ASSESSMENT OF DEMOGRAPHIC IMPACT ON FEMALE PSYCHOGRAPHICS

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ABSTRACT

The mall culture that got established since 2011 onwards was something urban India had never witnessed earlier. Retail-real estate synergy had started addressing an uptrend in the metros from 2012 onwards. Even, the consumer perception towards a mall has changed drastically over the past decade; from just considering a mall as an entertainment option to a complete shopping zone. Also, realizing the psychologically involved nature of women in shopping in comparison to their male counterparts, the current study aims at examining the relationship between the demographic variables and psychographic purchase behaviour of females shopping women apparels and accessories in the stores in Delhi malls. This study is based on empirical research conducted through a mall intercept survey in 6 malls in Delhi chosen purposely. It followed multi-stage sampling with a sample size of 100x6=600 female shoppers. The findings of this study are consistent and have been supported by previous studies. It revealed that demographical factors have an impact on the buying pattern of the respondents. The conclusion advocates that there exists a significant relationship between the demographical factors and the psychographic purchase behavior of the female shoppers. However, the relationship between age and psychographic purchase did not reach the level of statistical significance yet, the purchase behaviour varied with age.

***Keywords:** demographics, psychographic purchase, mall intercept, accessories.*

INTRODUCTION

FEMALE BUYING BEHAVIOUR

Modern marketing has actually relied on gender to understand and then explain consumer behaviour (Caterall & MacLaran, 2002). And, talking about the fairer sex, women are considered to be more psychologically involved in shopping and would attain more joy and would spend more time doing shopping (Arnold & Fischer, 1994). Some marketers support the sale to be done to both genders, yet, some prefer to target their

consumers based on gender. Hence, women have been chosen as the target group for the current study (Alreck & Settle, 2001).

DELHI-A PROSPECTIVE RETAIL LOCATION

Delhi being a prospective market occupied by people with high income levels is a relevant location for the study. Confederation of Indian Industry reports, CII (2006) even claimed that after Dubai, Singapore and Hong Kong, the next prosperous retail giant was Delhi. It also reported Delhi with 25% of the country's richest families living here. On average, 40% of a family's spending was documented to be on food, clothing and entertainment which again implied Delhi having a good market potential for the organized retail sector. Also, the report by Knight-Frank Research about "Think India. Think Retail 2016", reported that Delhi has got the largest customer base for retail across all the major urban centres in the country which makes it an ideal target for retail.

WOMEN APPARELS AND ACCESSORIES

Buying clothing is like buying one's identity (Tungate, 2008). Buying the right clothing can enhance a person's self-esteem and also, the acceptance by other people (Easey, 2009). Clothes are even regarded to reflect one's social identity and personality (Craik, 2009). Women apparels and accessories have been the products of utmost relevance and relative

usage to a woman (Dauriz L., et al, 2013). Country Report (2016) stated that in the year 2015, apparel accessories industry continued to show strong growth in India. Apparels accessories witnessed a major retail growth of 15% in 2015 with sales touching up to Rs 23 billion. In fact, The Hindu, Special Correspondent (2013) revealed the results of a survey by ASSOCHAM (The Associated Chambers of Commerce and Industry of India, 2013) about the consumption patterns of youth in Delhi. It was also documented that the youth of Delhi spent more amount on apparels and accessories in comparison to their counterparts in the other metropolitans in India.

DEMOGRAPHICS AND PSYCHOGRAPHICS

Demographics refer to the selected population features / characteristics used in marketing or opinion research. Some of the commonly-used demographics may be age, race, income, disabilities, educational qualifications, occupation, employment status etc. Demographics come out to be such independent variables which can have a substantial impact on consumer lifestyle and hence, purchase decisions .The variables like activities, interests, opinion, expectations, likes or dislikes, consumption and feelings, in aggregate are termed as dependent variables (Hawkins, et al, 1989).

