Concordance of Psychographic Pattern of Junior College Students & Initially Employed Youths In Silchar, Assam: An Empirical Analysis

Nilotpal Saha, Assistant Professor
Department of commerce, Commerce College Kokrajhar

Brajesh Kumar, Assistant Professor
Department of commerce, Assam University, Silchar

Abstract:

The paper explores the psychographic pattern of youths of Silchar, Assam based on the psychographic factors as Activity, Interest and Opinion to establish a relation between the existing life style and the changing mindset of youths due to new socio-technological changes. It also illuminates how these psychographic factors are affected by the other social factors as Gender and Income and how these persuade the degree of changes occurring within the day-to-day behavior. The paper also provides a practical overview of what actually consists of psychographic pattern with special attention on the Silchar area of Assam that is the second largest city of the North-East India.

Key Words:*AIO,Life Style**,Psychographic Factors, Youths.*

Introduction

Youth are considered as most enthusiastic consumers of all ages. Post liberalization period in India is the era of youth as they consist of lion share of population, equipped with state of the art technologies of communication and considerable purchasing ability and there for, youths are most fascinating group for any market researcher.

Does youth, specially who are in their late teen show and share similarities in interest , attitude and purchasing behavior ? Do job and realities in life change their nature? How does common youth of non-metro cities in India think? Thus in order to explore the above reality the present paper has divided the youths of Silchar region into two groups*Junior College Students*, consisting of students who are studying in class 11 and 12 of higher secondary schools and in colleges. Other groupconsisting of*Initially Employed Youths,*those who are employed or self-engaged with experience of less than or equal to five year.Hence in order to do an in-depth analysis to understand the attitude preferences and motivation level of the youths of Silchar, psychographic way of study has been adopted.

The term psychographic was coined by a marketing researcher, Emanuel Demby, according to Demby (1994) the term consists of sociological, psychological and anthropological factors with self-concept and lifestyle. Thus, the concept of psychographic pattern is invariably related with the lifestyle which denotes opinion, attitude, way of thinking, behavior orientation of an individual, group or a society.

Literature Review

The scholars and corporate throughout the world have conducted many surveys and investigations to understand and map the psychographic pattern of customers and its impact over the purchasing preferences. Study has been carried out to try and understand correlation between social class , income and buying behaviour (**Slocum and Mathews, 1970**);Social class and life style as predictor of shopping behaviour (**Rich and Jain, 1968**).   Studies has also being carried out to understand importance of life status and consumer preference (**Anderson 1984**), and the importance of consumer behaviour and cultural values (**Henry 1976**). There are also studies relating to the influence of the reference group on consumer brand purchase (**Stafford 1966**) and on the influence of the reference group on product and brand purchase (**Beardon and Etzel 1982**). There are also studies like impact of role of sex on purchase decision (**Qualls 1987**) on working wives and expenditure on service (**Bellanti and Foster 1984**). Identification, attitudinal and demographic questions frame nine lifestyle types to categorize American consumers (**Mitchell, 1978**). Other set of studies addressed to heterogeneity between senior citizen market (**Day et al., 1987**); and understanding the profile of the women in the USA, UK and France (**Doughalas and Urban, 1997**).

Few prominent studies in the Indian context are: Interrelationship between religiosity, cast prejudices and conservatism lifestyle among four major faith groups: Hinduism, Islam, Sikh and Christianity. This   Study was carried out in New Delhi (**Kapoor, 1985**); National Council of Applied Economic Research (NCAER) mapped ownership and purchasing patterns of consumer durable and non-durable products and grouped Indian population into five major groups based on real disposable income and the ownership of the durables and consumption of non-durable (**Rao and Natarajan, 1996**); linkage between ownership of two wheelers and the behaviour of their owners (**Kapur, 1995**); brand association of Denim brands with life style attributes by AditeChatterjee in 1995 and understanding of changes in personality traits, family relationship, personal goals, and attitudes towards advertising and favoured products among Indian consumers aged between 15-45 years (**Chatterjee,1996**). Another study carried out to identify similar lifestyle segments based on classification of status symbol. The study surveyed 623 respondents in top four metropolitan centres in the country with at least one car in their disposal (**Shirali& Singh, 1997**). Studies also conducted to understand psychographic profile of customers of newspapers in India and psychographic segmentation of Indian Urban customers (**Kumar &Sarkar, 2008**). **ParomitaGoswami (2007)** studied the effects of psychographics on the frequency of purchase of college goers of Kolkata. **Arup Barman(2008)** studied about psycho- behavioural concordance of consumers in ecological dimensions in six cities namely Bengalore, Delhi, Guwahati, Kolkata, Lucknow and Mumbai. **SeemaKapur (1995)** studied the behaviour of two wheeler owners and**AditeChatterjee (1995)** studied lifestyle attributes of Denim brand users. **Anil Kumar (2013)** used psychographic tools to studied the attitude of consumers towards durables.

