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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
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IMPACT OF THE DEMOGRAPHICAL FACTORS ON THE PURCHASING BEHAVIOUR OF THE CUSTOMERS' WITH SPECIAL REFERENCE TO FMCG: AN EMPIRICAL STUDY

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ABSTARCT

FMCG companies has to cater for needs, preferences, resources and behaviours of the various individuals, as the market is expanding day by day, the situation is getting hard for the FMCG marketers. One of the basic concept that FMCG marketer uses is the dividing the whole market into various segments. But as the markets are changing the basis are hard to fix and their dependability is also uncertain. This research paper highlights the scope of these demographical factors helping the FMCG marketers in segmenting the market.

KEYWORDS

FMCG, Market Segmentation, Purchasing Behaviour, Demographical Factors Impact, Future Market Segmentation.

INTRODUCTION

Purchase routine describes how a customer is purchasing a particular product. But every customer has individual needs, preferences, resources and behaviours. Since it is virtually impossible to cater for every customer's individual characteristics, for that marketers group customers to market segments by variables they have in common. These common characteristics allow developing a standardized marketing mix for all customers in this segment. Segmentation on the basis of their demographical characters like Age, Gender, Marital Status, Education and Occupation etc. is the most commonly used method of the segmentation. Although the dependability on the demographical factors is not right always as the world is become one big global market and the demographical profile of the customers tend to change with that.

REVIEW OF LITERATURE

Charlie Nelson, in his work on Market Segmentation: the Role of Futures Research stated that "Market segmentation is important because markets are becoming increasingly diverse and it is rare for mass marketing to be a profitable strategy. Market segmentation enables more accurate and effective communication of benefits in relation to needs. It helps to identify growth opportunities."

Lawrence D. Gibson(2001) debunks the segmentation as a marketing concept because of several presumptuous fallacies. It is descriptive, not predictive, assumes homogeneity and competition-free segments, defines the wrong segment, and because the four practices used in segmentation are incorrect

Laura Lake (2009) Market segmentation is one of the steps that goes into defining and targeting specific markets. It is the process of dividing a market into a distinct group of buyers that require different products or marketing mixes. A key factor to success in today's market place is finding subtle differences to give a business the marketing edge. Businesses that target specialty markets will promote its products and services more effectively than a business aiming at the "average" customer. Opportunities in marketing increase when segmented groups of clients and customers with varying needs and wants are recognized.

OBJECTIVES

To study how the purchasing behaviour of the consumer changes with the change in the demographical factors like gender, age, education, marital status and occupation.

HYPOTHESIS

H_0 : There is a significant association between purchase routine and demographical factors (gender, age, education) of the respondents

RESEARCH METHODOLOGY

The study was descriptive in nature; a structured questionnaire was used for this research. A stratified random sampling technique was used to select 500 customers of the bathing soap and the respondents were contacted personally for the same. The study was carried out in the major cities of Punjab and Haryana. For data analysis IBM PASW 18 software was used.

DEMOGRAPHICAL ANALYSIS OF THE RESPONDENTS

TABLE 1: GENDER CLASSIFICATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	376	75.2	75.2	75.2
Female	124	24.8	24.8	100.0
Total	500	100.0	100.0	

It was found that out of the total respondents 75.2% were male where as only 24.8% were female. (Table 1)

TABLE 2: AGE CLASSIFICATION

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidLess than 20	13	2.6	2.6	2.6
Between 20 to 30	301	60.2	60.2	62.8
Between 30 to 40	111	22.2	22.2	85.0
More than 40	75	15.0	15.0	100.0
Total	500	100.0	100.0	

Most of the respondents (60.2%) were in the age group of 20 to 30, 22.25 were the respondents in the age group of 30 to 40, 15% respondents were over 40 and very little (2.6%) were below 20 years. (Table 2)

TABLE 3: INCOME CLASSIFICATION

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidNo Income	163	33	33	33
Less than 10k	75	15	15	48
Between 10k to 20k	86	17	17	65
More than 20k	176	35	35	100
Total	500	100	100	

33% respondents were not having any income as most of them were the students and some of them were looking for job, where as 15% respondent were earning less than 10000 per month, 17% respondents were earning between 10000 to 20000 and a large number of the respondents(35%) were earning more than 20000 per month. That shows the high degree of income inequality between respondents.(Table 3)

TABLE 4: CLASSIFICATION BY MARITAL STATUS

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidUn Married	200	40.0	40.0	40.0
Married	300	60.0	60.0	100.0
Total	500	100.0	100.0	

60% respondents were married and 40 % of the respondents were unmarried (Table 4)

TABLE 5: CLASSIFICATION BY EDUCATION LEVEL

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidNo Education	25	5.0	5.0	5.0
School	73	14.6	14.6	19.6
Graduation	199	39.8	39.8	59.4
Post Graduation	203	40.6	40.6	100.0
Total	500	100.0	100.0	

40.6 % of the respondents were post graduate, 39.8% respondents were graduates, 14.6% have done basic schooling only, only 5% were having no education.(Table 5) This shows the increasing number of literacy rate in Punjab and Haryana