For this study, age, marital status, education and income have been identified as the four demographic (independent) variables

along with 78 psychographic (dependent) statements defining self-evaluation, family, shopping, clothing shopping and accessories shopping. The responses were collected on a 5-point Likert's scale revealing the impact of demographics on the purchase pattern of the female customers reflected by their psychographic score in Delhi malls for shopping of women apparels and accessories. Higher the psychographic score, stronger is the purchase pattern.

REVIEW OF LITERATURE

Demographics tend to impact the purchase patterns of the consumer. Studies conducted in the past to evaluate the impact of demographics on female buying behavior nationally and internationally prove the relevance and significance of the current study. Lakshmi N.K. & Sreenivas D.L. (2016) conducted a study on branded apparels purchase in Bangalore to report that income of the respondents and even, occupation had a significantly positive association with the consumer buying behaviour. Ahuja N. (2015) documented that brand consciousness seemed decreasing with increasing age. Thus, age showed a relevant relationship with purchase of brands in the fashion industry in India. Awan A. & Abbas N. (2015) also reported the impact of gender, age, education and income of consumers on the impulsive buying in Multan, Pakistan. It was revealed that all the mentioned demographical factors had significant relationship with the buying behaviour. Chakrapani A. (2015) stated

that Generation Y was very particular about brands and the range of apparels. Suresh K C & Vijaya (2014) conducted a study on the youth shopping branded clothing in malls in India. It was reported that different personal factors show variations in the consumers' buying decision depending upon their age and gender. Singh N. & Sarvanan R. (2013) studied female buying behaviour for apparels in Coimbatore and the study revealed that young generation was more conscious about fashion trends in comparison to the older age groups. Junaid B.A., et al (2013) reported that female consumers with increasing income increased their spending on purchase of cosmetics in Delhi. Sharma S. (2013) studied the impact of females buying behaviour in Uttarakhand district. It was reported that 83% of the respondents identified income to be the most critical factor that affects the purchase decision of females and majority of the women were even influenced by the tastes and preferences of others while purchasing (children and family). Hence, demographical impact on purchase pattern is quite relevant and undeniable for the study. Referring to the earlier studies, the current research has been undertaken in order to add insights into it regarding female shopping in Delhi malls for women apparels and accessories. Also, it targets at filling the research gaps of studying the relationship between the demographics and psychographic purchase of women apparels and accessories in the same research.

RESEARCH METHODOLOGY

Objectives

The main purpose of the paper is to find out whether the change in the demographic variable leads to any change in the psychographic purchase pattern of female shoppers in Delhi malls for female apparels and accessories. The objectives have been defined below:

1. To evaluate the relationship between age and buying behavior of female customers towards apparels and accessories in Delhi malls.

2. To evaluate the relationship between marital status and buying behavior of female customers towards apparels and accessories in Delhi malls.

3. To evaluate the relationship between education and buying behavior of female customers towards apparels and accessories in Delhi malls.

4. To evaluate the relationship between income and buying behavior of female customers towards apparels and accessories in Delhi malls.

Hypothesis

H_O1: There is no significant relationship between Age and female buying behavior towards apparels and accessories in Delhi malls.

H_O2: There is no significant relationship between marital status and female buying behaviour towards apparels and accessories in Delhi malls.

H_O3: There is no significant relationship between education and female buying behavior towards apparels and accessories in Delhi malls.

H_O4: There is no significant relationship between income and female buying behavior towards apparels and accessories in Delhi malls.

Research Design and Sampling Plan

This study is based on primary research. The research design is descriptive. Female customers from 18 years and above who were found shopping in the top-rated stores of women apparels and accessories in malls in Delhi were chosen as the target population. The sampling frame included the 6 major malls in Delhi; Select city walk (Saket), DLF (Saket), Metro walk mall (Rohini), Emporio (Vasant Kunj), DLF Promenade (Vasant Kunj) and City Square Mall (Rajouri Garden). These malls were chosen based on 3 conditions; the year of operation being atleast from year 2010, area occupied accounted to be atleast 200000 sq. feet and there were atleast 20 brands of apparels and accessories available in each mall. Multi-stage sampling was used as the sampling technique on a sample size of 600 female respondents via mall intercept survey.

