

CHAPTER II
DEMOGRAPHIC/SOCIO-ECONOMIC PROFILE OF
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Introduction

Buying behaviour is largely determined by demographic/socio-economic factors. In this type of research work, there is a need to highlight the demographic/socio-economic characteristics of the sample. Considering this sample a representative one, one can definitely develop or can extrapolate the characteristics of consumer at large. Demographic/Socio-Economic profile and its analysis would definitely reveal many factors of randomly selected households. Any marketer whether in the industrial products or consumer products needs to get the feel of the market via Robust Sampling. Overall business strategies to exploit a potential market would definitely be based on the basic information which one collects through such demographic/socio-economic survey. Such a cross sectional sample would definitely give a snapshot at a point of time but nevertheless it is always more rewarding and informative to any business analyst.

In the present study, we have selected 300 households through random sampling and have collected information through well-designed questionnaire. All the respondents have given information on almost all aspects, which are covered by the researcher. For our research work, we have collected information from the households on different parameters namely, Sex, Age, Qualification, Income, Size of the family, Type of the family, Occupation etc.

The ultimate aim of this research is to probe further in to the area of consumer durables buying behaviour by the households. We have tried to quantify some of the parameters so that we can have more meaningful analytical prospective. One must accept the fact, in a changing world like ours, the necessities of conducting such surveys continuously or at a regular interval is a must. Based on this one must admit that the conclusions drawn based on the information collected and analyzed by the researcher are not going to last forever because the environment is changing, markets are changing and even consumer mindsets are changing. In such a scenario the primary information pertaining to the market becomes very vital and useful. In this chapter, we have tried to analyse the demographic/socio-economic profile of a randomly selected sample.

Demographic/Socio-Economic Profile of Sample

Table 2.1
Demographic/Socio-Economic Profile of Respondents

Sr.No.	Factors		No.	%
1.	Sex	a. Male	275	91.7
		b. Female	25	8.3
2.	Age	a. < 34 years	69	23.0
		b. 35-45 years	102	34.0
		c. 46 years & above	129	43.0
3.	Occupation	a. Service (Trans)	29	9.7
		b. Service (Non-Trans)	72	24.0
		c. Business	99	33.0
		d. Profession	100	33.3
4.	Educational Qualification	a. Undergraduate	35	11.7
		b. Graduate	153	51.0
		c. Postgraduate & above	112	37.3
5.	Family Size	a. Up to 4 members	201	67.0
		b. 5 or more members	99	33.0
6.	Earning Members	a. Up to 2 members	276	92.0
		b. 3 or more members	24	8.0
7.	Family Type	a. Joint	88	29.3
		b. Nuclear	212	70.7
8.	Monthly Income	a. < 10,000	46	15.3
		b. 10,000 - 19,999	131	43.7
		c. 20,000 - 29,999	102	34.0
		d. 30,000 & above	21	7.0
9.	Husband Educational Qualification	a. Undergraduate	36	12.0
		b. Graduate	158	52.7
		c. Postgraduate	106	35.3
10.	Wife Educational Qualification	a. Undergraduate	60	20.0
		b. Graduate	184	61.3
		c. Postgraduate	56	18.7
11.	Child Educational Qualification	a. Undergraduate	202	67.3
		b. Graduate	67	22.3
		c. Postgraduate	31	10.3
12.	Type of House	a. Own	274	91.3
		b. Rental	26	8.7
13.	Life Insurance of Husband	a. Yes	270	90.0
		b. No	30	10.0
14.	Life Insurance of Wife	a. Yes	233	77.7
		b. No	67	22.3
15.	Life Insurance of Child	a. Yes	85	28.3
		b. No	215	71.7
16.	Medical Insurance of Husband	a. Yes	137	45.7
		b. No	163	54.3
17.	Medical Insurance of Wife	a. Yes	108	36.0
		b. No	192	64.0
18.	Medical Insurance of Child	a. Yes	66	22.0
		b. No	234	78.0

