# Observing First Recall versus Choice Behaviour of Consumers Possessing Different Demographic Traits

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**Abstract:** *This study determines the first recall versus choice behaviour of various consumers possessing different demographic traits for FMCG product namely toothpaste. As per the results, females, unmarried people, low aged group, less educated group and housewives should be the targeted group of companies as these are the consumers in which the habit of first recall versus choice is more found. Thus marketing managers are required to concentrate on creating loyalty among this segment of consumers.*

In order to live up to the expectations of consumers in today's market place as well as to enhance a company's image and sales figures, researchers need to understand the shopping behaviour of individuals (Rashmi, 2015). When a consumer goes to the market for buying some product, he/she may consider many brands for evaluation. . If one asks the consumer to recall the name of such brands, the consumer can make a list of that, mentioning at least more than one name of the brand for a particular product. There is a great possibility that consumer will ultimately buy that brand which is out of the brands recalled by him/her.

Since all the consumers possess different demographic traits. Thus it is very likely that different consumers mention different names of brands. Further it is interesting to observe that how many times the name of the brand first recalled by the consumers becomes the actual choice of the consumers. Hence it becomes interesting to determine first recall versus choice behaviour of different consumers possessing different demographic traits. This study makes an attempt to determine the first recall versus choice behaviour of various consumers having different demographic characteristics.

## I. Data Collection and Research Methodology

In this study, an attempt has been made to determine the first recall versus choice behaviour of consumers possessing different demographic characteristics. For the attainment of this purpose, a field survey of 300 actual consumers of brands was conducted. The survey was conducted in northern part of India covering Amritsar (24%), Jalandhar (20%), Ludhiana (22%), Chandigarh (18%) and Delhi (16%).

The scope of this study was restricted to the fast moving consumer goods (FMCG) brands. The product category chosen is toothpaste which creates importance in the minds of the consumers because of its utilitarian nature as any wrong purchase could result into serious dental problem. Thus a consumer is very conscious while indulging in buying process of this product.

Out of the total respondents, 48% were male and 52% were females. The percentage of married respondents was 55% and unmarried was 45%. About 30% and 49% of the respondents were of 18-24 years and 25-35 years of age group respectively whereas 21% were above 35 years. Only 10% of the respondents were under graduate, 30% were graduate and 60% were postgraduate and professionally qualified. Out of total respondents, 32% were self employed, 11% were student, 8% were housewives, 33% were salaried person and 6% were retired personnel. Fifteen percent of the respondents were earning up to Rs.15000/-, 31% were having Rs.15001/- to Rs.25000/-, 28% were in Rs.25001/- to Rs.35000/- income group and 26% were earning above Rs.35001/-.

## II. Measure of Variables

*First recall versus Choice*: Evoked set is the set of brands in the product class the buyer actually considers while making a brand choice (Spiggle and Sewall, 1987). The evoked set size of the respondents was made by asking them to state the name of the brands that they would recall while buying toothpaste. Accordingly the dependent variable was allotted a binary value. If the consumers mentioned the same name of the brand which they recalled first and finally chose, they were allotted a value of 1, otherwise 0.

*Gender:* Gender represents two categories male and female. Female is taken as base category. If the respondent was male, the value was taken as 1, zero otherwise.

***Marital Status:*** In case of marital status, the respondents belonged to only two categories; married and unmarried. Unmarried category was taken as base category. Thus its value was zero. And if the respondent is married, its value was 1.

***Age***: Value of one has been assigned to the respondents who were under 25 years of age. Subsequently the values of 2, 3, and 4 have been assigned for the age group 25-40 years of age, 41-54 years and 55+ years respectively for respondents.

***Education***: A value of one was assigned to the respondents who were under graduates. Subsequently the values of 2 and 3 were assigned for graduates and postgraduates/professionally qualified.

***Income***: There were four groups of income a) less than Rs.15000/- b) Rs.15001/- to Rs.25000/- c) Rs.25001/- to Rs.35000/- d) Rs.35001/- and above. The values of 1, 2, 3, and 4 were assigned to each income group respectively.

