

Consumer's Tastes preferences and priorities for Pricey Durables as revealed by Actual purchases in National Capital Region of Delhi

Anshu Goel, (PhDScholar)
 University of Mysore,
 Centre of Study ,BIMTECH, Greater Noida,INDIA
 Email: anshugzb@gmail.com

ABSTRACT

It is easy to produce but extremely difficult to sell products, especially the pricey consumer durables in a highly competitive globalized Indian market. Conventional wisdom postulates that price and income constraints are the major determinants of consumers'/buyers' choices and resultant purchase decisions. Income constraint is overcome by access to finance, but prices have no such options except the choice of inferior quality lower priced goods/models. In fact, there is a wide range of options to choose from and many white Goods have relatively cheaper local brands available in the market. There exists highly marked market segmentation based on product prices and paying capacity of the buyers. Price constraint may constitute the bottleneck for only buyers in one segment of the market. A substantial proportion of low/moderate income group of buyers also tend to use finance to overcome their income constraint in order to buy high priced white consumer goods. The high income upward mobile and trendsetting consumers choose pricey options; they often go for newly produced goods on low scales which enter the market for the first time and which command extremely high prices. Greater the price of such goods, lower is demand for the same and higher is their conspicuousness, distinctiveness and snob value even among the higher income peer groups (See, Baghati, Arvind, 2012, Shri Prakash, 2010, and Shri Prakash, Shalini Sharma and Arvind Baghati, 2010). Generally, such products as enter the market for the first time embody entirely new designs and models while new designs and new models of existing products command extremely high prices due to production on a lower scale, high cost of innovation embodied in the evolving of new product or designs and attractive features, and high cost of market exploration and marketing (Cf. Cramer, 1972). High price, in its turn, limits the market size. This also adds to demonstration effect and snob value for the owners. First group of buyers of such new market entrant goods become the lead buyers for subsequent purchasers of these goods; they in fact act as advertisers of such goods without getting paid for it by the producers. They act as the leading consumers and trend setters in society and activate urges in others for the acquisition for these goods. This makes such buyers/owners of such goods feel not to be a part of the crowd and as ones who belong to exclusive class like the erstwhile Maharajas and Nobabs.

Price is, however, also supposed to be a proxy of quality; higher the price, greater is the perceived quality, and the snob or demonstration value for the owners. All above facets reflect psychological urges and drivers of motivation, which directly or indirectly influences buyers'/consumers' tastes and preferences. Tastes and preferences have, however, remained hidden behind the invisible curtain simply because these are neither observable directly nor measurable quantitatively. Therefore, tastes and preferences have generally been taken as given and fixed at the given point in time, though no one questions the validity of the hypothesis the tastes and preferences tend to change through time in a dynamically growing economy due to (i) increase in incomes, (ii) rise in social status, (iii) upward movement in occupational ladder, (iv) Increased level of education of the younger members and their influence on purchase decisions of the households, and (iv) continuous entry of new and better products or models in the market. **This study assumes that observed buying behavior of purchasers/consumers reveal their tastes and preferences.** Under the given price and income conditions confronting buyers/consumers at any given time, actual purchases reflect the choices based on tastes and preferences; tastes and preferences are the real drives of choices reflected by actual purchases. For example, if m models of a pricey good are available at $P_m, m=1,2,\dots,j,\dots,m$. The following relation is satisfied by the observed prices: $P_1 < P_2 < P_3 < P_j > P_{j+1} > \dots > P_m$. Thus, P_j is the highest observed price at the given time. If we observe one or some buyers opting for j -th model, he/she has displayed his/her preference for model j . His tastes and preferences are defined by this choice. This notion of tastes and preferences is based on Marshall's adage that the 'strength of' abstract and unobservable factors and forces 'such as

motivation' is defined by the outcome(s) that have emanated from the operative influence of these factors on human behavior.