The above literature review shows that there is no study that examines the dynamics and contrast of psychographic details of youths in a fast progressing town of North East India and about the youths those who are the future consumers and determining factors of future market.

Methodology

AIO or Activities Interest and Opinion is one of the most popular methods of market segmentation. The respondents' action regarding hobbies, social gathering, fashion, sports, vacation, worksect. arecovered under the group Activities. Degree of excitement and involvement in learning, exposure to media, political ideology, and religion were included in Interest. Belief, judgements towards status, friendship, luck, media,and fashion were grouped under opinion.

Various dimensions of psychographic variables were considered during designing of questionnaire. These dimensions were considered by keeping in mind the social, cultural, political, psychological dimensions and local conditions. The questionnaire consisted of nine demographic variables, twenty six choices about AIO nine items of List of Values (LOV) given by Khel(1989) and twenty-six dichotomous items of aspiration as options.

Data collection was done in Silchar city. Judgemental method was considered for the purpose of data collection. City dwellers were surveyed till requisite number of respondents that is 250 numbers of Junior College students and 250 numbers of employed youths whose age is below 35 years and having experience less than 5 years were achieved. Measures were taken like collecting data from all the wards of Silchar municipality to make it geographically representable.
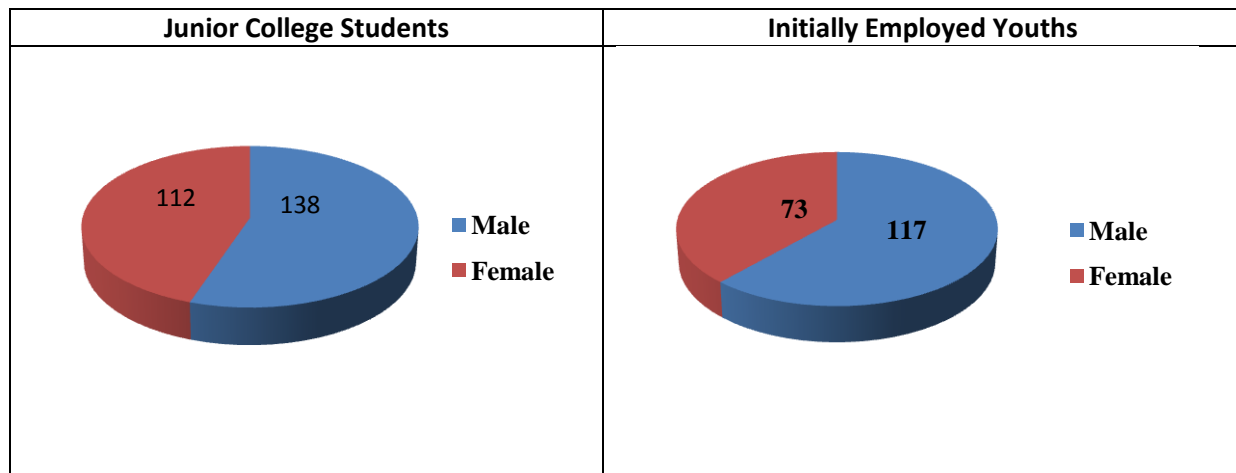
Respondents' profile

In social science research 'Respondents' Profile' plays a very significant role. The personnel characteristics of respondents based on either voluntary or involuntary participation forms the backbone of the scientific explanation (Glaser, 2012).