DATA COLLECTION AND RESEARCH TOOLS

An adapted questionnaire[1] with some modifications with respect to Indian context was used for data collection. A pre-test was conducted on a sample of 100

respondents to check the reliability of the questionnaire. Cronbach's alpha came out to be 0.882 which is considered significant and hence, the questionnaire was used for further data collection .The response rate was 93% as 556 questionnaires out of 600 were completely filled. SPSS 20 was used for data analysis. Analysis was done through one-way ANOVA (Analysis Of Variance) and post-hoc test, LSD (Least Significant Difference). Mean plots were obtained to get a more comprehensive view of the variations in the dependent variables (psychographic purchase pattern) due to variations in the independent variables (demographic factors).

DATA ANALYSIS AND INTERPRETATION

Part –A: Relationship between age and psychographic purchase pattern.

Following is the descriptive analysis documented for the relationship between the categorical age of respondents and the psychographic purchase pattern shown in Table 1. The test of differences has been applied on a parametric scale using Analysis Of Variance which was found to be significant but didn't reach the level of statistical significance (F=2.09 , p=0.101 > 0.05) . The psychographic score based on means is the highest for the age group, 30-40 years and lowest for 40-50 year.

Age	N	Mean ±S.D.	F (Significance)
18-30 years	288	252.53±55.88	
30-40 years	152	262.63±30.69	2.09 (0.101)
40-50 years	58	248.18±35.40	
Above 50 years	58	253.25±46.49	

Table 1: Descriptive analysis of age-groups and psychographic score

1. Jadezakonă V. (2010), "Evaluation and Analysis of Questionnaire Lifestyle Segmentation", Diploma Thesis (unpublished).

(Respondent Age)x	(Respondent Age) y	Mean Difference (x-y)	Sig.	95% Confi. Interval	
				Lower Bound	Upper Bound
18-30 yrs	30-40 yrs	-10.09[*]	0.03	-19.22	-0.96
	40-50 yrs	4.345	0.51	-8.76	17.45
	above 50 yrs	-0.72	0.91	-13.82	12.38
30-40yrs	18-30 yrs	10.09	0.03	0.96	19.22

	40-50 yrs	14.44	0.04	0.38	28.49
	above 50 yrs	9.37	0.19	-4.68	23.42
40-50 yrs	18-30 yrs	-4.34	0.51	-17.45	8.76
	30-40 yrs	-14.44	0.04	-28.49	-0.38
	above 50 yrs	-5.06	0.55	-21.97	11.84
above 50 yrs	18-30 yrs	0.72	0.91	-12.38	13.82
	30-40 yrs	-9.37	0.19	-23.42	4.68
	40-50yrs	5.06	0.55	-11.84	21.97

Table 2: Post-hoc (LSD) analysis of age groups and psychographic score

Post-hoc analysis of psychographic variables and age groups is given in Table 2 and Figure 1. It is clear that the females in the age group 18-30 years show statistically significant difference in their purchase behavior from the females in the age group of 30-40 years as p<0.05 but not from the females above 40 years (p>0.05). Also, age group 30-40 years behaves differently while buying apparels and accessories from the females in the age group between 40 to 50years as p<0.05. Females in the age group above 50 years scored lesser than those in 20-30 years age group, yet it could not reach the level of statistical significance. Hence, it can be said that purchase behaviour changes with variations in the age-group and thus, share a significant relationship with the female buying patterns, though not statistically significant always. Referring to Table 1 again, p>0.05, hence, the null hypothesis H_O1 is accepted as there is no significant (statistically) relationship between age and the purchase behaviour.
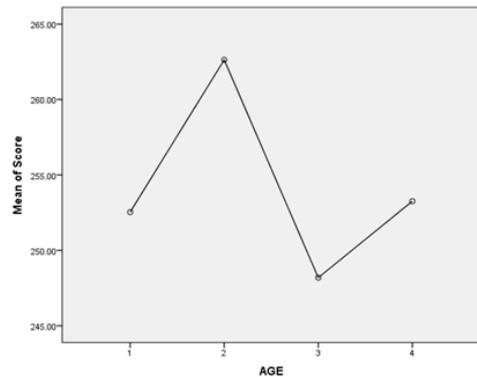

Figure 1: Mean plot of respondents' age and psychographic score

Part –B: Relationship between the marital status and purchase pattern.

