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Impact of demonstration on buying behaviour among youth

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Abstract

Demonstrations have been used for many years to influence the buying behaviors of the consumers. Demonstrations are helpful in creating the awareness among youth customers of a given products; This particular research was conducted on the 50 young male or female who use different brands of products to check the influence of demonstration on their buying behavior while creating the awareness and building the perceptions. Descriptive statistics were used to identify the relationship between these variables. The results revealed provide the new way to entrepreneurs and marketing managers to devise suitable strategy for the marketing of their products. These results show that demonstrations are very useful in influencing the buying behavior among the youth. Both of these variables such as consumer awareness due to demonstration effect and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

Keywords: Demonstration, buying behaviour, impact, youth

1. Introduction

Demonstration remains the most effective medium for reaching today's young customers, it is also the most efficient for introducing people to brands. Demonstration appeals to the literate as well as the illiterate and this is one feature that makes it unique and different from other mediums. Demonstration is the key for building, creating and sustaining brands. Advertisement has changed its form from town criers of medieval time to the internet and electronic demonstrations of 20 Century (David, 2001). It plays a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision. Demonstration is a promotion where a product is demonstrated to potential customers with a goal of making them to buy through the various media. The person demonstrating intends to spread his ideas about the products among the prospects. Popularization of the products is thus, the basic aim of the demonstration. Television advertising or demonstration is the best selling media to target audience. The advantage of television over the other mediums is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative marketing over a longer period of time, product demonstration targets youngsters because their influence on parental purchases, their early establishment of loyalty to certain brands, A youngster possessing greater financial resources would have more money to spend on discretionary items for her/himself and may also exert greater influence on family purchases. The youth are more attracted towards TV advertisements featuring celebrities. The models of advertising suggest that to be effective, any piece of persuasive communication must carry its audience through a series of stages each stage being dependent on the success on previous stage (Wilmshurst, 1985; Lavidge & Steiner 1961' Leckenby, 1976; Colley, 1961). Marketers, who take advantage of young people's power to influence family purchase, choose commercials or television form of demonstration that reach youth together with their parents. The youngsters have become a strong influencing group and even have the ability to influence the purchase decisions in the family, that is why this study is conducted to study the impact of demonstration on the buying behavior among youngsters.

Objective of the Study

This research is conducted with a view to study the impact of demonstration on the buying behavior of the young generation.

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The study aimed to understand the liking of today's youth for product demonstration and their emotional and motivational response towards the buying and liking of the product.

1.1 Research hypothesis

H0: there is no relationship between demonstration and buying behavior.

H1: there is a relationship between demonstration and buying behavior.

1.2 Scope of the study: The conclusions drawn from the study are based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the perception of Consumers on demonstration and its impacts on changing the buying behaviors of consumers.

1.3 Limitations of the study: During the study time was the major constraint faced by the researcher, due to short time period researcher cover the behaviors of the people at a particular time. The other limitation in this research was of limited area as this research comprises only a sample in the premises of Lovely Professional, Phagwara, so it does not represent the whole population. The third limitation was resources prohibited to take the large sample size.

2. Literature review

Bashir and Malik, (2009), in the given study revealed that consumers considered advertisement or any form of demonstration as a reliable source of knowledge about any product or services. Product demonstration is almost everywhere in our daily life. Its forms and roles are both contested and admired. Some see demonstration both as the mirror and the maker of culture. Even when advertisements contribute new sounds and the symbols that shape feature, its words and images reflect the present and the past. Others say demonstration is purely an economic activity with one purpose i.e., to sell. Consumer buying pattern is directly evolved from the consumer behavior and its attitude. Many things combine to build up the behavior of any individual. The first thing which influences the consumer behavior and shapes it is his culture. Culture builds the strong perceptions of the products in the mind of the customers (hye-Shin Kim, 2008) [7]. According to Rai, 2013 [8], there are several national and international brands which people recognized and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also demonstrations have very important role in shaping the consumer behavior. Demonstrations are the source of motivation which forces them to buy a particular product as well as a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be build up by product evaluation and brand recognition (Rai, 2013) [8]. Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviors. Studies found that emotional attachments put a huge influence on the customers and their buying behavior as people tend to associate themselves with the brand. Advertisements shape the behaviors of the people through cognition. Cognition is the perception of a person towards the information communicated through advertisements. These cognitions are observed by the individual through his senses, perception,

