A study on analysing the impact of demographic factors on purchasing decisions of consumers at Bajaj electronics

Umamaheswararao Gobbilla[1], Chitikena Sanjana[2]

[1]Associate Professor, Department Of MBA, CMR Institute of Technology, Hyderabad, Telangana, India.
orcid.org/0000-0002-4467-4600.
[2]Student of MBA, CMR Institute of Technology, Hyderabad, Telangana, India.

Abstract— This study investigates the influence of demographic factors—such as age, gender, income, education, and occupation—on consumer purchasing behavior at Bajaj Electronics, a leading Indian retail chain. Employing a descriptive quantitative approach, data were collected through structured surveys from 105 customers across urban and semi-urban outlets, and analyzed using statistical tools such as chi-square tests. Findings reveal that younger adults, particularly those aged 25-34, predominantly constitute the customer base, with males representing a larger share. Key purchase drivers include warranty and after-sales service, product specifications, and brand reputation. Demographic variables significantly impact product preferences, brand sensitivity, and payment modes. The results offer valuable insights for developing targeted marketing strategies and enhancing customer engagement in the competitive electronics retail sector. Overall, understanding demographic influences enables retailers to tailor offerings effectively, fostering improved customer satisfaction and business growth.

Keywords— Demographic Factors, Consumer Purchasing Decisions, Consumer Behavior, Age and Buying Patterns, Gender Influence, Occupation and Consumer Choice.

I. INTRODUCTION

In the complex world of consumer behaviour, purchasing decisions are rarely driven by a single factor. Instead, they are shaped by a tapestry of influences, with demographic characteristics often playing a central role. This study sets out to unravel the threads of influence that demographic variables—such as age, gender, income, education, and occupation—exert on consumer purchasing behaviour, specifically within the context of Bajaj Electronics. As one of India's leading electronics retail chains, Bajaj Electronics caters to a diverse customer base whose buying choices reflect not just personal preferences but also deeper socio-economic patterns. By analysing how different demographic groups interact with the brand and make purchase decisions, this research aims to uncover meaningful insights that can guide more personalized marketing strategies and improve customer engagement.

Understanding these demographic dynamics is essential in a competitive market where businesses must go beyond traditional sales tactics and align their offerings with the nuanced expectations of varied consumer segments. This study, therefore, serves as a step toward decoding the complex consumer landscape and helping Bajaj Electronics stay ahead in a market increasingly defined by data-driven decision-making. In the vibrant and fast-paced world of consumer electronics, understanding what influences a customer's decision to make a purchase

goes far beyond product features or price points. It requires a deep dive into the social and psychological fabric of the consumer landscape—where demographic characteristics quietly, yet powerfully, shape choices. This study embarks on a journey to unravel the threads of influence that demographic factors exert on consumer purchasing behaviour, with a focused lens on Bajaj Electronics, one of India's prominent electronics retail chains.

Every customer who walks into a Bajaj Electronics store brings with them a unique background shaped by their age, gender, income level, educational attainment, occupation, and more. These demographic attributes do not just inform what consumers buy—they influence how they think about brands, how they assess value, and how they prioritize needs versus desires. By peeling back the layers of these demographic dimensions, this research seeks to identify the patterns and preferences that drive purchasing decisions.

For Bajaj Electronics, which serves a diverse and ever-expanding customer base, the stakes are high. As competition intensifies and consumer expectations evolve, relying on generic marketing approaches is no longer sufficient. Businesses must now tailor their strategies to meet the nuanced demands of specific consumer segments. This study is rooted in the belief that data-driven insight into demographic behaviour can serve as a strategic compass—guiding everything from inventory selection to advertising tone to in-store experience design.

Through surveys, data analysis, and empirical insights, this research aims to shed light on the demographic undercurrents shaping consumer behaviour in the electronics retail sector. In doing so, it not only contributes to the academic understanding of consumer psychology but also offers practical implications for brands like Bajaj Electronics that are looking to build deeper, more profitable relationships with their customers.

Furthermore, the digital transformation in the retail sector has added a new layer of complexity to consumer behaviour. With the rise of e-commerce and Omni channel shopping experiences, understanding the demographic preferences of online versus offline shoppers has become more critical than ever. Bajaj Electronics must not only know what products appeal to different demographic segments, but also where and how these customers prefer to shop. This study explores such behaviour patterns to support more adaptive and flexible business models.