Table 3 documents the descriptive analysis for the relationship between marital status and the psychographic purchase pattern of the female customers in Delhi malls. Applying one-way ANOVA, the test of differences is reported to be statistically significant (F=22.96, p <0.05). The highest mean score was shown by females who were single followed by the married ones and the least by widows.

Marital Status	N	Mean ±S.D.	F (significance level)
Single	159	279.06±35.24	22.96 (0.001)
Married	391	245.54±47.22	
Divorced	2	243.50±.70	
Widow	4	217±15.38	

Table 3: Descriptive analysis of marital status and psychographic score

(Marital Status)x	(Marital Status)y	Mean Difference (x-y)	Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
Single	Married	33.52*	0.001	25.41	41.65
	Divorced	35.56	0.25	-25.87	97.01
	Widow	62.06*	0.005	18.35	105.78
Married	Single	-33.52*	0.001	-41.64	-25.4
	Divorced	2.04	0.94	-59.17	63.26
	Widow	28.54	0.19	-14.85	71.94
Divorced	Single	-35.56	0.25	-97.01	25.87
	Married	-2.04	0.94	-63.25	59.17
	Widow	26.5	0.48	-48.27	101.28
Widow	Single	-62.06*	0.005	-105.78	-18.36
	Married	-28.54	0.19	-71.93	14.85
	Divorced	-26.5	0.48	-101.27	48.28

Table 4: Post- hoc analysis of marital status and psychographic score

The post-hoc analysis through LSD has been shown in Table 4 and its mean plot in Figure 2. Single or unmarried females have shown statistically significant difference in their psychographic purchase patterns from married females and widows as the level of significance, $p<0.05$. Also, the size of widows and divorced females is too small in the sample, therefore, it doesn't hold valid to consider the results based upon these two categories. So, the remaining categories that are identified to be valid are; married and unmarried females. There exists statistically significant difference in the purchase behavior of these two categories. This shows that there exists significant statistical difference in the purchase patterns of female customers

based on their marital status. Hence, the null hypothesis, H_O2 is rejected and the alternate is accepted.
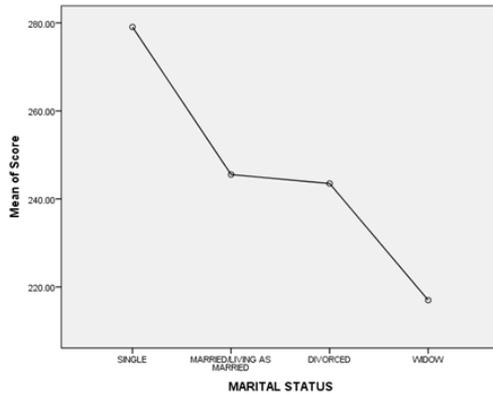

Figure 2: Mean plot of marital status and psychographic score

Part -C: Relationship between education and the purchase pattern.

Table 5 shows the descriptive analysis for the relationship of education and the psychographic purchase behavior for the females shopping in the top-rated stores of Delhi malls for female apparels and accessories. The test of differences reported using ANOVA has come out to be statistically significant (F= 15.79, p <0.05). The highest psychographic score was reported by females who were post-graduates and the lowest by those with senior secondary education.