attention, memory, reasoning, language, etc. best way of attracting the customers is to understand the psychological cognitive aspects of the consumers (Sandra Jakštienė, 2008) [9]. Consumer buying behaviour is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior comes under marketing branch.

According to Russell People buy different goods and services over their lifetime. The lifecycle of a person is infancy, adolescence, teenage, adult middle age and old age. In each stage the persons buying behavior is different. The person is dependent on others during the first three stages, then in the next stage he not only takes decisions but also influences others buying decisions and in the last stage of the life cycle the decisions are again made by others. Occupation also influences his or her consumption pattern because occupation decides his ability to buy For example – A blue-collar worker will buy work clothes and work shoes while a company's president will buy expensive suits, club memberships and a luxury car.

3. Research methodology

The study is based on both primary data and secondary data. The primary data was collected through structured questionnaire for which samples of 50 respondents were selected for this study. The collected samples using convenient sampling method was validated and took it for further analysis. Secondary data is also being collected from database sites and articles. The collected data were analyzed with the suitable tools (Chi-square technique).

Area of the study: The respondents are randomly selected for this study. We requested all respondents to fill in the questionnaire, by self after explaining the various aspects mentioned in it. It contained questions in a structured format very easy to understand on the first look.

For analysis and interpretation, only primary data is used. However for conclusion and recommendations both primary and the secondary data along with the verbal knowledge and information although obtained from respondents, though they are outside the parameters of questionnaire were also included. The data collected from these sources were analyzed using various tools like bar charts, chi-square test, and percentage.

4. Data analysis and interpretations

Buying is a complex process which involves series of decisions and important questions such as what to buy, where to buy, when to buy and how to buy. These series of decisions drive from the consumer awareness and consumer perceptions. Buyers aware of the product through one source or multiple sources have more information regarding the brand and the product. In our research we consider product demonstration as a basic source of creating awareness in the mind of customers. The main reason behind the creating awareness in the mind of the customers is the content and information used in the particular demonstration. In the same way content of the demonstration also build the perceptions of the customers who are watching these demonstration. The results of our research depict that demonstrations are the main source of creating awareness as well as shaping the perceptions of the customers. Consumer awareness and consumer perceptions are considered as the two main drivers that lead towards the buying decisions.

General profile of respondents

Table 1: Statistics

		gender	Age	level of education	How much is your pocket money
N	Valid	49	50	50	50
	Missing	1	0	0	0
	Mean	1.5306	3.2200	3.7200	3.3200
	Median	2.0000	3.0000	4.0000	4.0000
	Mode	2.00	4.00	4.00	4.00

Table 2: level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	undergraduate	14	28.0	28.0	28.0
	graduate to post graduate	36	72.0	72.0	100.0
	Total	50	100.0	100.0	