ANALYSIS OF THE PURCHASE ROUTINE OF THE CUSTOMERS

TABLE 6: HOW OFTEN THE PRODUCT IS BEING PURCHASED

	Frequency	Percent	Valid Percent	Cumulative Percent
ValidOnce a Week	25	5.0	5.0	5.0
Once in fortnight	13	2.6	2.6	7.6
Once In Month	277	55.4	55.4	63.0
Not Fixed	185	37.0	37.0	100.0
Total	500	100.0	100.0	

More than half portion of the respondents (55.4%) like to purchase once in month where as 37% respondents were not fixed about their purchase, 2.6% like to purchase once in the fortnight and 5% like to purchase it for weekly basis. (Table 6)

IMPACT OF DEMOGRAPHICAL FACTORS ON THE PURCHASE ROUTINE

TABLE 7: RELATIONSHIP BETWEEN PURCHASE ROUTINE OF SOAP AND GENDER OF THE RESPONDENTS

			Gender		Total
			Male	Female	
How often Bathing Soap is Purchased	Once a Week	Count	0	12	12
		% within Gender	.0%	9.7%	2.4%
	Once in fortnight	Count	64	0	64
		% within Gender	17.0%	.0%	12.8%
	Once In Month	Count	189	0	189
		% within Gender	50.3%	.0%	37.8%
	Not Fixed	Count	123	112	235
		% within Gender	32.7%	90.3%	47.0%
Total		Count	376	124	500
		% within Gender	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	185.670 ^a	3	.001
Likelihood Ratio	234.863	3	.001
Linear-by-Linear Association	46.801	1	.000
N of Valid Cases	500		

Mostly males prefer purchasing once in month (50.3%), or they are not fixed (32.7%) Mostly female are not fixed in their purchasing (90.3%) (Table 9) Chi-square significance .001 shows that data is significantly related. So purchase routine of males is significantly different from females. **H₀ is Accepted**

TABLE 8: RELATIONSHIP BETWEEN PURCHASE ROUTINE AND AGE OF THE RESPONDENTS

			Age				Total
			Less than 20	Between 20 to 30	Between 30 to 40	More than 40	
How often Bathing Soap is Purchased	Once a Week	Count	0	12	0	0	12
		% within Age	.0%	4.0%	.0%	.0%	2.4%
	Once in fortnight	Count	0	64	0	0	64
		% within Age	0%	21.3%	.0%	.0%	12.8%
	Once In Month	Count	0	114	37	38	189
		% within Age	.0%	37.9%	33.3%	50.7%	37.8%
	Not Fixed	Count	13	111	74	37	235
		% within Age	100.0%	36.9%	66.7%	49.3%	47.0%
Total		Count	13	301	111	75	500
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	82.585 ^a	9	.000
Likelihood Ratio	111.646	9	.000
Linear-by-Linear Association	21.038	1	.000
N of Valid Cases	500		

Most of the time people of all ages are not fixed about their purchase (47% in total) or they like to purchase once in month (37.8% in total) (Table 10), that is the same case for all the age groups. Chi square significance level is .000 shows that data is significantly interrelated. **Hence H₀ is Rejected**

TABLE 9: RELATIONSHIP BETWEEN PURCHASE ROUTINE AND EDUCATION OF THE RESPONDENTS

			Education				Total
			No Education	School	Graduation	Post Graduation	
How often Bathing Soap is Purchased	Once a Week	Count	12	0	0	0	12
		% within Education	48.0%	.0%	.0%	.0%	2.4%
	Once in fortnight	Count	0	12	26	26	64
		% within Education	.0%	16.4%	13.1%	12.8%	12.8%
	Once In Month	Count	13	13	76	87	189
		% within Education	52.0%	17.8%	38.2%	42.9%	37.8%
	Not Fixed	Count	0	48	97	90	235
		% within Education	.0%	65.8%	48.7%	44.3%	47.0%
Total	Count	25	73	199	203	500	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	260.047 ^a	9	.000
Likelihood Ratio	119.929	9	.000
Linear-by-Linear Association	12.456	1	.000
N of Valid Cases	500		

Purchase routine remains not fixed for the educated respondent regardless of level (47%), where as uneducated people prefer to purchase once in month (52%) or once in week (48%). So it varies for educated and non educated people but does not vary for different levels of education. Chi square significance level is .000 shows that data is interrelated. **Hence Ho is rejected**

FINDINGS

- Majority of the respondents were male (75% approx.)
- Majority of the respondents were in the age group of 20 to 30 and 30 to 40 (62% and 22% respectively)
- 35% respondents were earning more than 20000 per month where as 33% respondents without any earning as most of them were the students and the persons who were searching for the jobs
- 60% respondents were married and 40 % were unmarried.
- Most of the respondents were graduate or post graduate(39.8%, 40.6% respectively)
- More than half portion of the respondents(55.4%) like to purchase bathing soap only once in a month
- Purchase routine is different for males and females
- Purchase routine is independent of the age
- Purchase routine does not vary with the increase in the educational level (from basic school education to higher education), however it is different for educated and non educated respondents.

CONCLUSION

Whenever the FMCG Companies try to segment the market, they stress on the demographical segmentation because it has been seen in the past that the purchase routine varies with the various demographical factors. But this study reveals that dependency on the demographical factors for the market segmentation is no longer significant, as the purchase routine is almost same (except for gender) for the most of the respondents. That leaves a need for developing more effecting marketing segmentation basis.

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