This paper explores the influence of tastes and preferences and factors affecting the same on consumer's choices involved in purchase decisions of pricey white goods. The determinants of tastes and preferences lie in the domain of psychological urges/motivation/drivers. One may be motivated by the desire to move up the social ladder by keeping up with peers or group leaders, or to maintain the current status, or move from lower to higher lifestyle, or to catch up with neighbors, friends and relatives. Pushed by needling of spouse and children, taunts or sneering by neighbors, friends, colleagues and/or desire to acquire snob value or satisfy the urge to show off, and backed by purchasing power people opt for the best available in the market. In some cases, income constraint induces to opt for 2nd or 3rd best. But psychological urges/drivers cannot be translated into actuality without the backing of adequate purchasing power and willingness to part with the money required for the purchase of a chosen good. This paper explores and examines these facets of purchase behavior of consumers. The study is based on primary data collected from households residing in National capital region of Delhi. The sample comprises 600 respondents through geographically stratified systematic random sampling procedure. The study focuses on purchases related to White goods. Both quantitative and non-parametric methods are used in data analysis.

Keywords: White Goods, White Goods, Consumer Tastes and preferences

Introduction

Conventional Theory has treated consumers' Tastes and Preferences as given and fixed at any given point in time, though the thesis that these do change through time in a dynamic state of economic growth and transformation of business environment. This is also true that the tastes and preferences of the people are influenced by (i) income; (ii) Availability of multiplicity of goods their models and designs; (iii) Peer groups influence; (iv) upward movement in educational and occupational scales; (v) improvement in social status; and (vi) influence of spouse and children. The assumption of fixed and given tastes and preferences may, therefore, be valid either at a point in time, or in an unchanging static social-cultural and business environment. But neither life nor living style nor socio-economic profile of the people remain unchanged in a dynamically growing economy and its business. Even if the assumption of inflexible tastes and preferences is relaxed, it is not possible to observe and measure quantitatively the tastes and preferences of the consumers precisely. But it cannot be denied that the buying decisions of consumers are greatly swayed by tastes and preferences, which tend to change with the passage of time. Still the invisible, immeasurable and unobservable tastes and preferences remain almost intractable in empirical research. What is the way out?

This paper attempts to make the intractable tastes and preferences tractable ostensibly though indirectly.

Changes in social and economic status of people and urge of upward movements in educational/occupational ladder and motivation to improve the living standard by opting for better life style gets reflected in the changes of purchases and the number of goods and their quality with the change in income. It is, therefore, assumed that the tastes and preferences are depicted by the number and nature of goods purchased by people in different income and price situations. As Alfred Marshall (1891) commented that the strength of unobservable factors like 'motivation, tastes and preferences' may be measured 'by the outcomes' which emanate from their operations or influences. The strength of such factors lies in the strength of consequences they lead to. *So, actual purchases of Pricey White Goods or white goods, as Samuelson (1946) highlighted in his Revealed Preference Theory, can be taken as the indicators of Buyers'/Consumers' Tastes and Preferences. It is inferred that Tastes and Preferences are conditioned and guided by income of the consumers, number and nature of goods available, and prevailing prices in the market.*

Different Concepts of Income and Consumption

Tastes and preferences by themselves may create wants, which cannot be transformed into demand without the backing of purchasing power. Purchasing power depends broadly on income and prices prevailing in the market. An important question in this regard is which part of income actually influences the purchase decisions of Pricey Durables? Answer to the question may be inferred from Milton Friedman's distinction between two components of both Income and Consumption Expenditure:

- (1) Permanent and Transitory Income;
- (2) Permanent and Transitory Consumption Expenditure.

Permanent Income is used to finance Permanent Consumption Expenditure. Permanent consumption expenditure constitutes committed part of income which is regularly spent on essential and other complementary goods. Income over and above this committed part is defined as discretionary income, which is available to the households for allocation among the chosen goods. Besides the above distinctions, households' disposable income, which refers to income net of taxes to be paid to the government, is to be kept in view. Committed part of disposable income of households is not amenable to the choices in allocation decisions. Electricity, water and telephone bills, regular transport expenses, school and College fees, payment of EMI's, if any, and grocery item of regular consumption such as food, clothing etc. require almost fixed proportion of family budgets inflation notwithstanding. Only non-committed part of current income, comprising both permanent and transitory parts is used for current allocation decisions among competing wants. But permanent income is generally allocated for the purchase of goods that constitute permanent consumption of the households.