Table: 1- Gender Wise Distribution of Respondents

| N= 500	Male		Female	
	F	**%**	**F**	**%**
Total Respondents	315	63	185	37
Junior College Students	138	27.6	112	22.4
Initially Employed Youth	177	23.4	73	14.6
Note: F=Frequency, %= Percentage, N= Total number of population in the data set				

Figure-: 1 Gender Wise Distribution of Respondents in Frequency

The above analysis of the respondents profile for the population of the Silchar, Assam reveals a comparative study regarding the existence of male and female under the category of JCS and IEY. It can be concluded that the majority of the respondents are male; whereas the percentage of female respondents are very low specifically under the category of IEY. On the other hand the percentage of male respondents is more or less are similar in nature. Therefore one of the major reasons for this gender based contrast may be the early marriages of girl child's school dropouts and other social bondages etc.

Table: 2- Family Type of Respondents

Family Composition	Frequency	Percentage
Live alone	18	3.6
Family up to 4 members	257	51.4
5 to 7 members	173	34.6
More than 8 members	52	10.4

Figure-: 2Family Type of Respondents (in frequency)
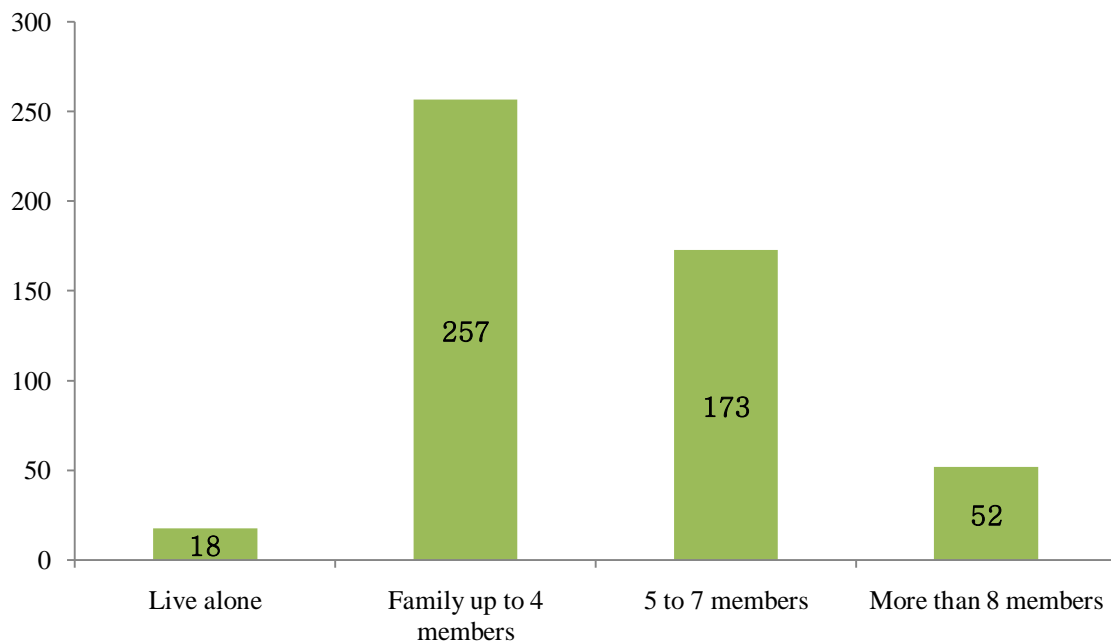
The above bar diagram represents the family composition of the respondents of the over youths of the Silchar, Assam. The bar graph reveals that most of the family consists of 4 members followed by 5 to 7 members; this signifies the emerging trend of nuclear family. Other than that some of the respondents are having family members more than 8 which depict the existence of joint family but in a very small percentage. The respondents who are living alone seems to be very negligible with 3.6% which indicates many causes as family living in other city, living in hostels or as a paying guest for academic or job purpose etc.