Education	N	Mean ±S.D.	F(significance level)
Senior secondary	21	217.66±55.77	15.79 (0.001)
Graduation	152	241.22±43.45	
Post graduation	272	266.49±44.53	
Others	111	252.34±44.73	

Table 5: Descriptive analysis of respondents' education and psychographic score

(Respondent Education)x	(Respondent Education)y	Mean Differ. (x-y)	Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
Senior Secondary	Graduation	-23.55	.02	-44.02	-3.10
	Post Graduation	-48.82	.001	-68.73	-28.92
	Others	-34.67	.001	-55.58	-13.76
Graduation	Senior Secondary	23.55	.02	3.09	44.02
	Post Graduation	-25.27	.001	-34.17	-16.37
	Others	-11.11	.05	-22.09	-0.15

Post Graduation	Senior Secondary	48.82	.001	28.92	68.73
	Graduation	25.27	.001	16.37	34.17
	Others	14.15	.005	4.25	24.05
Others	Senior Secondary	34.67	.001	13.76	55.59
	Graduation	11.11	.04	.14	22.09
	Post Graduation	-14.15	.005	-24.05	-4.26

Table 6: Post hoc analysis of education level and psychographic score

The post hoc analysis (LSD) as shown in Table 6 depicts that females with different educational backgrounds behave differently in making purchase decisions for female apparels and accessories which is seen to be statistically significant as $p<0.05$ in all the cases . The mean plot shown below states that highest purchase pattern was shown by the females who were post-graduates and minimum by the ones with senior secondary education. Hence, the null hypothesis, H_O3 is rejected and its alternate is accepted as it is proven that education level and female buying behavior have a significant relationship, that too, statistically significant.

Part –D: Relationship between income and the purchase pattern.

Descriptive analysis for the relationship between the income levels and the psychographic purchase pattern is shown in Table 7. The test of differences has been documented on a parametric scale using Analysis of Variance which was found to be statistically significant ($F=75.85$, $p<0.05$). The highest psychographic score was shown by females with an income between Rs (40000-50000) per month and the lowest by the females earning between Rs (20000-30000) per month.
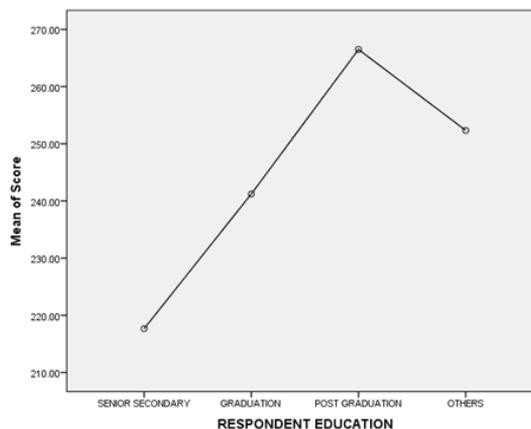

Figure 4: Mean plot of education level and psychographic score

Income	N	Mean ±S.D.	F (significance)
Less than Rs 20000	127	227.03±47.64	75.85 (0.000)
Rs 20000-30000	86	217.79±46.73	
Rs 30000-40000	110	255.41±25.72	
Rs 40000-50000	114	292.40±33.06	
Above Rs 50000	119	275.12±30.03	

Table 7: Descriptive analysis of income and psychographic score

(Income per month)x	(Income per month)y	Mean Difference (x-y)	Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
> Rs 20000	Rs(20000-30000)	9.24	.078	-1.03	19.52
	Rs(30000-40000)	-28.37	.001	-37.96	-18.79
	Rs(40000-50000)	-65.36	.001	-74.86	-55.86
	<Rs50000	-48.08	.001	-57.47	-38.69
Rs (20000-30000)	> Rs 20000	-9.24	.078	-19.52	1.03
	Rs(30000-40000)	-37.62	.001	-48.22	-27.03
	Rs(40000-50000)	-74.61	.001	-85.12	-64.09
	<Rs50000	-57.33	.001	-67.75	-46.91
Rs(30000-40000)	> Rs 20000	28.37	.001	18.79	37.96
	Rs(20000-30000)	37.62	.001	27.03	48.22
	Rs(40000-50000)	-36.98	.001	-46.82	-27.14
	<Rs50000	-19.71	.001	-29.44	-9.97
Rs(40000-50000)	> Rs 20000	65.36	.001	55.86	74.86
	Rs(20000-30000)	74.61	.001	64.09	85.12
	Rs(30000-40000)	36.98	.001	27.14	46.82
	<Rs50000	17.27	.001	7.63	26.92