II.   LITERATURE REVIEW

Kotler & Keller (2016)--In Marketing Management, Kotler and Keller emphasize that demographic factors such as age, gender, income, occupation, and education significantly influence consumer behaviour. These factors shape preferences, buying capacity, and product perception, especially in durable goods and electronics retail.

Mohd Suki, N. (2013)--In a study on consumer shopping behaviour in Malaysia, Suki examined how demographic variables such as age, gender, income, and education level influence the evaluation of retail marketing mix elements like price, product, place, and promotion. The study found that younger consumers valued variety and promotions, while older consumers prioritized quality and accessibility. The research underscores the importance of demographic segmentation in marketing strategy formulation.

El Hedhli, K., Chebat, J. C., & Sirgy, M. J. (2019)--This research focused on the shopping well-being of consumers in malls across Canada. Findings indicated that demographic variables such as age, gender, income, and family status were significant predictors of shopping experiences. Younger and higher-income shoppers reported higher levels of shopping-related well-being, highlighting the emotional dimension of consumer behaviour influenced by demographic traits.

Rajagopal (2016)--The study in Mexico City analysed the influence of demographics like age, gender, family life cycle, and socioeconomic status on shopping behaviour. Results showed that younger consumers were drawn to malls as social spaces, while older individuals preferred convenience. Demographics also influenced shopping frequency and product choice, emphasizing the need for targeted retail strategies.

Sin, L. Y., & Tse, A. C. (2013)--Investigating online shopping behaviour in Hong Kong, this study found that younger, more educated, and higher-income individuals were more likely to shop online. Gender differences were observed in terms of product

preferences and shopping motivations. The study highlights how even in digital shopping, demographic segmentation remains crucial for effective consumer targeting.

Rao & Reddy (2021)--Their research focused on Consumer Preferences in Multi-brand Retail Stores like Bajaj Electronics and found that purchasing behaviour is increasingly shaped by younger consumers (18–35 age group), influenced by promotional offers and EMI schemes.

Singh & Mehta (2022)--In their recent study, they argue that demographics must be considered alongside psychographics for a holistic understanding of consumer behaviour in modern electronics retail. They suggest that lifestyle and technology adoption rates act as moderators to demographic impact.

Massara, F., Melara, R. D., & Shams, S. M. R. (2017)--This research on Pakistani consumers revealed that age, gender, education, and income were strong predictors of impulsive buying behaviour, especially for apparel products in malls. Young and female consumers with higher disposable income showed a greater tendency to engage in spontaneous purchases, linking demographic traits with behavioural outcomes.

Research Gap:

The existing literature extensively explores the influence of **demographic factors**—such as age, gender, income, education, and occupation—on **consumer behavior**, particularly in **retail and mall environments**. Various studies also highlight the importance of **marketing mix elements**, **shopping motivations**, and **online versus offline preferences** based on these demographic variables. However, the following key research gaps are identified:

1. **Limited Integration of Demographics with Emerging Variables:** While demographic factors have been widely studied, few studies integrate these with psychographic, behavioral, or technological factors. Singh & Mehta (2022) touch on this by suggesting psychographics as a complement, but empirical integration and modeling of such variables remain limited in the current body of research.

2. Insufficient Focus on Electronics Retail in Indian Context: Although some studies (e.g., Rao & Reddy, 2021) have looked into electronics retail in India, comprehensive, segment-specific insights are still lacking, especially considering rapidly evolving consumer preferences, digital exposure, and financing schemes (e.g., EMI options) in the Indian electronics retail sector.

3. Underexplored Emotional and Experiential Aspects in Indian Consumers: El Hedhli et al. (2019) discuss shopping well-being and emotional satisfaction in malls, but similar studies focused on Indian consumers, especially in electronics retail, are sparse. Understanding how demographics influence emotional dimensions of shopping (e.g., satisfaction, excitement, stress) remains an underdeveloped area.

4. Static vs. Dynamic Consumer Behavior: Most existing studies offer a static snapshot of demographic influences. However, longitudinal or post-pandemic studies capturing changes in consumer behavior patterns over time (due to technological advancement, digital adoption, or socio-economic shifts) are missing or insufficiently explored.