Table: 3- Income Wise Distribution of Respondents

Yearly Family Income (In Rs.)	Frequency	Percentage
Less than 50000	124	24.8
50,001 – 1,00,000	166	33.2
100,001- 2,00,000	85	17
2,00,001-3,00,000	60	12
3,00,001-4,00,000	34	6.8
4,00,001 and above	31	6.2

Figure-: 3Income Wise Distributions of Respondents (In Percentage)
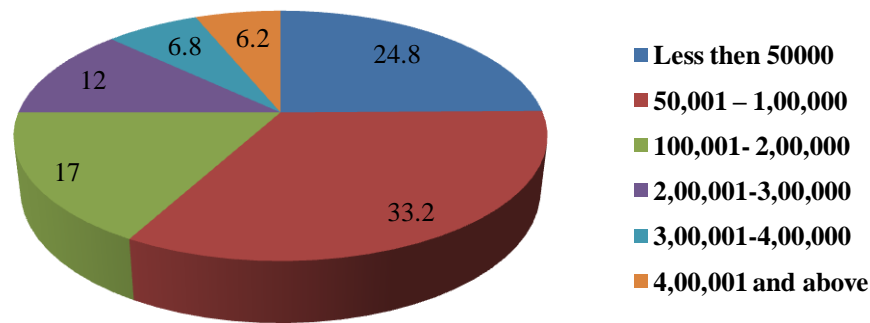
The pie chart shows the income based distribution of respondents where majority of the respondents (33.2 %) are earning between 50,001-1, 00,000, which signifies the large number of lower middle class families. The respondents having yearly income between 1,00,001- 2,00,000 is 17% suggesting the upcoming family status within the society. Whereas the respondents earning 4,00,001 and above depicts upper middle class and are those who are having their own family business or having good post at the job.

Analysis of Concordance:

According to Oxford English dictionary concordance connotes agreement or consistency. In general the word concordance refers to the state of being similar to something else. On the other hand in statistics concordance denotes the process of measuring the agreement between the two variables, for example measuring the concordance between reproducibility or for inter-rater reliability. Thus, in order to measure similarity or agreement between of large diverse samples towards something else, is measured through Kendall's W Coefficient of Concordance (Barman, 2008).

Hypothesis:

For the study purpose a single hypothesis is drawn

H_o= *The level of concordance among the respondents about psychographic variables within and among the two categories of youths is very high in Silchar, Assam*

H_1 = *Level of concordance among groups of youths about psychographic variables are equal in Silchar, Assam*

Analysis of the Data

To examine the objectivity or the state of agreement among the respondents residing in the Silchar, Assam, the concordance analysis is used to compute the degree of concordance. To interpret, co-efficient (Kcc) value near to zero indicates the existence of little concordance or agreement and value near to one indicates there is high level of concordance among the raters.

Table: 4- Concordance Analysis of the Youths of Silchar, Assam

Dimensions	Junior College Students (N=250)			Initial Employed Youths (N=250)		
	Kcc	χ^2	Sig.	Kcc	χ^2	Sig.
Activity (*df=9*)	.139	312.80	.000	.179	403.56	.000
Interest (*df=4*)	.068	68.02	.000	.067	67.01	.000
Opinion (*df=10*)	.272	680.38	.000	.315	788.56	.000
Note: Kcc = Kendall's W Coefficient of Concordance, χ^2 = Chi-Square, Sig. =Assumption Significance,N= Total Size of Data Set, df = Degree of Freedom						

The concordance of the youths of Silchar for the category under Junior College Students (JCS) shows the value ranges of coefficient (Kcc) are very near to zero (i.e; 0.06-0.2).

Initially Employed Youths (IEY) as the concordant are considerably similar to the concordance of JCS with value ranges 0.06 - 0.3

Thus, in the above context the concordance level for both the categories reveals much lower shows equality of life style. Thus, indicating the acceptance of H_1 and rejection of H_o.