The above table shows the demographic/socio-economic profile of 300 respondents, as follows,

1. Sex

Sex has always been very important segmentation variable. In recent years, however, sex roles have blurred, and gender is no longer an accurate way to distinguish consumers in some product categories, e.g. women are buying their own auto-mobiles and men have become significant user of skin care and hair products. It is becoming common to see magazine, advertisements and TV commercials that depict men and women in roles traditionally occupied by the opposite sex. For example, (i) many advertisements reflect the expanded child-nurturing roles of young fathers in today's society (advertisement of [Farex Serial] on TV). (ii) Many advertisements reflect the house care taker role of a father (Ariel advertisement on TV).

Women are the critical family influencers or decision makers for many products and services that are used by other family members, e.g. women frequently purchase their 'husbands' or 'sons' underwear (LUX underwear advertisement on TV). Women also influence the purchase of products consumed jointly by household members (buying of a Car for the entire family e.g. Cielo Car advertisement on TV).

"Sex is probably an obvious basis for consumer market segmentation. In many product categories e.g. autos, women typically look for different products benefit than men do. Market segmentation by sex is also useful because many products have been traditionally purchased by one sex or another. However, some of the buying patterns are breaking down, and marketer certainly should be alert to changes involving their products e.g. today men are frequent food shoppers and women buy the gas".¹

Many product categories have been affected by the increased number of women in the work force. "The changing role of women also has tremendous marketing implications. The number of working women (married or single) is increasing. This is significant to marketers because working wives have shopping behavioural patterns and perceptions of their roles which are quite different from those of non-working wives".²

In the recent past, the profile and role of the women have undergone significant changes. She is educated and in many cases employed. The percentage of working women has been growing at a steady pace. It is now 7% in North, 12% in the East, and 16% in the West and 20% in the South. (Indian Market Demographics) Their purchasing power has increased with the growth of product categories like cosmetics, toiletries, food and beverages. Cosmetics e.g. grew six fold during the

1 William J. Stanton, "Fundamentals of Marketing" 5th edition, McGraw Hill Koga-Kusha Ltd, Tokyo, pp. 83.

2 Susan P. Douglas, "Working Wife and Non-Working Wife Families as a Basis for Market Segmentation", Marketing Science Institute Cambridge, Mass 1975.

period 1985 to 1990. Even product categories like expensive durables and scooters are of great appeal to them. Today, woman plays very important role in managing her household. She is a major factor in all purchase decisions of her family in respect of a majority of purchases. She is a powerful influencer of decisions. In buying house decorations and household appliances, she is the decision maker.

As per table 2.1 out of total 300 respondents, 275 i.e. 91.7% are male and 25 i.e. 8.3% are female.

In this study, we try to find out the preference of female and male respondents for different consumer durables.

2. Age

People change in goods and services they buy over their life times. Tastes in consumer durables are often related to age like taste in food, clothes, recreation etc. Because product needs often vary with consumer age, marketers have found age to be a particularly useful demographic variable to distinguish segments. Many marketers have carved themselves a niche in the market place by concentrating on specific age segment, e.g. nearly 55% of Cadbury's chocolates are picked up by the 18-28 age group. Procter and Gamble, Pepsi, Videocon, Hero Honda are all aiming this group with unique strategies.

Segmenting the consumer market by age group is a useful approach in the marketing of many products. Marketing executives should observe the changing nature of the age mix in the market. The major age groups of population are significant market indicators like young adults, teenagers etc. The stage of family life cycle will influence the market for many products.

Family life cycle segmentation is based on the premise that many families pass through similar phases in their formation, growth and final dissolution. At each phase, the family unit needs different products and product styles. Family life cycle is a composite variable based explicitly on marital and family status, but implicitly including relative age, income and employment status. Each stage of family life cycle represents an important target segment to a variety of marketers. The below mentioned table 2.2 indicates family life cycle and buying behaviour.