5. Lack of Segment-Specific Behavioral Analysis (e.g., Gen Z, Millennials): Although younger demographics are mentioned (Rao & Reddy, 2021; Massara et al., 2017), deep-dive segment-level analysis (like Gen Z vs. Millennials) in terms of device preferences, channel choices, or brand loyalty in electronics retail is largely absent.

6. Regional and Tier-Based Market Differences: There is limited research comparing consumer behavior across Tier I, II, and III cities or urban vs. semi-urban areas in India. Given India's demographic diversity, such comparative studies are critical for localized marketing strategies.

7. EMI and Promotional Impact on Buying Decisions: Although Rao & Reddy (2021) mention EMI schemes and offers, quantitative models measuring the exact impact of financing and promotional tools on different demographic groups are still underexplored.

Future research should aim to develop a more holistic, multi-dimensional model that includes demographics along with psychographics, emotional drivers, financing behavior, and regional variables, particularly in the context of India's evolving electronics retail landscape. This would fill a significant gap in both academic literature and practical marketing strategy formulation.

Statement of the Problem:

Despite extensive research highlighting the influence of demographic factors on consumer behaviour in retail settings, there remains a significant gap in understanding how these variables interact with emerging dimensions such as psychographics, emotional experiences, financing behaviour, and technological adoption. In the context of India's rapidly evolving electronics retail sector, existing studies offer limited insights into how diverse demographic groups—especially Gen Z and Millennials—differ in their preferences, motivations, and purchase decisions. Moreover, research seldom accounts for regional and tier-based market differences or assesses the dynamic, post-pandemic shifts in consumer behaviour.

The lack of integrated, segment-specific, and regionally contextualized studies restricts the development of effective, data-driven marketing strategies tailored to India's heterogeneous consumer base. Therefore, a comprehensive investigation that incorporates both traditional demographic variables and contemporary influencing factors is essential to better understand and predict consumer behaviour in the Indian electronics retail sector.

Need For the Study:

In today's highly competitive and rapidly evolving retail landscape, understanding consumer behavior has become a strategic imperative for electronics retailers like Bajaj Electronics. With increasing product variety, technological advancements, and easy financing options such as EMIs, consumers are no longer influenced by product features alone. Instead, factors such as age, gender, income, education, occupation, and family structure significantly shape their buying decisions.

While numerous studies have examined the role of demographics in general retail or online contexts, **there is a limited understanding of how these factors influence purchasing decisions specifically in organized multi-brand electronics retail environments in India**. Bajaj Electronics, being a prominent player in this segment, offers an ideal context to explore these patterns.Additionally, consumer preferences are continuously shifting—particularly post-pandemic—with younger, tech-savvy, and financially-aware customers becoming

dominant influencers. Recognizing how different demographic groups respond to promotions, product categories, pricing strategies, and financing schemes is crucial for developing targeted marketing strategies, improving customer satisfaction, and driving sales.

Thus, this study is essential to:

- Identify which demographic segments are most influential in purchasing behavior at Bajaj Electronics.

- Understand how demographic traits impact consumer preferences, brand choices, and payment methods.

- Assist marketers and retail managers in designing more effective, data-driven, and personalized marketing strategies based on demographic insights.

- Bridge the gap between academic research and practical retail strategy in the context of consumer electronics in India.

Objectives of the Study:

- 1. To identify and categorise the key demographic factors-including age, gender income, education and occupation- that influence consumer purchasing decisions at Bajaj electronics.

- To examine the relationship between specific demographic variables and product preferences within the electronics category, such as home appliances, mobile devices, and entertainment systems.

- To analyze the extent to which income and education levels affect consumers' brand sensitivity, price consciousness, and perceived value when shopping at Bajaj Electronics.

Scope of the Study:

This study focuses on evaluating the influence of key demographic variables—such as age, gender, income, education, occupation, and family size—on the purchasing decisions of consumers at **Bajaj Electronics**, a leading multi-brand retail chain in India specializing in consumer electronics and appliances.

The scope of the study includes:

1. **Geographical Scope**: The study will be conducted across selected Bajaj Electronics outlets, primarily in urban and semi-urban regions, to capture a diverse consumer base.