***Occupation***: Four dummy variables were taken (self employed, salaried, housewives, and retired personnel) and 'student' was taken as base category.

## III. Method

In this study, first recall versus choice was in binary foam. Thus logit model was used to determine the relationship between demographic characteristics and first recall versus choice. The regression equation is shown as under.

$$Y_{\text{first recall versus choice}} = \alpha + \beta_{\text{Gender}}X_{\text{Gender}} + \beta_{\text{Age}}X_{\text{Age}} + \beta_{\text{Marital status}}X_{\text{Marital status}} + \beta_{\text{Education}}X_{\text{Education}} + \beta_{\text{Income}}X_{\text{Income}} + \beta_{\text{Salaried}}X_{\text{Salaried}} + \beta_{\text{Housewife}}X_{\text{Housewife}} + \beta_{\text{Busienss}}X_{\text{Business}} + \beta_{\text{Retired}}X_{\text{Retired}}$$

(1)

## IV. Results

The above mentioned equation was tested through E-Views and results are shown in Table 1.

**Table 1: Results of Logit model**

| Variables | Parameter estimate | t-ratio |
|---|---|---|
| Constant | 10.252 | 14.933* |
| Gender | -0.614 | 4.733* |
| Marital status | -0.238 | -2.602* |
| Age | -1.561 | -3.212* |
| Education | -0.807 | -3.903* |
| Income | 0.562 | 2.292** |
| Occupation (Business) | -0.163 | 1.278 |
| Occupation (Service) | -0.883 | 0.585 |
| Occupation (Housewife) | 0.969 | 1.893*** |
| Occupation (Retired personnel) | 0.215 | 1.131 |

Note: * means highly significant, ** means significant at 1%, *** means significant at 5%.
Table 1 revealed that all variables were found to be significant except occupation (business, service, retired personnel).

Result represented that first recall versus choice was more found in females as compared to males. Unmarried people also had a habit to choose the same brand which they recalled first as compared to married people. While analysing age, it was found that the habit of first recall versus choice reduced with the increase in age. Coefficient value of education revealed that with the increase in education level of the consumers, the chance of first recall versus choice decreased. Table 1 revealed that increase in income level of the consumers increased the likelihood of first recall versus choice. While talking of occupation, housewife was found to choose the same brand of toothpaste which she recalled first.

## V. Discussion

This study extracted that segment of consumers who choose the same brand which they first recalled. As per the results, females, unmarried people, low aged group, less educated group and housewives should be the target of companies as these are the consumers in which the habit of first recall versus choice is more found. Thus it becomes very important for the companies to determine the ways so that they can remain in the minds of the consumers at their first recall. Hence marketing managers are required to concentrate on creating loyalty among this segment of consumers.

## VI.    References

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## Profile of Author:

**Dr. Rashmi** is working as an Assistant Professor in D.A.V. College, Bathinda.  She is M.Com, PhD. Her one book titled *Consumer Choice Process: An Empirical Study of Indian Consumers* is released. Her **fourteen** articles have been published in Vikalapa The Journal of Decision Makers, IUP Journal of Marketing Management, Asia Pacific Business Review, XLRI Management and Labour Studies, Management and Change, Journal of Management and Information Technology, Vishwakarma Business Review (2) IITM Journal of Management and IT, Global Advanced Research Journal of Management and Business Studies, Tecnia Journal of Management Studies, Gian Jyoti E-Journal, Journal of Research in Marketing, SOP Transaction on Marketing Research. Her two articles are in process of communication and recently she is working on another article. She has participated in national conferences and also one paper has been presented at an international conference. She has two years and eight months of research experience and four years of teaching experience. She has acted as a reviewer for Journal of Promotion Management, SOP transactions on Marketing Research and Journal of Social Science Research. She is editorial board member of SOP transactions on Marketing Research, Global Research Journal of Business Management, Global Research Journal of Marketing Management, Blue Ocean Research Journal.