Table: 5- Concordance Analysis of the Youths of Silchar, Assam (Gender Basis)

Dimensions	Junior College Students						Initial Employed Youths					
	Male (n=138)			Female (n=112)			Male (n=177)			Female (n=73)		
	Kcc	χ^2	sig	Kcc	χ^2	sig	Kcc	χ^2	sig	Kcc	χ^2	sig
Activity (df=9)	.116	144.0	.00	.191	192.47	.00	.176	280.16	.00	.198	130.00	.00
Interest (df=4)	.072	39.96	.00	.080	35.69	.00	.052	36.62	.00	.120	34.97	.00
Opinion (df=10)	.228	314.66	.00	.340	380.52	.00	.307	542.65	.00	.350	255.19	.00
Note: Kcc = Kendall's W Coefficient of Concordance, χ^2 = Chi-Square, Sig. =Assumption Significance,n= Total Size of Data Set, df = Degree of Freedom												

To examine the level of concordance among the youths of Silchar region based on gender is computed above. The table shows that concordance for the Junior College Students (JCS)

(a) Male, the co-efficient of concordance (Kcc) range within 0.07-0.2 suggesting value nearer to zero.
(b) Female, the co-efficient of concordance (Kcc) for all the units ranges between 0.08-0.3, thusthe dimension Opinion shows the nearness to one, suggesting little agreement.

The Initially Employed Youths (IEY), as the concordance for

(a) Male, exhibits much smaller agreement as the values lays within 0.05- 0.3, having the value near to zero.
(b) Female, statistically reveals that the Kcc values are uniform and provides moderate agreement, as the value lays between 0.1-0.3

Therefore, JCS concordance for both male and female gender is revealing low to moderate Kcc values and thus H$_0$ is accepted. Whereas the Kcc values for IEY is moderate to high sating prevalence of high concordance and absence of similarities that suggest acceptance of H-1.

Table: 6- (a) Concordance Analysis of the Youths of Silchar, Assam (Income Basis)

Dimensions	Less than 50000 (N=124)		50001-100000 (N=166)		100001-200000 (N=85)		200001-300000 (N=60)		300001-400000 (N=34)		400001 and above (N=31)	
	Kcc	χ^2	Kcc	χ^2	Kcc	χ^2	Kcc	χ^2	Kcc	χ^2	Kcc	χ^2
Activity (df= 9)	.165	183.68	.154	230.74	.171	130.99	.143	77.18	.193	58.93	.221	61.72
Interest (df= 4)	.077	38.35	.073	48.70	.079	26.86	.072	17.35	.112	15.17	.095	11.78
Opinion (df= 10)	.267	330.66	.291	483.39	.347	294.58	.313	188.0	.304	103.27	.341	105.75

Note: Kcc = Kendall's W Coefficient of Concordance, χ^2 = Chi-Square, Sig. =Assumption Significance, N= Total Size of Data Set, df = Degree of Freedom

The test conducted for testing the concordance based on Yearly Income of the respondents whom are earning:

(a) Less than 50000 reveals more or less inclined towards the value zero, i.e.; value ranges between 0.07-0.2 and thus concordance is low.
(b) 50,001 - 1,00,000 also set between 0.07-0.2 and therefore concordance is low.
(c) 1,00,001 - 2,00,000 shows that values ranges with 0.07-0.3 and hence concordance is moderate.
(d) 2,00,001 - 3,00,000 depicts, similar level as above with value between 0.07-0.3 and hence concordance is moderate.
(e) 3,00, 001 - 4,00, 000, moderate to high concordance with Kcc ranges 0.1- 0.3.
(f) 4, 00,000 and above, moderate agreement with Kcc ranges 0.09-0.2

Thus, in the context of overall youths of Silchar region, concordance levels of all the income groups are falling with the range of 0.7to 0.3 which are near to one denote high level of concordance, suggesting the acceptance of $H_o$and rejection of H_1.

Table: 6- (b) Concordance Analysis of Junior College Students of Silchar (Income Basis)

Dimensions	Less than 50000 (N=81)		50001-100000 (N=76)		100001-200000 (N=45)		200001-300000 (N=27)		300001-400000 (N=12)		400001 and above (N=9)	
	Kcc	χ^2	**Kcc**	χ^2	**Kcc**	χ^2	**Kcc**	χ^2	**Kcc**	χ^2	**Kcc**	χ^2
Activity (df= 9)	.151	110.28	.144	98.40	.187	75.65	.124	30.23	.216	23.30	.241	19.56
Interest (df=4)	0.59	19.15	.116	35.22	0.71	12.77	.064	6.95	.025	1.203	.071	2.542
Opinion (df= 10)	.253	204.70	.283	215.35	.341	153.60	.325	87.88	.321	38.49	.258	23.20