As against permanent income, transitory part of income is often used either for boosting savings or for buying pricey durables, demand for which has been dormant because of inadequate purchasing power relative to the level of prices prevailing in the markets..Past savings and use of finance option may also be utilized for buying white goods. Different wants compete with each other for the disposable but non-committed part of income at the given point of time under the prevailing **Income-Price Constraints**.

Decision Tree

Mere existence of wants and their awareness does not suffice for consumption. Consumption is preceded by a set of decisions which constitute the decision tree (S. Prakash, 2010). The decision tree is broadly as follows:

- (i) Arousal of **Awareness** of existence of the need which leads to creation of want;
- (ii) Choice of wants to be satisfied;
- (iii) Choice of wants for current satisfaction induces consumers to mobilize resources for satisfying the same;
- (iv) Expression of demand in the market;

Once the demand has sprouted, the following steps occur in the decision trail.

- 1) Which white Consumer durable (s) to purchase;
- 2) Exploration of the market and consultation with friends/neighbors, relatives, dealers etc.;
- 3) One or more Units of the same good/model or different models of the same good to Purchase;
- 4) Complementary goods/services, if any, to purchase;
- 5) Choice of brand(s)/company whose product is to be preferred in purchase decision;
- 6) Finally, choice of the Model.

The psychological, social and economic factors and conditions in the economy/market are greatly intertwined, which make it difficult to isolate and precisely measure the influence of any one or more of the above factors on purchase decisions. But economic factors, especially income and price, act either as debilitating or facilitating influence on consumers choices expressed in the market by actual purchases. For example, if five Models of the same good are available at different prices at a given point in time, and the consumer chooses most expensive one, his Purchase Decision reflects his Tastes and Preferences. All psychological and social and personal factors affecting individual tastes and preferences are dissolved and embodied in the choice shown in the market place. Tastes and preferences formed under the influence of psychological, social, educational and occupational factors, are activated by the backing of economic factorrrs, especially income and prices. The observed purchases materialize due to possession of purchasing power at the given prices. Hence, the tastes and preferences are revealed by the observed behavior of buyers/consumers.

Brief Review of Literature

Modelers in economics and marketing have studied white Goods as a part of utility functions. Expected or actually derived utility from the consumption of the combination of given goods purchased quantities of which are assumed

to reflect the measures of individuals' preferences. Expected or actually derived utility from the consumption of the given combination of specified goods is treated as the driver or stimulus for action; it shows the gain side of the bargain whereas the prices paid depict the loss/sacrifice involved in the bargain. It has been the focus of research in psychology and behavioral decision theory for decades (cf. Torgerson 1958; Bechtel, 1976). Methods of measurement used in this context revolve round the above paradigm. One view relies on empirical evidence to emphasize that preferences are not simply revealed, but are actually constructed in the process of their elicitation (Fischhoff, Slovic, and Lichtenstein, 1980; Kahneman and Tversky, 1979; March, 1978; Slovic, Griffin, & Tversky, 1990). It is further stated that tastes and preferences are likely to become more firmly established with experience through a dynamic process (Herr, 1989; Simonson and Tversky, 1992). In this context the sequence of construction and revealing of tastes and preferences is as important an analytical concern as the function and role of tastes and preferences in purchase decisions. Actual purchase, and hence, revealing of preferences is preceded by the completion of the process of formation of tastes and preferences. As cart cannot be put before the horse, formation of tastes and preferences cannot be conceived to be formed after the decision to purchase has been made. It is also true that certain tastes and preferences emerge strongly over a period of time after the consumption of the given goods become a part of habit and/or hobby or life style.

Johnson and Orme (1996) noticed significant shifts in weights of attributes in the survey of revealed/stated preference in 'Shopping Experiment on Price-quality Relationships'. In our view, the finding is in tune with expectations, since surveys involve cross-sections with varied income-education-occupation and demographic profile. Norman d. French William A. and Chance. John J. Williams (1972) found that consumers' choices from brand alternatives depend on Perceived differences of quality and the incomes of consumers. The finding conforms to our thesis that economic factors in general and price-income profile override all psychological and social factors.