2. **Demographic Segmentation**: The research will analyze how different demographic groups (e.g., Gen Z, Millennials, working professionals, homemakers) differ in their product preferences, brand choices, budget constraints, and response to promotional offers and financing schemes like EMIs.

3. **Product Categories**: The study will cover a range of product categories including smartphones, televisions, laptops, home appliances, and accessories to assess if demographic factors influence the type of electronics purchased.

4. **Consumer Decision-Making Behavior**: It will examine aspects such as frequency of purchases, buying motivations (need-based vs. impulse), influence of family members, and sensitivity to price and offers based on demographic attributes.

5. **Retail-Specific Insights**: Unlike broader market studies, this research is specifically focused on **Bajaj Electronics' retail environment**, including in-store promotions, financing options, and customer service experiences that might be differently perceived across demographics.

6. **Time Frame**: The study will consider recent trends and behaviors, particularly **post-pandemic shifts** in consumer attitudes and purchasing habits.

7. **Strategic Implications**: The findings aim to assist Bajaj Electronics' management and marketers in crafting **targeted marketing strategies, store layouts, product assortment, and promotional campaigns** tailored to different demographic groups.

Hypotheses of the Study:

- **H_0:** There is no significant impact of demographic factors on the purchasing decisions of consumers at Bajaj Electronics.

- **H_1:** There is a significant impact of demographic factors on the purchasing decisions of consumers at Bajaj Electronics.

Limitations of the Study:

While the study aims to provide valuable insights into how demographic factors influence consumer purchasing decisions at Bajaj Electronics, several limitations must be acknowledged:

Geographical Limitation: The study may be confined to selected outlets of Bajaj Electronics, primarily in urban or semi-urban areas. As a result, findings may not fully represent consumer behavior in rural regions or across all geographical locations in India.

Time Constraint: The study is conducted within a limited time frame and may not capture long-term changes or seasonal variations in consumer purchasing behavior.

Sample Size and Representation: The research may be based on a limited sample size, which could restrict the generalizability of the findings to the broader population of Bajaj Electronics customers.

Exclusion of Non-Demographic Variables: While the focus is on demographic factors, other influential factors like psychographics (lifestyle, values), emotional triggers, brand perceptions, peer influence, and social media impact are not deeply explored.

Self-Reported Data Bias: The study relies on primary data collected through surveys or questionnaires, which are subject to respondent bias, exaggeration, or misunderstanding of questions.

Retail Format-Specific Focus: The findings are specific to Bajaj Electronics' multi-brand retail format and may not be applicable to other retail formats such as online-only platforms, single-brand stores, or e-commerce environments.

Technological and Economic Shifts: Rapid technological advancements, economic fluctuations, or changes in EMI schemes and product offerings during or after the study period may affect the relevance of the results over time.

Pandemic or External Event Influence: Post-COVID behavioral shifts or other unforeseen socio-economic events may skew consumer responses, making it difficult to isolate the effects of demographics alone.

III.   RESEARCH METHODOLOGY

The research methodology outlines the systematic approach adopted to collect, analyze, and interpret data for understanding how demographic factors influence consumer purchasing decisions at Bajaj Electronics.

1. Research Design: The study follows a **descriptive research design**, aiming to systematically describe the relationship between demographic variables (such as age, gender, income, education, occupation) and purchasing behavior (product choice, frequency, payment mode, brand preference, etc.).

2. Type of Research: This is a **quantitative research** study, using structured data collection tools and statistical analysis to test hypotheses and identify patterns.

3. Sampling Method:

- **Sampling Technique:** Non-probability convenience sampling

- **Sample Size:** Approximately 150 consumers visiting selected Bajaj Electronics stores

- **Sampling Location:** Selected urban and semi-urban branches of Bajaj Electronics

4. Data Collection Methods:

Primary Data:

- Collected through **structured questionnaires** administered to customers at Bajaj Electronics.

- The questionnaire includes both **closed-ended** (multiple choice, Likert scale) and **demographic** questions.

Secondary Data:

- Gathered from company reports, industry publications, academic journals, and previous research studies to support the literature review and context.