Table 2.2
Family Life Cycles and Buying Behaviour

Single Stage

Although earnings are relatively low, they are subject to few rigid demands, so consumers in this stage typically have substantial discretionary income. Part of this income is used to purchase a Car and basic equipment and furnishings for their first residence away from home-usually an apartment. They tend to be more fashion and recreation oriented, spending a substantial proportion of their income on clothing, alcoholic beverages, food away from home, vacations, leisure time pursuits, and other products and services involved in the mating game.

New Married Couples

Newly married couples without children are usually better off financially than they have been in the past and will be in the near future because the wife is usually employed. Families at this stage also spend a substantial amount of their income on cars, clothing, vacations, and other leisure time activities. They also have the highest purchase rate and highest average purchase of durable goods, particularly furniture and appliances, and other expensive items, and appear to be more susceptible to advertising in this stage.

Full Nest I

With the arrival of the first child, some wives stop working outside the home, and consequently family income declines. Simultaneously, the young child creates new problems that change the way the family spends its income. The couples is likely to move into their first home, purchase furniture and furnishings for the child, buy a washer, dryer, and home maintenance items, and purchase such products as baby food, chest rubs, cough medicine, vitamins, toys, wagons, sleds, and skates. These requirements reduce family savings and the husband and wife are often dissatisfied with their financial position.

Full Nest II

At this stage the youngest child is six or over, the husband's income has improved, and the wife often returns to work outside the home. Consequently, the family's financial position usually improves. Consumption patterns continue to be heavily influenced by the children as the family tends to buy food and cleaning supplies in larger sized packages, bicycles, pianos, and music lessons.

Full Nest III

As the family grows older, its financial position usually continues to improve because the husband's income rises, the wife returns to work or enjoys a higher salary, and the children earn money from occasional employment. The family typically replaces several pieces of furniture, purchase another automobile, buys several luxury appliances, and spends a considerable amount of money on dental services and education for the children.

Empty Nest I

At this stage the family is most satisfied with their financial position and the amount of money saved because income has continued to increase, and the children have left home and are no longer financially dependent on their parents. The couple often make home improvements, buy luxury items, and spend a greater proportion of their income on vacations, travel, and recreation.

Empty Nest II

By this time the household head has retired and so the couple usually suffers a noticeable reduction in income. Expenditures become more health-oriented, centering on such items as medical appliances, medical care products that aid health, sleep, and digestion, and perhaps a smaller home, apartment, or condominium in a more agreeable climate.

The Solitary Survivor

If still in the labor force, solitary survivors still enjoy good income. They may sell their home and usually spend more money on vacations, recreation, and the types of health-oriented products and services mentioned above.

The Retired Solitary Survivor

The retired solitary survivor follows the same general consumption pattern except on a lower scale because of the reduction in income. In addition, these individuals have special needs for attention, affection, and security.

Source : James F. Engel, Blackwell Roger D. and Paul W. Miniard, "Consumer Behaviour", 5th edition, The Dryden Press, page no. 280.

Table 2.1 shows the following,

69 out of 300 i.e. 23% respondents are below 34 years of age.

102 out of 300 i.e. 34% respondents are between 35 years and 45 years of age,
and 129 out of 300 i.e. 43% respondents are above 46 years of age.

Attempt has been made in this study to findout whether buyers of different age groups have different preference pattern for consumer durables? If yes, then what are the preferences of different age groups for different consumer durables?

Most of the companies will segment a market by combining two or more demographic variables e.g. age and income as the two major demographic variables for segmenting the consumers.

Table 2.3.
Monthly Income and Age of Respondents.