Fon Sim Ong, Philip J. Kitchen, Shih Shiuan Chew (2010) in their paper, titled "Marketing a consumer durable brand in Malaysia: a conjoint analysis and market simulation" show the importance of capitalizing upon white Goods' intrinsic qualities, and highlighted the need to carefully consider the relationship between price and quality, examine through conjoint analysis how Malaysian consumers make decisions regarding a white Goods like room air conditioner. One study about Bikram Jit Singh Mann and Mandeep Kaur (2013) in the paper "Exploring Branding strategies of FMCG, services and durables brands: evidence from India" analyzed and compared the branding strategies used in the three sectors namely FMCG, Services and Durables. They used MANOVA to test the hypotheses about differences in the branding strategies across the three sectors. Their results reveal that the branding strategies vary across the three sectors. This, however, does not tell us the role and functions of tastes and preferences or their determinants. Single corporate brand strategy is predominantly used for the marketing of durables and credible services. But in case of FMCG and Services, individual brand endorsed by the corporate brand is the most frequently used as branding strategy for marketing. Incidentally, Hoyer (1984) highlights the fact that many purchases are treated as routine as these are made from well known product categories; in such cases, strong formation of preferences has preceded the purchases. This finding is in tune with the thesis of this study that the construction of preferences and tastes precedes revealing of the same by actual purchases. S. Sarvana's study of (2010). Of "consumer behavior of women with special reference to durable goods in Coimbatore city" concludes that education plays an important role in shopping behavior; while higher income group respondents shop as and when they like. Family's influence on consumers' behavior has a greater impact on purchases of the branded products (S. Sarvana 2010).

Oksana Mont, Kate Power (2010) specifies and estimates a dynamic model of consumer preferences for new durable goods with persistent heterogamous consumer tastes, rational expectations about future products and repeat purchases over time. Shishupal Singh Bhadu and Pragya Priyadarshani Harsha (2010) highlight in their study of "effect of creative and innovative marketing strategies on buying process of consumers of electronic Goods" that the ultimate user of a product or a service is the consumer. The authors attempt to elaborate various factors that influence buying decision process of consumers and the effect of marketing strategies used by companies on their buying behavior. This study indirectly touches upon the influence of marketing, especially advertising on consumers' tastes and preferences. The findings also help marketers to understand the effect of innovative marketing strategies and formulation of marketing policies for the global consumers of their global products. The study does not as such address the precise problem of our study. A. C. Pandey and Mithilesh K. Pandey's (2013) exploratory

study of “Impact of lifestyle on brand preference of buyer behaviour: A case study of Uttarakhand” focused on the impact of the lifestyle prevalent among the people of Haridwar. They also examined the impact of changes in demography on consumer behavior due to influence of media and identified that there is change in the awareness due to promotional media while lifestyle depends on age of the buyer when purchase decisions of white Goods. are taken. But none of the studies has focused on the inter-relations between tastes and preferences of consumers and their decisions to purchase durables. Thus, there is a research gap in so far as interrelations between incomes, occupation, education, price and purchases are concerned. This study attempts to fill up this gap.

Research Questions

The following are the main research questions that this study focuses on:

1. Do the Taste and preferences influence the choice the model and the brand of consumer durables?
2. Are Tastes & preference influence by income, and price considerations?

Objective of the Study

The study focuses on

- The analysis of the influence of income on Choice of Brand and its Model for purchase;
- An attempt is made to relate the purchases of white goods with the tastes and preferences as revealed by the choices actually exercised by consumers belonging to different income-education-occupation groups under different price-income states. .

Hypotheses: In order to realize that objectives of the study, the following null hypotheses have been formulated;

H₀: There is no Influence of Income on Choice of Brand and its Model for the purchase of desired white good;

H₁: There is Influence of Income on Choice of Brand and its Model for the purchase of desired white good;

H₀:: There is no Influence of Price on Choice of Brand and its Model for purchase for the purchase of desired white good.

