maximum satisfaction to maximum consumers. Marketers have come to realize that no marketing efforts can be successful if the choices, tastes and attitudes of consumers are not properly considered. Therefore, the stress lay upon marketing research and the study consumer behaviour. Further, a buyer purchases a product because of certain physical, social and economical forces creating a desire or a want for the product. A decision to buy a product is taken after passing through different stages. Need recognition is the first thing in the buying stages, which is followed by product awareness, interest, evaluation and intention, source of information, purchase and post purchase behaviour.

Review of literature

The booming advertisement industry has been instrumental in enhancing consumer knowledge about available tools and the wants they are supposed to serve. Advertising has a major influence on consumers' preference. This may be because Television combines motion, sound, and special visual effects. The product can be demonstrated and described on T.V. it also offers wide geographic coverage and flexibility as to when the message can be presented. It has been shown from the study that advertising does not varying impact on age group.

Khan, Chang & Horridge, (1992) indicated the selection of media is based on the characteristics of media, the demographics and psychographics of the target market, and the characteristics of the product. Results indicated that self-consciousness and demographic Variables such

as age, education, occupation, marital status, ethnic group, and political outlook affected the usage of newspapers, magazines, radio, and television.

Namita Rajput, Subodh Kesharwani & Akanksha Khanna (2012)“Dynamics of Female Buying Behaviour: A Study of Branded Apparels in India” It was found in the study that there is a complete awareness of the branded apparels amongst females and their shopping behaviour reflect that they buy these products occasionally. The culture is shifting towards buying from the malls because of shopping experience the consumers get. The most important source of information was found to be family and friends followed by internet and advertisement. It is observed in the study that Price, Fitting, Income Level of consumers are significant factors and females have distinctive appeal for these factors in distinctive apparel shopping behaviour

Based on this study, advertisement and quality are the major factors responsible for the success of cadbury dairy milk. Television is the most effective medium which most consumers cited. Concerning the advertising media, this study revealed that television is the most effective media used in advertising a product. In view of this, more consideration should be given to television as a medium of advertising because of motion; sound, and special visual effects, geographic coverage also the product can be demonstrated and described on TV (fazlollah kazemi2010).

As per 2004-05, 61st round NSSO large sample employment-unemployment survey, the average wage rate of a male worker was Rs. 145 as compared to only Rs. 85.50 for a female worker in rural India. In urban areas the average wage rates for a male and a female worker have been Rs. 203 and Rs. 153 respectively. Clearly, more say of women in the consumption decision ensures certain kind of consumption pattern which is good from the point of view of the reproductive society and also necessary for a better future. From a policy perspective, if the theory of public finance tells us to levy extra tax on 'sin goods' and to make more public provision of 'merit goods', the same rationale applies for an income redistribution in favour of women. It is needless to say that sustained women empowerment requires more jobs for women at enhanced wage rate which is at least

at par with that of men along with equal access to assets.

Eu Youn Chah, Valerie A. Ramey, Ross M. Starr(2013); This paper develops a theory of optimal consumption behavior in the presence of borrowing constraints, and tests that theory using aggregate data on the stock of durable goods and purchases of nondurable goods. They assume households are forward-looking and maximize expected lifetime utility, subject to current assets, current income, and expected future income. Their test focuses on the relationship between the marginal utility of household durable goods holdings and the marginal utility of nondurable consumption. If capital markets are perfect, then these two variables will always be in an equilibrium relationship relative to one another. In the presence of capital market imperfections, however, the between these two variables will have predictive power for the current change in nondurable goods consumption. Consumers temporarily run down their durables stocks and reallocate expenditures to current nondurable consumption; they anticipate a subsequent increase in sustainable expenditure levels and they plan a future augmentation in durable goods stocks and expenditures.

Research Gap

There are several research have been done on consumption behavior. Many theories are established and empirical work has been done. Many physiological factors which influence consumption behavior at one place cannot generalize to another because of variation in cultural and religious differences as well as perception of individual's regarding their consumption behavior. We try to analyze comparative research to find most influencing factor.

Statement of the Problem

The problem statement includes the issue that the marketers use same appeal for all and try to capture the maximum market however many demographic factors are there to influence consumption behavior such as Age, Gender, Religion, Occupation, Income, Family size, Education etc. these factors influence the way of buying decision and overall consumption behavior. Therefore we classify respondent on the basis of above categories to identify which factor influence more and at what extant. So we

may state the problem as “Advertisement is not one of the dominant factors in changing consumption pattern in Nagpur and Bhopal city?”

Objectives of the Study

The objectives of the study are as follows:

- a. To study the influence of advertisement on consumption behavior among various occupational groups in select cities.
- b. To analyse the different factors influencing consumption behavior in both the cities, and
- c. To study the basic difference in the consumption behavior between the two cities

Hypothesis

H1 Influence of advertisement on product selection is not depended on different occupational groups.

Significance of the Study

The company improves their marketing strategy and marketing campaigns based on their focused consumer behavior. This research will be able to identify the basic consumer's attitude and analyze that how consumption pattern of different occupational group influenced by advertisement. This will help the marketers to keep in mind the important factors that the consumers will be buy the products more by relating the products to their needs and desires.

Methodology

As our research is about consumer behaviour so, survey method was adopted in which questionnaires were used to obtain data for further processing of the research topic. The nature of this research is descriptive and type of the research is survey based. This research methodology was selected because of its consumer based aspect, as usually the consumer based researches cannot be done without making surveys, questionnaires to be more specific.