Income	Age			Total
	< 34 years	35-45 years	46 years and above	
< 10,000	13 (28.3%)	17 (37.0%)	16 (34.8%)	46
10,000 - 19,999	29 (22.1%)	41 (31.3%)	61 (46.6%)	131
20,000 - 29,999	25 (24.5%)	34 (33.3%)	43 (42.2%)	102
30,000 & above	2 (9.5%)	10 (47.6%)	9 (42.9%)	21
Total	69 (23.0%)	102 (34.0%)	129 (43.0%)	300 (100.0%)

The above table reveals the following,

1. We can see that out of 300 respondents, 46 i.e. 15.3% are having less than Rs. 10,000 p.m. income. 131 i.e. 43.7% are having in between Rs. 10,000 to 19,999 p.m. 102 i.e. 34% are falling in the bracket of Rs. 20,000-29,999 p.m. income, and 21 i.e. 7% are belonging to Rs. 30,000 p.m. and above income.
2. Out of total 46 respondents having less than Rs. 10,000 p.m. income, we have 13 i.e. 28.3% of the age group below 34 years. 17 i.e. 30.7% of the age group 35 to 45 years and 16 i.e. 34.8% above 46 years.
3. Out of total 131 respondents having income from Rs. 10,000 to Rs. 19,999 p.m., we have 29 i.e. 22.1% belonging to age group below 34 years, 41 i.e. 31.3% of the age group 35-45 years, and 61 i.e. 46.6% belonging to 46 & above years age group.
4. Out of total 102 respondents having income from Rs. 20,000 - Rs. 29,999 p.m., we have 25 i.e. 24.5% from the age group below 34 years, 34 i.e. 33.3% from the age group 35-45 years and 43 i.e. 42.2% from the age group of 46 & above years.
5. Out of total 21 respondents having income Rs. 30,000 p.m. and above, we have only 2 i.e. 9.5% belonging to age group below 34 years, 10 i.e. 47.6% of the age group 35-45 years and 9 i.e. 42.9% from 46 and above age group.

The above table shows three age breakdowns and four income breakdowns.

Now it is very clear that young people with high income would differ from the middle aged and older people with the same income level, in giving priority to

different consumer durable and vice versa, because consumer wants, capacities and willingness to buy change with the age.

3. Occupation

A person's occupation affects goods and services bought. Marketers try to identify the occupational groups that have above average interest in their products and services. A company can even specialize in making products needed by a given occupational group.

Occupation is very important measure of social class because it implies of one's social status. The major problem with segmenting the market on the basis of income alone is that income simply indicates the ability or inability to pay for a product, while actual choice may be based on personal life style, taste and values i.e. variables largely determined by occupation and education. So we can say that occupation may be a more meaningful criterion than income. Truck drivers or auto mechanics may earn as much as young executive or college professor, but the buying patterns of the first two occupations are different from the second because of the influence of attitudes, interests and other life style factors.

Education, occupation and income tend to be closely correlated. Because of the interrelationship among these three variables, education, income and occupation are combined in to a social class which reflects values, attitudes, tastes and life style, e.g. a doctor and plumbing contractor earning the same income, but with different educational backgrounds, are likely to spend their money in different ways.

For this study, occupation is mainly divided in to three categories, (i) Service class (ii) Business class (iii) Professional class.

In service category, there are two types – (i) Transferable service and (ii) Non-Transferable service. Out of 300 respondents, 101 i.e. 33.7% belong to service category, from which 29 i.e. 9.7% form service (transferable), while 72 i.e. 24% belong to service (non-transferable).

We try to find out, whether there is any specific difference in the priority of consumer durables between Service, Business and Professional classes?. It would be very interesting to know whether transferable service class has different priorities for consumer durables than non-transferable service class. If yes, then it would be very important area, for companies manufacturing consumer durables to know and frame adequate marketing strategies to attract such consumers.

4. Education Qualification

The level of person's formal education is another commonly accepted social class standing. With an increasing number of people attaining higher level of education, we can expect to see changes in product preferences and buyers with more

discriminating taste and attitudes. Generally speaking, the more education of person has, the more likely it is that the person is well paid i.e. has a higher income and has a respected position i.e. high occupational status, e.g. Doctors and Chartered Accountants are good customers for Cellular Telephones and Computers. So while targeting specific products or services, marketers would speak in terms of occupational groups. Thus education, occupation and income are closely correlated.