5. Data Analysis Tools:

- **Chi-square test** (to examine the relationship between demographic variables and purchasing decisions)

6. Variables Studied:

Independent Variables (Demographic Factors):

- Age

- Gender

- Income

- Educational Qualification

- Occupation

- Family Size

Dependent Variables (Purchasing Behavior):

- Product category preference

- Frequency of purchases

- Payment method (e.g., EMI, cash, credit)

- Sensitivity to promotions/discounts

- Brand choice

7. Time Duration of the Study:

The research will be conducted over a period of **2 to 3 months**, including time for data collection, entry, analysis, and interpretation.

8. Limitations & Ethical Considerations:

- Participants will be informed of the study's purpose and their responses will be kept **anonymous and confidential**.

- Data collection will be limited to the stated time frame and sample size.

This methodology ensures a structured and evidence-based approach to assess how demographic factors influence consumer purchasing behavior, helping Bajaj Electronics tailor marketing and sales strategies accordingly.

## IV.   DATA ANALYSIS & INTERPRETATION

1 AGE:

AGE	RESPONDENT	PERCENTAG
18-24	18	17.14%
25-34	59	56.19%
35-44	20	19.047%
45-54	6	5.714%
55 &	2	1.904%
TOTAL	105	100
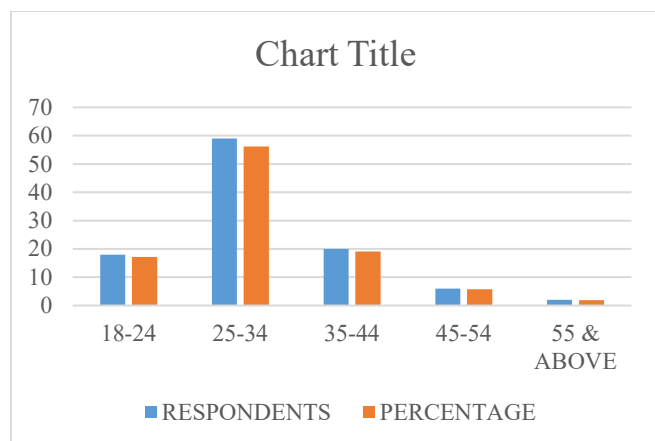
The above graph shows the age-wise distribution of 105 respondents. Most of the respondents (56.19%) are in the age group of 25-34 years, followed by 19.05% in the 35-44 age group. Young adults aged 18-24 make up 17.14% of the total respondents. Only a small percentage belongs to the 45-54 (5.71%) and 55 & above (1.90%) age groups. This indicates that the majority of participants are young to middle-aged adults.

2 GENDER:

GENDER	RESPONDENTS	PERCENTAGE
MALE	64	60.95238095%
FEMALE	41	39.04761905%
TOTAL	105	100
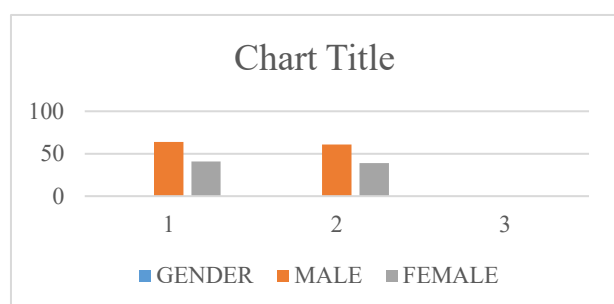
The graph shows the gender distribution of 105 respondents. Out of these, 64 are male, with percentage about 60.95% of the total. Females account for 41 respondents, which is approximately 39.05%. This means there are more male respondents than female respondents in the group. Overall, males form the majority in this sample.