H₁: There is Influence of Price on Choice of Brand and its Model for purchase for the purchase of desired white good.

Data Base

The study is basically based on primary data. Keeping the objectives in view and variables under study; a structured questionnaire was formulated and tested in field conditions before being administered for the collection of data from households.

Methods and Models

Methods and models used in the study may be classified into two broad groups: (i) Method and procedure used in sampling; (ii) Methods and models used in data analysis.

Sampled Population and Unit of Sampling

Households of National Capital Region of Delhi constitute the sampled population and household is the sampling unit. The region comprises Delhi, Greater Noida, Noida, Gurgaon, Faridabad, and Ghaziabad.

Sample Design

Sampling is categorized into phases as multistage cluster sampling is used for data collection. Three clusters are formed. First cluster is Delhi which consists of five zones. Faridabad and Gurgaon constitute the second cluster. Ghaziabad, Noida and Greater Noida are in the third cluster. One unit from each cluster is chosen randomly and random numbers are used. Selection is computer based. Zoning of all three clusters is used in the second phase. Zone is the sampling unit in this phase. After the random selection of one zone each from all three units chosen from 3 clusters in the first phase of sampling, households are used as the sampling unit in the third phase. Households in the final phase are chosen by systematic stratified sampling.

Sample size has been determined in the preliminary stage of sampling on the basis of the use of formula of Z statistics for large samples. Population size and its diversity defined in terms of rural-urban divide, literacy, and per capita income are kept in the focus in the determination of sample size. Acceptable margin of error has been kept at 15% in view of the huge population size and its diversity. Probability of 0.05 is specified for the testing of significance of estimated parameters. Total sample is allocated among clusters and zones of the sampling according to the principle of proportionality.

Listing of Population

Census Handbook and Municipal Corporation's lists have been accessed as the source of listing of population.

Collection of Data

The data have been collected directly from households by the investigator herself. Sampled respondents are requested to give their natural, free and frank responses to the queries.

Methods and Models Used in Data Analysis

The study does not depend on the use of one single method of data analysis in order to skirt the probability of obtaining otiose results which may be in-built in the method itself. Comparative method is used as the primary method of data analysis. John Stuart Mill proposed Twin Comparative Methods for detecting and enunciating causal relations between the variables of observations relating to the given phenomenon under consideration. He christened these twin methods as (i) Comparative Method of Agreement (CMA); and (ii) Comparative Method of Difference (CMD).

Mill's Formal Definition

J. S. Mill defined Comparative Method as the method which focuses on *the 'Presence of some condition in one and its absence in another state/entity'; then, the "attribution of the same outcome, or differential outcome to this specific factor/condition is the essence of comparative method.* Thus, the attribution of the same outcome to the presence of one condition in several cases qualifies to be designated as the comparative method of agreement. As against this, the absence of some condition (s) in several cases in which differential outcome occurs qualifies as the comparative method of difference. Thus, it is the *presence* or *absence* of the specific cause in two or more states/spatial units/time periods to which the observed outcome or consequence is attributed under comparative method. If two conditions are present together in one case, while these are jointly absent in another, the comparison of these two cases will suggest the associating the joint presence and joint absence of two factors in the two cases as the cause of the observed outcome by method of disagreement or difference. Method of agreement *focuses on similarity while the method of difference takes cognizance of dissimilarity in one or more vital aspects/conditions/factors.* It may be noted that the assumptions, concepts and language in which the causal relation is stated in theory are different from those used in research. Procedure of application of theory involves use of either logic or empirical evidence or both to relate cause with its outcome. Box-Jenkins contribution has facilitated the

‘identification of the direction of causality from one or more determinants to the determined’ variable on the *basis of statistical evidence*.