In our study, we have divided respondents in to three categories of educational qualification. (i) Undergraduate (ii) Graduate and (iii) Postgraduate and above.

We have 35 out of total 300 respondents i.e. 11.7% as undergraduates. 153 i.e. 51% of the total respondents as graduates, and 112 i.e. 37.3% respondents having postgraduation and above qualification.

We make an attempt to find out whether education of respondents play crucial role in purchase of household amenities, particularly emphasis on convenience, comfort and audio-visual products.

5. Family Size

Size of the family is another important variable that influences the buying pattern of the household. Family expenditure pattern will vary in substantial portion for consumer durables according to size of the family, e.g. young married couples with no children devote larger share of their income to clothing , autos, and recreation. When children start arriving, expenditure patterns shift as the young families buy and furnish home. Families with teenagers find larger portion of their budget going for food, clothing and educational needs of their children.

Manufacturers of consumer durable items seem to believe that every new household or family is potentially a market for their products. So number of families is often more important than the size of the family, e.g. a Washing Machine manufacturer may hope to sell three Washing Machines to three households where as he would probably sell only one to a family with six people in it.

It would be very interesting to know whether the size of the family influences the purchase decisions of households for consumer durables. In this study, we have divided family in to two categories. (i) up to four members and (ii) five or more members. There are 201 households having up to four members. Which comes to 67% of total 300 households. 99 households have five or more members i.e. 33% of the total 300 households.

6. Earning Members

“Dual Career” families are no longer the exception. Some view that it has a necessity to achieve a reasonable standard of living. For others, particularly households that include two professionals, it has made the ownership of many

luxuries possible. When both adults in the household work outside the home, it affects not only the ability to buy but also the choice of products and the time in which to buy and consume them.

For this study, we have divided households in to two categories, (i) households having up to two earning members and, (ii). households having three or more earning members.

Out of total 300 households, we have 276 i.e. 92% having up to two earning members. If we further divide this category then out of 276, we have 161 households having one earning member i.e. 58% while 115 households have two earning members i.e. 42%. 24 i.e. 5% of the total 300 households are having three and more earning members.

7. Family Type

Family as a primary group exercise has considerable influence on the consumer behaviour particularly in Indian context. The tastes, likes and dislikes, and lifecycle of persons are rooted in the family buying behaviour. The family may be a 'nuclear' or a 'joint' family.

'Nuclear' family is one where is the immediate group of father, mother and children live together. 'joint' family or 'extended' family refers to the nuclear family and other close relations like grand parents, uncle, aunts, cousin and in-laws.

The family influences consumer buying behaviour may be found in two major ways, (i) Family influences on individual personality, characteristics, attitudes and evaluative criteria, and, (ii) If influences decision – making process involved in purchase of goods and services.

Consumer researchers have revealed that in every family there is a role specialization. It means that every member in the family has specific role to play in making the family purchases. For many years women have done most of the family buying. They still have influence in buying decisions and do actual purchasing, but men have entered the family buying picture. Self service store appeal to men and also encourage men to play a role in family purchasing. In recent years teenagers and young children have become decision makers in family buying as well as actual purchaser and user. Purchasing decisions are often made by jointly by husband and wife.

An Ahmedabad study revealed that "For detergents and other washing materials it was mainly the housewife who decided on the brand, for radios and Refrigerators the decision making was done by husband alone or jointly with the wife".³

According to Bennet and Kassarian, "As the family grows older, roles become more specialized, the decision making for any given product becomes more unilateral and quite obviously, the pattern of consumption and purchase charges".⁴

The head or karta of an Indian joint family may decide the kind of vehicle to buy or Refrigerator to buy, but by and large it is the head lady of the family who decides what household products to buy. It is also possible that he or she may be influenced by the preferences of other members of the family or may be that ultimate buying decision has emerged out of a consensus of opinion among the family members.