	> Rs 20000	48.08	.001	38.69	57.47
<Rs50000	Rs(20000-30000)	57.33	.001	46.91	67.75
	Rs(30000-40000)	19.70	.001	9.97	29.44
	Rs(40000-50000)	-17.27	.001	-26.92	-7.63

Table 8: Post hoc analysis of income levels and psychographic score

Post hoc analysis of income levels and the psychographic score has been shown in Table 8 and its mean plot has been depicted in Figure 4. It is quite clear that females earning between Rs 20000-Rs30000 per month had a lower score than the females earning below Rs 20000, yet it is not statistically significant as $p>0.05$. There exists statistically significant difference in the purchase behavior between all other income levels. Hence, the null hypothesis H_O4 is rejected and the alternate is accepted as there exists a significant relationship between income and the purchase pattern of females towards women apparels and accessories in Delhi malls. The mean plot shows the result graphically showing highest score for females earning Rs (40000-50000) per month and the lowest for the ones earning Rs (20000-30000) per month.
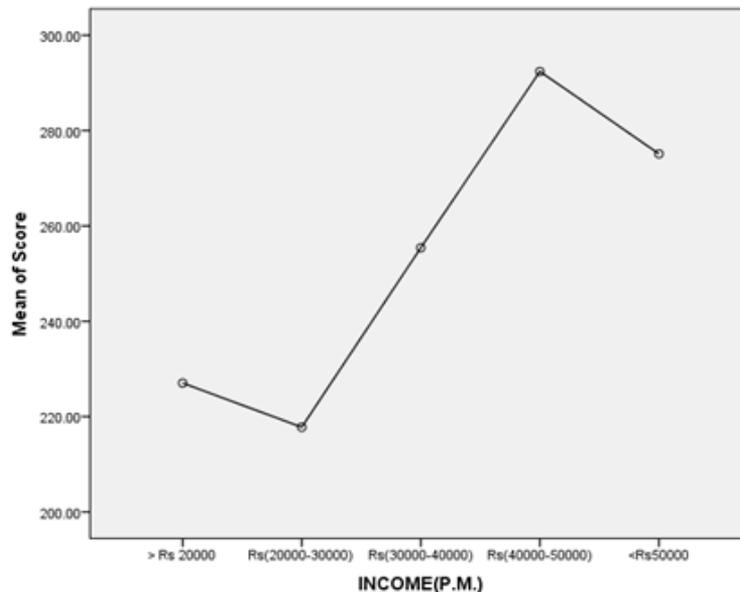

Figure 4: Mean plot of Income level and psychographic score

RESULTS AND DISCUSSION

It is found from the study that demographic factors, namely, marital status, education and income have a statistically significant relationship with the psychographic purchase behavior of females for women apparels and accessories in Delhi malls. It was also found that age doesn't have a significant (statistically) relationship with psychographic purchase behaviour, still, purchase behavior varies with varying age-groups even when it didn't reach the level of statistical significance. Several demographic studies in the past conducted nationally and internationally show mostly similar and few dissimilar results.

The current study revealed that with the change in the age group, the purchase pattern changes even when it is not statistically significant over all age groups. The highest rating was reported by females from 30-40 years followed by 18-30 years, then, above 50 years and lowest by 40-50 years old. Awan A. & Abbas N. (2015), found significant relationship between age and purchase behavior with young consumers being more impulsive in purchasing than the older ones .Also, Srinivasan, et al (2014) in his study on impact of age on the purchase behavior of luxury products revealed the existence of relationship between age and the kind of luxury product that consumers intend to buy. Infact, young buyers till the age of 40 reported higher rating for financial and materialistic value of products than the older generation. Ghani U. & Jan F.A. (2011) found that age has a significant

association with buying behavior. Dilworth A. & Boswell, (2007) and Rocha et al (2005) found that the requirements for clothing and fashion products vary with varying age groups. Saluja D. (2016) on the contrary found that age and income didn't have any impact on the purchase of fashion clothing.