Illustration of Mills Method of Agreement

Suppose two cases of the same outcome, Z with the presence of two sets of specific factors: Set I: (A, B, C); and Set II- (C, D, E) have been observed:

Case 1: A B C → Z
 Case 2: C D E → Z

It is obvious that C is the only common factor in both the cases. Therefore, the outcome Z is attributed to the presence of C in both the cases $C \rightarrow Z$. C is the cause which leads to Z as its consequence. Logical articulation that (i) if A and B have had any role in the occurrence of Z, then, these 2 factors should have also been present in case 2; but this is not the case. Therefore, it may be surmised that Z may occur even in the absence of A and B. Same logic applies to factors D and E which are present in the second case but absent in the first case. So it is inferred that C leads to the occurrence of Z. The firm inference from the method of comparison requires ample rather than limited empirical evidence. If we have several more cases similar to the above cases, which confirm that *whenever C is not present absence of Z is also observed*, then *one may infer that C is the cause of Z*. **If, however, presence of C is also compatible with the absence of Z and presence of some other outcome, say Y,, or presence of Z is observed without the presence of C, then the postulation of causal relation between C and Z will be suspect.**

Comparative Method of Difference/Disagreement

Comparative Method of Difference is based on the **Negative Principle of Agreement**, which focuses on *dissimilarities or differences* in two or more cases under investigation. For an example of negative principle of agreement, let us take the following two cases:

Case -I: A B C → Z
 Case II- D E F → ∅

In the above 2 cases, C and Z are present together in case I but in the second case, both C and Z are absent. So, two inferences may be drawn from the above: $C \rightarrow Z$; $\bar{C} \rightarrow \bar{Z}$ where $\bar{C} \rightarrow \bar{Z}$ stand for not-C and not-Z. Negative Principle of Agreement stipulates that *if absence of C is associated with the absence of Z, there is evidence of causal relationship* between C and Z. Here, the focus is on absence of both cause and its consequence together rather than their joint presence. It is this aspect which makes the joint absence of cause and effect fall in the *domain of Negative Principle of Agreement*. Goode and Halt (1980) state ‘If there are two or more cases, and in one of them Z is observed, while in another Z is not observed, and if variable C occurs when observation Z is made and does not occur when observation Z is not made; then it can be asserted that there is a causal relationship between C and Z’. It implies that one should use both methods of agreement and disagreement together in order to ensure that the inference has the firm empirical evidence. The comparative method has been supplemented by the use of other methods.

Data Massaging

The data are classified and tabulated with reference to the needs of analysis for the realization of objective or testing the listed hypotheses. Regression model is used for determining interrelations between core variables. ANNOVA is used to evaluate the difference between the variances of two factors according to which data are cross classified. Results of Two Factors ANNOVA without Replication is used to determine intra-class correlation in order to find out the degree and direction of within the group inequalities.

Empirical Analysis:

Comparative Method is used for the evaluation of empirical evidence of similarity or dissimilarity of choices involved in the observed purchase decisions of buyers of Television sets of different brands, data have to be organized so as to meet the requirement of method of agreement in which at least one common causal factor is involved in 2 or more cases in which all factors but one may be different from the common factor. So the choice of the same brand by buyers belonging to different income groups and choice of different brands by buyers belonging to the same income group are used for drawing inferences relating to the influence of tastes and preferences of the buyers. The paradigms of received theory, that income, price and tastes and preferences of the consumers are the main determinants of consumers’ choice of purchase of the given good are used in the empirical analysis.

Intra-class Correlation

Intra-class correlation (ICC) assesses the reliability of ratings by comparing the variability of different ratings of the same subject relative to the total variation across all ratings and all subjects. This can also be expressed by

$$r_a = \frac{(m_b - m_w)}{[m_b + (n_j - 1)m_w]}$$

Results of Two Factors ANOVA Without Replication

First, the data are analyzed by two factors ANNOVA without replication in order to evaluate the degree of variance according to the chosen factors of analysis. Two factors used in taxonomy are income groups to which the buyers belong and the brands of the TV Sets; that have been purchased. For this study we consider four categories of Income and different brands purchased in each category.