In our study, we have 88 i.e. 29.3% of the total 300 households as joint family and 212 i.e. 70.7% of the total as nuclear family.

8. Monthly Income

Income is the most powerful economic factor that influences and conditions consumer behaviour. It gives purchasing power to consumers, which help them to an exchange or create purchase sale transaction. Hence from marketing point of view income is more important.

Individual or family income is very important demographic/socio-economic variable. Income is a popular element of social-class standing. Marketers have to find out how consumers spend their incomes because that reflects different values, e.g. a blue collar plumber and a white collar bank manager both may earn the same income per year, yet because of social class differences, each will spend that income in a different way.

The entire income of an individual is seldom available for spending. Before a consumer can use his income for consumption or saving purposes, there are certain demands on it. These demands are in the form of govt. taxes, debt repayment, basic needs like food, clothing and shelter, education and health care etc. It is only after having met these demands that consumer is left with income that may be disposed off in the manner that he desires. This residual income is called " Disposable Personal Income". The changes in disposable personal income are relevant to consumer buying decisions. So when disposable personal income declines, consumers reduce their

3 Matthai, R.J. and M.N. Vora, "Role of Opinion Leaders in Marketing Communications". In Subhas C. Mehta (ed.), *Indian Consumers*, Bombay, Tata McGraw Hill, 1973, pp. 127-133.

4 Bennet P.D. and H.H. Kassarian, "Consumer-Behaviour", New-Delhi, Prentice Hall of India, 1976 pp, 102.

spending and when disposable personal income increases consumers are tempted not only to buy more but buy more of luxury items that enhances quality of life e.g. consumer durables such as Refrigerator, Coolers, Air Conditioner etc.

The relationship between spending and income has been brought out by the famous British Economist, Lord Keynes. According to him, "the fundamental psychological law, up on which we are entitled to depend with great confidence both a priori from our knowledge of human nature and from the detailed facts of experience, is that men are disposed, as a rule and on the average, to increase their consumption as their income increases, but not by as much as the increase in their income".⁵

In this connection, Earnest Angel, a German statistician, observed that while rising family income tended to be accompanied by increased spending in all categories, the percentage of income spent on food tended to decline, the percentage spent on housing and household operations tended to remain constant, and the percentage spent on other categories of commodities such as clothing, transportation, recreation, health and education as also saving tended to rise. This observation is known as "Angle's Law of Consumption".

This has been supported by a study carried out by Mr. D.B. Gupta, in India, that there is a tendency for elasticity co-efficient for expenditure on various food items to decrease with a rise in the level of real income.⁶

Consumer behaviour is influenced not only by the current disposable income available but also by the future income expectations of a consumer. For example, if income expectations are weak than there will be a tendency to spend less and save more in the present and vice versa.

While relating to consumer behaviour with income in the Indian context, the income of the family is very important and relevant. The joint family system is an important characteristic of the Indian society. In such families, it is not the income of an individual member that matters but it is the total income of the whole family that matters.

We have divided households into four categories on the basis of monthly income as follows, Households having, (i) Less than Rs. 10,000 p.m. (ii) Rs. 10,000 to Rs. 19,999 p.m. (iii) Rs. 20,000 to Rs. 29,999 p.m. and, (iv) Rs. 30,000 p.m. and above.

5 Keynes J.M. , "The General Theory of Employment, Interest and Money", New York, Harcourt Brance, 1935, p.96.

6 Gupta D.B., "Consumption Patterns in India : A Study of Inter-Regional Variations", Bombay : Tata McGraw Hill, 1973. p.152.

In our study, we have 46 i.e. 15.3%, 131 i.e. 43.7%, 102 i.e. 34% and 21 i.e. 7% of the total 300 households falling in the 1st, 2nd, 3rd and 4th category respectively.