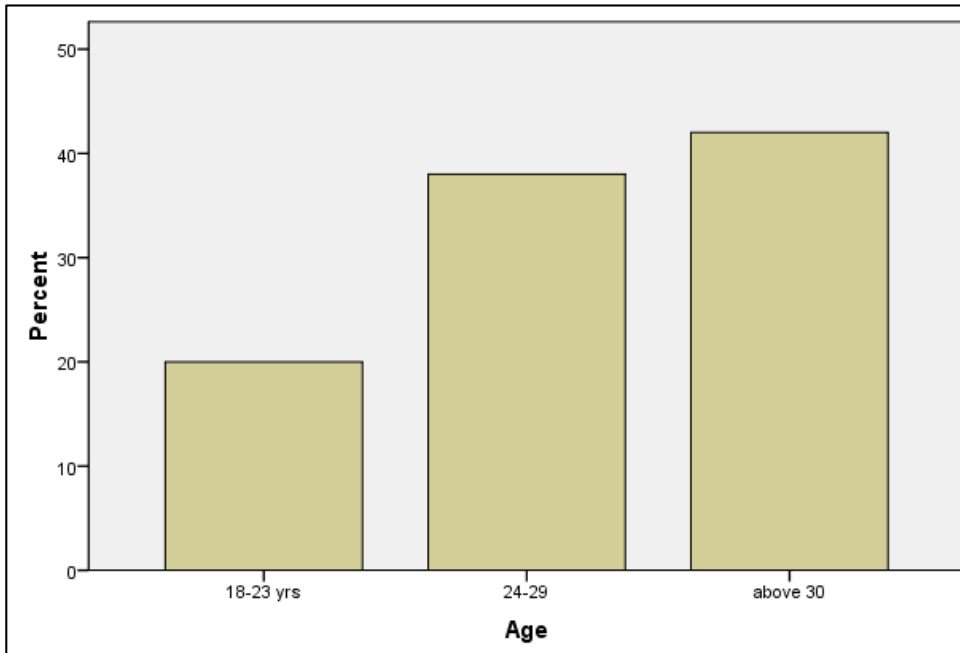


Fig 1: Show age

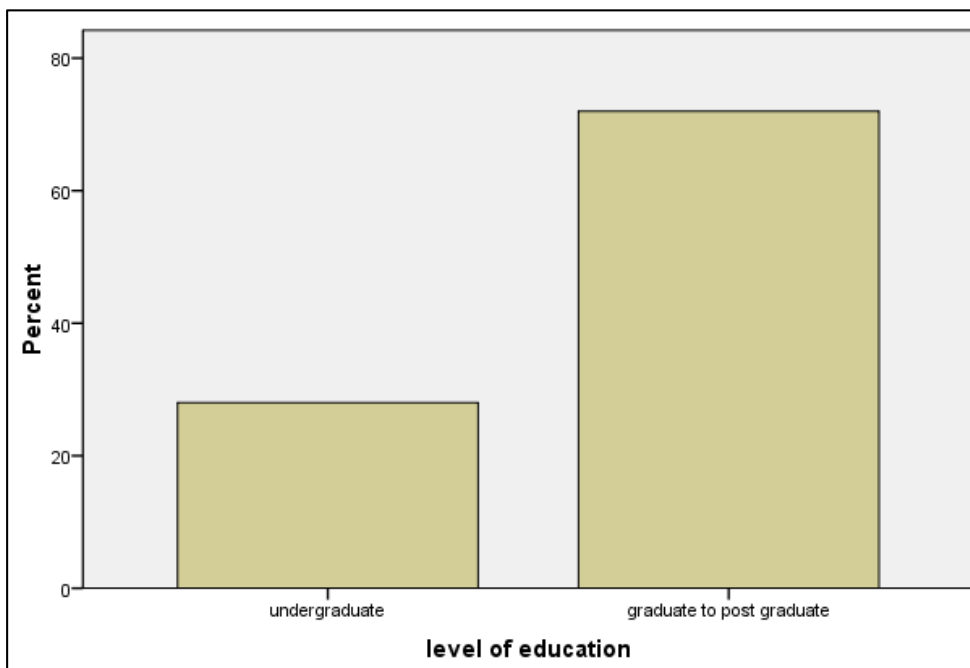


Fig 2: Level of education

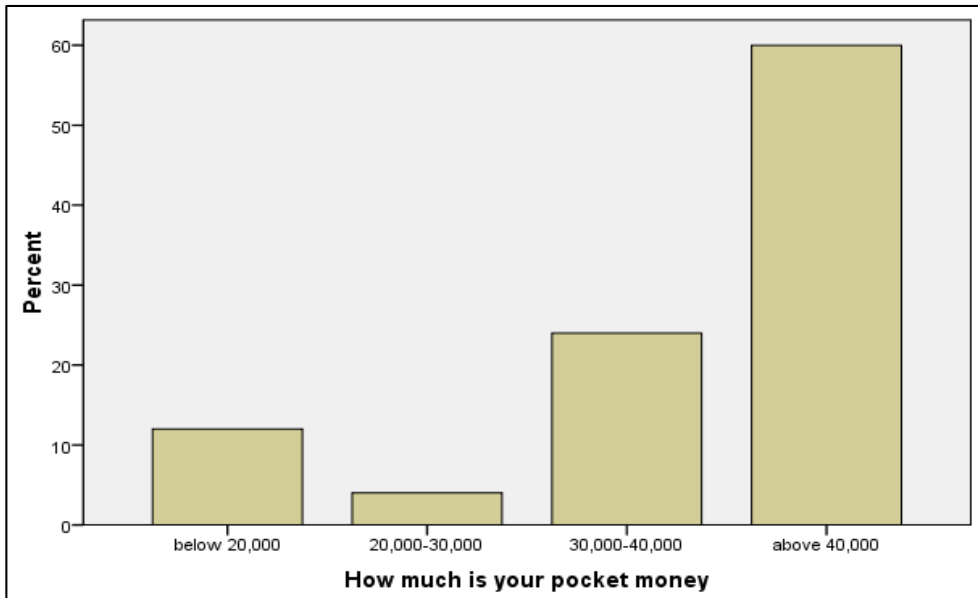


Fig 3: How much is your pocket money

Table 3: Age * Does product demonstration affect your desire to buy the product? Cross tabulation

Count		Does product demonstration affect your desire to buy the product?			Total
		yes	no	3	
Age	18-23 yrs	8	1	1	10
	24-29	17	2	0	19
	above 30	14	7	0	21
Total		39	10	1	50

From the above table, we can infer that there is significant relationship between demonstration and buying behavior of youth.

Table 4: Chi-Square Tests

	Value	Df.	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.891 ^a	4	.096
Likelihood Ratio	7.092	4	.131
Linear-by-Linear Association	.285	1	.593
N of Valid Cases	50		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .20.

From the above SPSS calculation of Chi-square, we infer that there is a significant relationship between demonstration and buying behavior of youth, therefore we

reject the null hypothesis which says there is no relationship between demonstration and buying behavior.

Table 5: Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.397			.096
	Cramer's V	.281			.096
Interval by Interval	Pearson's R	.076	.177	.530	.598 ^c
Ordinal by Ordinal	Spearman Correlation	.162	.153	1.137	.261 ^c
N of Valid Cases		50			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Findings

- Customers are likely to watch more of the demonstrations which affect their opinion.
- Demonstration will easily convince youngster customers for the product.
- Demonstrations are the strong means of communication to convey the intended message to the target group of customers.

- They should be appealing and engaging the customers to involve in the demonstration.

Conclusion

This particular research was conducted to find out the impact of demonstrations on the buying behavior of youngsters in a given product. Study reveals that there are two important variables which can influence the buying

behaviors of the people but these two factors are not solely reason to change the behaviors of the consumers rather they can contributing in changing the behaviors of the consumers, these are demonstration effects and the income level (pocket money) of the consumers. Research was conducted under the premises of the Lovely Professional University, Phagwara, Punjab and 50 respondents were targeted who use various kinds of products. A purchase decision can be considered as an optimization process through which buyers seek the product or the brand that will yield the greatest satisfaction. The choice process can be considered as the search for the most satisfying trade-off among brands that possess desirable attributes at different levels. This view of the role of demonstration in buying behaviour has implications for utility maximization.

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