Note: Kcc = Kendall's W Coefficient of Concordance, χ^2 = Chi-Square, Sig. =Assumption Significance, N= Total Size of Data Set, df = Degree of Freedom

The test conducted for testing the concordance based on Yearly Income of the Junior College Students whom are having family earning:

(a) Less than 50000 reveals more or less inclined towards the value zero, i.e.; value ranges between 0.05-0.2 and thus concordance is low.
(b) 50,001-1, 00,000 also set between 0.1-0.2 and therefore concordance is moderate.
(c) 1, 00,001- 2, 00,000 shows that values ranges with 0.1-0.7 and hence concordance is high.
(d) 2, 00,001- 3, 00,000 depicts, similar level as above with value between 0.06-0.3 and hence concordance is moderate.
(e) 3, 00, 001-4, 00, 000, low concordance with Kcc ranges 0.02- 0.3.
(f) 4, 00, 000 and above,lower agreement with Kcc ranges 0.07-0.2

Thus, in the context of overall youths of Silchar region, concordance levels of all the income groups are falling with the range of 0.5 to 0.7 which are near to one denote high level of concordance, suggesting the acceptance of H_o and rejection of H_1.

Table: 6- (c) Concordance Analysis of Initially Employed Youths of Silchar (Income Basis)

Dimensions	Less than 50000 (N=43)		50001-100000 (N=90)		100001-200000 (N=40)		200001-300000 (N=33)		300001-400000 (N=22)		400001 and above (N=22)	
	Kcc	χ^2	**Kcc**	χ^2	**Kcc**	χ^2	**Kcc**	χ^2	**Kcc**	χ^2	**Kcc**	χ^2
Activity (df= 9)	.200	77.27	.179	145.27	.174	62.53	.210	62.373	.227	44.87	.242	47.91
Interest (df= 4)	.144	24.81	.053	19.15	.094	15.04	.087	11.53	.200	17.62	.137	12.75
Opinion (df= 10)	.318	136.75	.312	280.98	.374	149.47	.323	106.50	.384	76.63	.403	88.73

Note: Kcc = Kendall's W Coefficient of Concordance, χ^2 = Chi-Square, Sig. =Assumption Significance, N= Total Size of Data Set, df = Degree of Freedom

The test conducted for testing the concordance based on Yearly Income of the Junior College Students whom are having family earning:

(a) Less than 50000 reveals more or less inclined towards the value zero, i.e.; value ranges between 0.1-0.3 and thus concordance is high.
(b) 50,001-1, 00,000 also set between 0.05-0.3 and therefore concordance is moderate.
(c) 1, 00,001- 2, 00,000 shows that values ranges with 0.09-0.3 and hence concordance is moderate.
(d) 2, 00,001- 3, 00,000 depicts, similar level as above with value between 0.08-0.3 and hence concordance is moderate.
(e) 3, 00, 001-4, 00, 000, high concordance with Kcc ranges 0.2- 0.3.
(f) 4, 00, 000 and above, high agreement with Kcc ranges 0.2-0.4.

Thus, in the context of overall youths of Silchar region, concordance levels of all the income groups are falling with the range of 0.05 to 0.4 which are near to zero denote lower level of concordance that is more or less equal to zero, suggesting the acceptance of H_1 and rejection of H_o.

Overall Psychographic Concordance:

The overall psychographic concordance for youths of the Silchar area for both the categories called Junior College Students (JCS) and Initially Employed Youths (IEY) reveals in an average moderate to high level of agreement. Both the categories reveals variations in referred to dimensions as activity, interest and opinion which suggest the variation in the attitude, lifestyle and differences in the thought process.

Conclusion:

The study examines the concordance or attitudinal or psycho behavioral similarities among the youths of Silchar (Junior College Students & Initially Employed Youths) based on certain demographic factors as Gender, Family Composition and Income level on the yearly earning basis. This study reveals there are significant psycho graphical differences among the respondents. This disagreement may be due to the difference within the standard of living, household surroundings, cultural norms, social taboos, and consumer consciousness. Other than these the group exhibits differences in the behavior due to common need, priorities etc. Therefore, the above discussion states that further exploration to open out the psychographic pattern is needed for future research.

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