In our study, we try to find out whether a rise in the income results in to increased spending by consumers, specially on the product categories that raise their standard of living.

9. i) Husband Education

With an increasing number of people attaining higher levels of education. We can expect to see changes in product preferences and buyers with more discerning taste and higher incomes. Person's education is a widely accepted measure of social class behaviour. In reality there is a close association between occupational status, income and education.

In our study, out of 300 households 36 i.e. 12% are undergraduate, 157 i.e. 52.3% are graduates, 106 i.e. 35.3% have postgraduation and above qualification.

ii) Wife Education

In the recent past the role of the women have undergone significant changes because they are educated and in many cases employed. Today, housewife is an active partner in the family. She plays very important role in managing her household. In respect of a majority of purchases, she is the sole decision maker and is the rest of the purchases, she is influencer of decisions. She has acquired a place in the society by virtue of her education and employment. Purchases meant for children are mostly decided by her. In buying home decorations and household appliances, she is the decision taker. Her education and social background make her a discriminating buyer. She is willing to try new things but she does not adopt any product instantly. She will adopt products only if she is convinced satisfied. Today, housewife, because of her education, is not only a cost conscious buyer, but also a quality conscious buyer. She possesses a good degree of awareness of changes taking place in her environment. Her own growing education level and growth of media have contributed to this development. TV and Magazines carry lot of information targeted at her. They carry information on a variety of products and services and also on personal and family issue. The housewife is also becoming used to more and more leisure because of her education and employment. Time saving household appliances hold-out great charm for her.

Out of 300 households, 60 i.e. 20% are undergraduates, 184 i.e. 61.3% are graduates and 56 i.e. 18.7% have postgraduation and above qualification.

From this, we can say that 80% women are either graduates or postgraduate or more qualified. So education amongst women is fairly high. It would be very

interesting for us to find out how education of women influences the buying pattern of the consumer durables for the household.

iii) Child Education

Today children or teenagers are becoming a significant market segments. They are also becoming sources of influence on the purchase decisions of products of their parents. They are more modern, well informed and adventurous than their elders. They always seek novelties, they are after a new look and variety. They are more receptive to change than their elders. Today children or teenagers play a role of decision maker for many products.

In our study, out of 300 households, 202 i.e. 67.3% are having undergraduate children (including school going), 67 i.e. 22.3% are having graduates teenager and 31 i.e. 10.3% are having children postgraduate or more qualified.

10. Type of House

In our study, out of total 300 households, 274 families i.e. 91.3% are having own house, while 26 i.e. 8.7% are having rental house.

It would be very interesting to study the priorities of families having own house and families having rental house. Families which have taken housing loans, obviously, monthly installment to Financial Institutions towards payment of debt would determent to purchase of consumer durables. Thus it will influence the purchase decisions for consumer durable of such families having own house. Because of the monthly installment obligation and in case of families having rental house, rent obligation, both these families have to postpone the purchase of consumer durable.

11. a) Life Insurance of Husband

Out of total 300 households 270 i.e. 90% families are having husband life insured, while only 30 i.e. 10% families are not having husband life insured.

b) Life Insurance of Wife

Out of total 300 households 233 i.e. 77.7% families are having wife life insured while only 67 i.e. 22.3% families are not having wife life insured.

From this we can say that safety feeling is dominated in the families and so we find 90% husband and 77.7% wife life insured.

c) Life Insurance of Child

Out of total 300 households only 85 i.e. 28.3% families are having children life insured, while 215 households i.e. 71.1% are not having children life insured.

12. a) Medical Insurance of Husband

Only 45.7% families having husband medical insurance while 54.3% families are not having husbands' medical insurance.

b) Medical Insurance of Wife

Only 36% families are having wife medical insurance while 64% families are not having wife medical insurance.