The sampling frame for the present research study would be comprised of adult respondent of selected zonal area of Bhopal city. Bhopal city is classified into four different parts, based on geographical location, East, West, North and South using their Municipal Corporation's zonal division, as the source.

The sample will be collected with the help of random sampling, which ensures that each of the samples of size n has an equal probability of being picked up as the chosen sample. Total 400 responded were surveyed for this empirical study. These respondents were selected by clustersampling method. This was deliberately attempted to bring forward the hypothesis that consumers are treated equally irrespective of their social position in the society. All respondents were adult, with an average age of 39 years (range 20-67) and standard deviation of 8.302. It should be taken care that all age groups were equal weighted in the investigation.

To know the criteria of product selection, brand preferences and buying decision with various variables were presented by the help of cross-tabulation. The results of cross-tabs would provide a meaningful association among different variables measured on nominal and interval scale. The results with the help of Chi-square test ($\chi^2_{.05}$) would also reveal that the independence / dependence and goodness of fit among the variables.

Findings of the study

Profile of the Respondents

All respondents were adult, with an average age of 39 years (range 20-67) with 25.7 percent female and 74.3 percent male, 73.8 percent were married, 21.4 percent were un-married & 4.9 percent included widow or divorcee. 49.8 percent have completed graduation, the least (4.4 percent) had SSC, 39.6 percent Post graduate & 4.9 percent respondent having PhD as their educational qualification. The majority of respondent (66.3 percent) belongs to Hindu religion, in which (44.5 percent) were from general category (11.1 percent) belongs to OBC (5.3 percent) was SC and (4.3 percent) respondent were from ST category. Second major respondent (11.8 percent) were from Muslims religion in which (2 percent) were from general category (4.8 percent) belongs to OBC

(5.3 percent), with average income of 30636.88, & the Standard Deviation of 11192.

55.9 percent of respondent were engaged in business activity, in which majority of 36.5 percent were doing trade, 13.9 percent were doing construction and 5.5 percent were in manufacturing business, and rest 44.1 percent respondent doing service to earn their livelihood, in which 25.5 percent were in private job and other 18.6 percent were in public sector job. The majority of the respondents 61.6 percent were encompass monthly household income INR 20,000 to INR 40,000, followed by 21.8 percent respondent earn up to Rs. 20,000, and 16.6 Percent of respondent were earn above 40,000 per month. The aggregated mean of income was 30636.88, with the Standard Deviation of 11192. That means medium middle class society having dominant representation in the investigation, as it represent in the Indian economy.

The average family size of the respondents was 2.28, and 41 percent of respondent having three members in their family. 28.1 percent of respondent having two members and 19.9 percent of respondent having four members in their family, 3 percent of respondent having five and above members in their house hold size and 8 percent of respondent were single.

Observation

Majority of respondent were engaged in trade (37.8 percent in Nagpur and 35 percent in Bhopal) in both cities. 23.8 percent of respondent from trade in Nagpur and 15.8 percent in Bhopal were choosing brand by watching television, 11.5 percent worker from public sector, 10.3 percent from private jobs, 6 percent from construction and 3.8 percent from manufacturing occupation preferred television as their brand selection in Nagpur. Whereas 13.5 percent from private jobs, 9.5 percent from construction, 7.8 percent from public service and 2.5 percent were from manufacturing occupation choosing brand by watching television in Bhopal.

Name of the city where the respondent lives		Reason for Choosing a particular brand? advertize				Total
		Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
Nagpur	Construction	6.0%	2.3%	.3%	1.5%	10.0%
	Trade	23.8%	10.3%	1.0%	2.8%	37.8%
	Manufacturing	3.8%	2.0%	.3%	.8%	6.8%
	Public Service	11.5%	6.8%	1.0%	3.8%	23.0%
	Private service	10.3%	4.8%	1.0%	6.5%	22.5%
	Total	55.3%	26.0%	3.5%	15.3%	100.0%
Bhopal	Construction	9.5%	5.3%	1.0%	2.0%	17.8%
	Trade	15.8%	12.3%	3.8%	3.3%	35.0%
	Manufacturing	2.5%	.8%	.5%	.5%	4.3%
	Public Service	7.8%	6.8%	.5%	2.3%	17.3%
	Private service	13.5%	7.0%	1.5%	3.8%	25.8%
	Total	49.0%	32.0%	7.3%	11.8%	100.0%

The table shows that chi-square results of Nagpur ($\chi^2= 23.866$, $df = 12$, $p=0.021$) revealed that there was significant association between occupation level and product selection by advertisement. ($\chi^2= 11.701$, $df = 12$, $p=0.470$) of Bhopal revealed that there was not a significant association between occupation level and product selection by advertisement.

Name of the city where the respondent lives		Value	df	Asymp. Sig. (2-sided)
Nagpur	Pearson Chi-Square	23.866 ^a	12	.021
	N of Valid Cases	400		
Bhopal	Pearson Chi-Square	11.701 ^b	12	.470
	N of Valid Cases	400		

Results interpretation: The results revealed that influence of advertisement on product selection

were not dependent on different occupational level in Bhopal but it was dependent in Nagpur. Consumption behaviour in Nagpur was different from Bhopal. Level of occupation influence respondent's choosing the particular brand, we can predict that occupational structure in Nagpur is one of the dominant factor which influence consumption pattern. May be Nagpur have more effective social connectivity among different occupational groups. Social structure of any city is also playing important role in determining consumption behavior.

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