Marital status also showed statistically significant relationship with the female buying behavior with unmarried females having higher psychographic score than the married ones. The results seem consistent as several studies in the past reported existence of relationship between marital status and the buying behaviour. Srinivasan R., et al (2015) found that married people spent more on luxury bags than the ones who were single and apparels were purchased by all luxury consumers irrespective of the marital status. However, Sharma KC & Kaur S. (2015) found that marital status significantly affects the purchase score impulsiveness of the consumers. Even, Mazloumi S., et al (2013) in his study to assess the impact of demographical differences on the purchase behavior found that consumers' marital status affected their purchase behavior and it was statistically significant.

Education also has significant relationship with the female purchase behavior showing the highest psychographic score for post-graduates and the lowest by those having senior secondary education. On the same lines, Awan A. & Abbas N. (2015) found that education had positive significant association with impulsive buying

behaviour. Bashar A, et al (2012) in their study about impact of demographics on consumer buying in Delhi-NCR reported that education had significantly positive relationship with consumer buying.

This study also reports the existence of a significant relationship between income and the purchase behavior of female respondents. According to the study, the highest purchase score is documented for females earning Rs(40000-50000)per month followed by above Rs50000 per month , then for Rs(30000-40000)per month , less than Rs 20000 per month and the least for Rs(20000-30000)per month earnings . Rajput N.et al (2012) in the study about female buying regarding apparels found that rise in the income of the consumers (females) leads to rise in the frequency of apparels purchase by them. Bashar A, et al (2012) supported the current results as even they found income to have significant relationship with consumer purchases. On the same lines, it was documented by Schiffman & Kanuk (1997) that the consumers, especially who are low income earners are always economical in their purchase decisions. Myers, Stanton & Haug (1971) also claimed income as a major determinant for the consumers' propensity to spend .

Managerial Implications and Recommendations

This study has resulted in several managerial implications and recommendations. Marketing managers are recommended to lay due emphasis on female customer demographics while developing the segmentation strategy. They should soundly segment the apparel-accessories market on the bases of demographic variables as these variables have shown a significant impact on the female buying behaviour. The psychographic score for purchase of branded clothes by post graduates and higher income group came out to be the highest, so marketing managers need to strengthen the brand image of their products and spend substantially on the maintenance of their brand image. Customer relationship management should be practiced by the brands through starting loyalty programs, premium membership, special offers etc. along with a highly attentive sales force attending the shoppers in the stores.

Conclusion

It can be concluded from the current research that there exists significant relationship between the demographic variables; marital status, education, income and the psychographic purchase pattern of female customers for women apparels and accessories in Delhi malls. The null hypothesis; H_{O2}, H_{O3} and H_{O4} except H_{O1} have been proven void and the conclusions are established that the changes in marital status, the education level and the income level of female customers brings significant variations in their purchase behaviour. Based on age, the highest purchases were shown by the females in the age-group of 30-40 years. The reasons attributable could be higher income during this age and

higher levels of exposure and status needs; especially with working females. Based on marital status, highest score was shown by unmarried females. The possible reasons could be that single females are more independent in their decisions and they don't necessarily have to depend on spouse's opinion while making purchase decisions. Also, post graduates displayed the highest purchase psychographics. It could be attributed to the higher level of education that implies higher exposure and awareness propelling the purchase of branded female products. Even, higher education brings about better income prospects as working females which financially empowers them to spend more. Higher income, especially between Rs 40000-50000 per month showed higher psychographics score for purchases in Delhi malls. This could be quite possible as higher the income, higher is the economic strength to spend. These demographic variables have been studied individually with respect to the psychographic variables. So, there is a future scope for the study to be further extended by studying the clustered impact on the purchase pattern of female respondents. Additional studies can also be conducted to examine consumer-life styles by use of product brands and even more product options. The current study is static in nature as it examines the psychographic purchases in one particular time period. Therefore, there is a vast scope for additional studies that may look at this topic in a more longitudinal and cross–sectional manner. Further studies may evaluate the life-styles of various demographic, socio-economic and cultural groups, along with the studies of a comparative nature can give richer insights into this subject under the researched area of inquiry.

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