From the above, we can say that people do not give much importance to health like life safety. They are reactive rather than proactive. They believe in cure rather than prevention.

c) Medical Insurance of Child

Only 22% families are having children's medical insurance while majority i.e. 78% do not have.

Table 2.4
Earning Members and LIC

Earning Members	Not Insured	Insured	Total
1	37 (23%)	124 (77%)	161
2	26 (22.6%)	89 (79.4%)	115
3 or more	9 (37.5%)	15 (62.5%)	24

From the above table, we can say that out of total 300 households, 161 i.e. 53.7% are having only one member earning.

115 out of 300 households i.e. 38.3% are having two members earning in families and 24 out of 300 households i.e. 8% are having three or more members earning in the families.

Out of 161 households having one member earning, 37 i.e. 23% are not having LIC while 124 i.e. 77% are having LIC policy.

Out of 115 households having two members earning in the family, 26 i.e. 22.6% are not life insured while 89 i.e. 79.4% are life insured.

Out of 24 households having three and more members earning in the family 9 i.e. 37.5% are not life insured while 15 i.e. 62.5% are life insured.

From the above we can say that people are aware about the safety of their life and so they give due weightage to life and priority to life insurance.

Table 2.5
Earning Members and Medical Insurance

Earning Members	Not Insured	Insured	Total
1	99 (61.5%)	62 (38.5%)	161
2	75 (65.2%)	40 (34.8%)	115
3 or more	19 (79.2%)	5 (20.8%)	24

From the above, we can say that out of 161 households, 99 i.e. 61.5% are not having medical policy while 62 i.e. 38.5% are having medical insurance.

Out of 115 households, 75 i.e. 65.2% are not having medical insurance while 40 i.e. 34.8% are having medical insurance.

Out of 24 households, 19 i.e. 79.2% are not having medical insurance while 5 i.e. 20.8% are having medical insurance.

We can see that like life insurance, people are not much aware for health or medical insurance. So very few people in all the three categories are having medical insurance. Marketer while designing their marketing strategies may keep this aspect in their mind, and can come out with better marketing strategy.

Table 2.6
Occupation and LIC

Occupation	Not Insured	Insured	Total
Service (Trans)	8 (27.6%)	21 (72.4%)	29
Service (Non-Trans)	18 (25%)	54 (75%)	72
Business	20 (20.2%)	79 (79.8%)	99
Profession	26 (26%)	74 (74%)	100

From the above, we can say that people of all occupational categories are much aware about life insurance and so majority of them are having life insurance policy.

Table 2.7
Occupation and Medical Insurance

Occupation	Not Insured	Insured	Total
Service (Trans)	17 (58.6%)	12 (41.4%)	29
Service (Non-Trans)	57 (79.2%)	15 (20.8%)	72
Business	68 (68.7%)	31 (31.3%)	99
Profession	51 (51%)	49 (49%)	100

From the above, we can say that people of all occupational categories are not giving importance to medical insurance like life insurance. Service (transferable) and professional people are more aware about medical insurance i.e. 41.4% and 49% respectively than service (non-transferable) and business class people.

Table 2.8
Type of House and LIC

House	Not Insured	Insured	Total
Own	60 (21.9%)	214 (78.1%)	274
Rental	12 (46.2%)	14 (53.8%)	26

Out of 274 households having own house 21.9% not life insured while 78.1% are life insured.

Out of 26 households, having rental house 46.2% are not having life insurance while 53.8% are having life insurance.

From this we can say that rental house owners do not give much weightage to LIC like households who owns their house. This clearly indicates that both these households have different priorities. This may be because they have rental obligation.

Table 2.9
Type of House and Medical Insurance

House	Not Insured	Insured	Total
Own	174 (63.5%)	100 (36.5%)	274
Rental	19 (73.1%)	7 (26.9%)	26

From the above table, we can say that households having their own houses as well as households having rental houses do not give much importance to medical insurance like life insurance.