3 OCCUPATION:

OCCUPATION	RESPONDE	PERCENTA
STUDENT	19	18.0952381%
SELF EMPLOYED	19	18.0952381%

SALARIED(PRIV	54	51.42857143
SALARIED(GOV	8	7.619047619
HOME MAKER	3	2.857142857
RETIRED	2	1.904761905
TOTAL	105	100
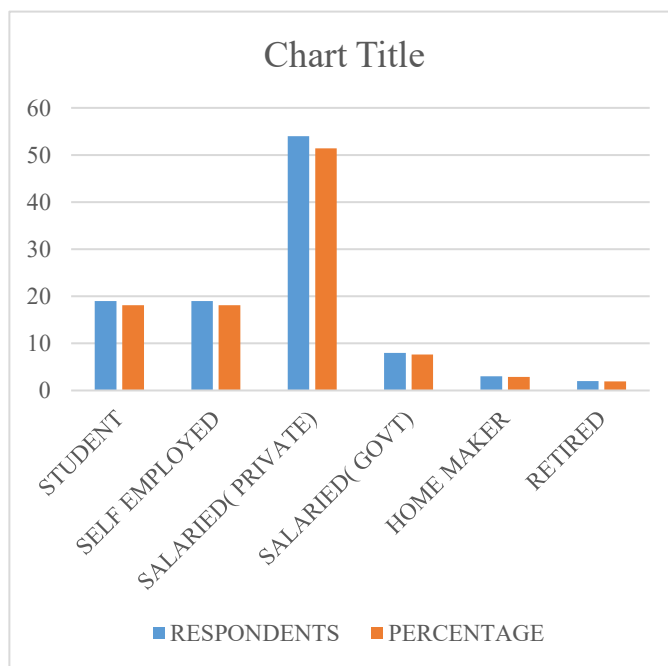
The graph presents the occupation details of 105 respondents. The majority, 51.43%, are salaried employees in the private sector. Both students and self-employed individuals make up an equal share of 18.10% each. Government salaried respondents account for 7.62%, while homemakers and retired people represent smaller portions at 2.86% and 1.90% respectively. This shows most respondents are working professionals, mainly in private job.

4 EDUCATIONAL QUALIFICATION:

EDUCATIONAL	RESPOND	PERCEN
BELOW HIGH	20	19.047619
HIGH SCHOOL	38	36.190476
UNDER GRADUATE	25	23.809523
POST GRADUATE	15	14.285714
DOCTORATE	7	6.6666666
TOTAL	105	100

Chart Title

■ RESPONDENTS ■ PERCENTAGE
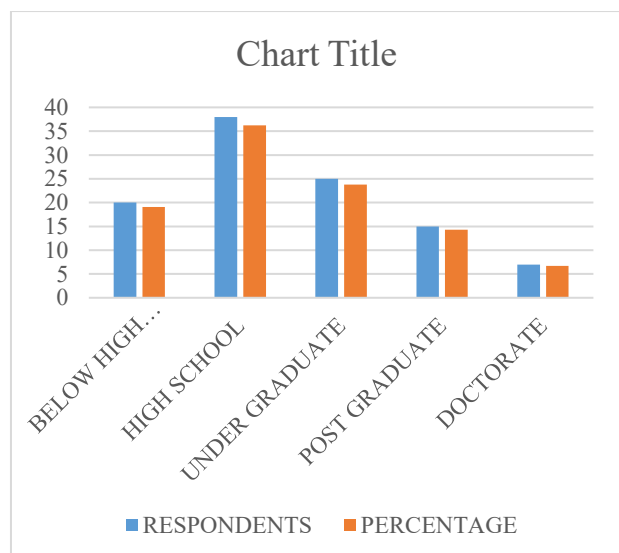
The graph shows the educational qualifications of 105 respondents. Most respondents, 36.19%, have completed high school, followed by 23.81% who are undergraduates. Those with education below high school make up 19.05%. Postgraduates account for 14.29%, while 6.67% hold a doctorate degree. This indicates a diverse mix of education levels, with the majority having at least completed high school.

5 MONTHLY INCOME:

MONTHLY	RESPONDE	PERCENTA
BELOW 20000/-	20	19.04761905
₹20000- ₹40000	24	22.85714286
₹40001-₹60000	30	28.57142857
₹60001-₹80000	14	13.33333333
₹80001-₹100000	10	9.523809524
ABOVE ₹100000	7	6.666666667
TOTAL	105	100