TABLE:1 ANOVA Test Results on Measures Of Consumer Choice Of Similar Brand With Income Group 1,2

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Rows	526.5445	10	52.65445	8.869952	0.000947	2.978237
Columns	32.64727	1	32.64727	5.499625	0.04098	4.964603
Error	59.36273	10	5.936273			
Total	618.5545	21				

Source: Author Own Calculations

TABLE: 2 ANOVA Test Results on Measures Of Consumer Choice Of Similar Brand With Income Group 3,4

ANOVA						
<i>Source Variation of</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	164.65	10	16.465	5.296844	0.007243	2.978237
Columns	17.64045	1	17.64045	5.674992	0.038466	4.964603
Error	31.08455	10	3.108455			
Total	213.375	21				

Source :Author Own Calculations

TABLE: 3 ANOVA Test Results on Measures Of Consumer Choice Of Similar Brand With Income Group 1,3

ANOVA						
<i>Source Variation of</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	247.2309	10	24.72309	10.76875	0.000416	2.978237
Columns	11.06182	1	11.06182	4.818247	0.052882	4.964603
Error	22.95818	10	2.295818			
Total	281.2509	21				

Source :Author Own Calculations

TABLE 4: ANOVA Test Results on Measures Of Consumer Choice Of Similar Brand With Income Group 2,3

ANOVA						
<i>Source Variation of</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	160.7582	10	16.07582	8.13928	0.00135	2.978237
Columns	0.764091	1	0.764091	0.386864	0.547871	4.964603
Error	19.75091	10	1.975091			
Total	181.2732	21				

Source :Author Own Calculations

TABLE: 5 ANOVA Test Results on Measures Of Consumer Choice Of Similar Brand With Income Group 1,4

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	511.2145	10	51.12145	5.68533	0.005559	2.978237
Columns	5.701818	1	5.701818	0.634112	0.444344	4.964603
Error	89.91818	10	8.991818			
Total	606.8345	21				

Source :Author Own Calculations

TABLE: 6 ANOVA Test Results on Measures Of Consumer Choice Of Similar Brand With Income Group 2, 4

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	385.2282	10	38.52282	3.051928	0.046475	2.978237
Columns	43.40045	1	43.40045	3.438353	0.093387	4.964603
Error	126.2245	10	12.62245			
Total	554.8532	21				
Anova: Two-Factor Without Replication						

Source :Author Own Calculations

Columns significant variation suggests that being the difference between Incomes; the choice of brand is same, and rows significant variation to the difference between the choices of brand, while the given income is same. These results show that given brand and given income differ significantly. The significant variation implies that the choice of brand purely attributable to Tastes and Preference.

These results furnish the evidence that to variance of Income does not affect the choice of brand; so choice of brand reveals the Tastes and Preference. Having the same Income group their could be difference in the choice of brand which confirms that choice of brand reveals the tastes and preference.

Table:7 Test Results of Intra-class Correlation on Measures Of Consumer Choice Of Similar Brand With different Income Groups

Results of Intra-class Correlation				
Income group	<i>Msrow</i>	<i>Mscol</i>	DF	Output
1,2	52.65	32.64	10	35.36907
3,4	16.46	17.64	10	4.238099
1,3	24.72	11.06	10	21.09237
2,3	16.07	0.764	10	16.04672
1,4	51.12	5.7	10	50.57958
2,4	38.4	43.4	10	-1.33755

Source :Author Own Calculations

Intra-class coefficient measures the extent the value within group are related to each other ,value of positive Intra-class coefficient, indicates that values within group are of same magnitude, while in different group with different magnitude. The calculated Intra-class coefficient is Positive with moderate values, which indicates that between column variations is greater than between rows variation. It means that different Income categories taken together, in paired combination are less divergent, compare to across categories, which reflects wider difference. This result lends credence to Anova results.

Conclusion:

Today's Pricey consumer durable market is more competitive, than to other sectors. Therefore the marketer of Pricey consumer durable Product should analyze the preference of consumer much for the higher sales of products. As Income is the most significant factor for a consumer's purchase decision, hence marketer should concentrate on the different income categories consumers' taste and preference, which develop and influenced due to difference in Occupation, Education and Experience. As Income change; Taste and preference dominant irrespective to the Income group; on contrary the preference of same brand and Model by different Income groups; again due to revealed taste and preference. So the choice of White goods by Buyers'/Consumers' is the indicator of their Tastes and Preferences.; and tastes and preferences are the real drives of choices reflected by actual purchases of White goods.

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