Chart Title

■ RESPONDENTS ■ PERCENTAGE
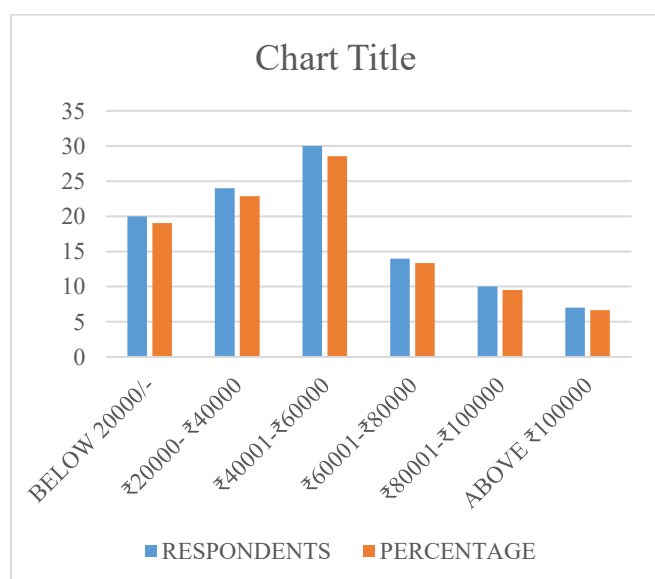
The graph shows the monthly income distribution of 105 respondents. The largest group, 28.57%, earns between ₹40,001 and ₹60,000. Those earning between ₹20,000 and ₹40,000 make up 22.86%, while 19.05% earn below ₹20,000. Smaller percentages earn higher incomes, with 13.33% earning ₹60,001 to ₹80,000, 9.52% earning ₹80,001 to ₹100,000, and 6.67% earning above ₹100,000. This shows most respondents fall in the middle-income range.

6 HOW OFTEN DO YOU SHOP AT BAJAJ ELECTRONICS?

HOW OFTEN DO YOU	RESPON	PERCE
FREQUENTLY(ONCE A	14	13.33333
OCCASIONALLY(A FEW	62	59.04761
RARELY(ONCE A YEAR	27	25.71428
THIS WAS MY FIRST	2	1.904761
TOTAL	105	100

Chart Title

■ RESPONDENTS ■ PERCENTAGE
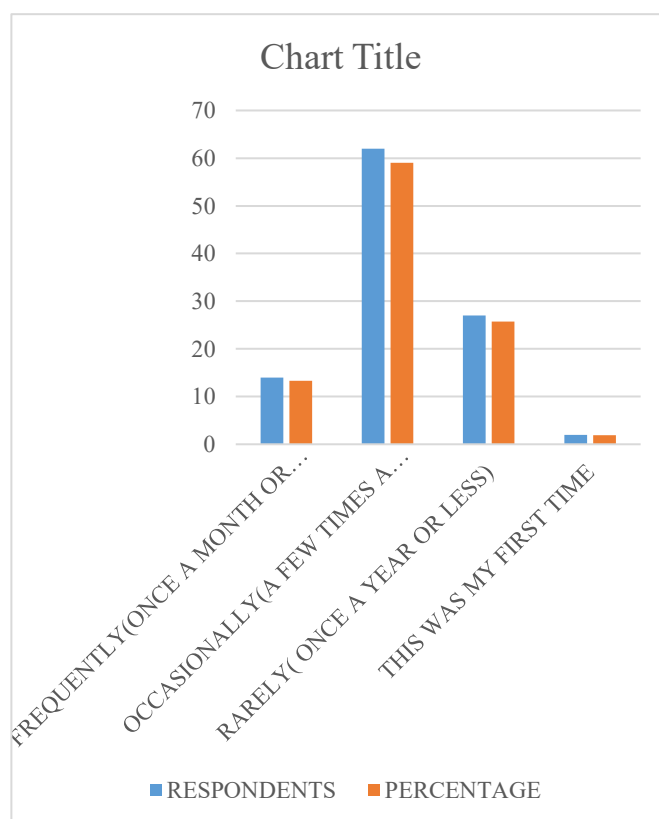
The graph shows how often 105 respondents shop at Bajaj Electronics. Most respondents, 59.05%, shop occasionally, a few times a year. About 13.33% shop frequently, meaning once a month or more. Around 25.71% shop rarely, only once a year or less. A small number, 1.90%, are first-time shoppers. This suggests

that most customers visit Bajaj Electronics occasionally rather than regularly

7 WHAT TYPE OF PRODUCTS DO YOU USUALLY PURCHASE AT BAJAJ ELECTRONICS?

WHAT TYPE OF	RESPOND	PERCEN
HOME APPLIANCES	20	19.047619
MOBILE PHONES	12	11.428571
TELEVISION	17	16.190476
LAPTOPS	15	14.285714
KITCHEN	31	29.523809
(HEAD PHONES,	10	9.5238095
TOTAL	105	100
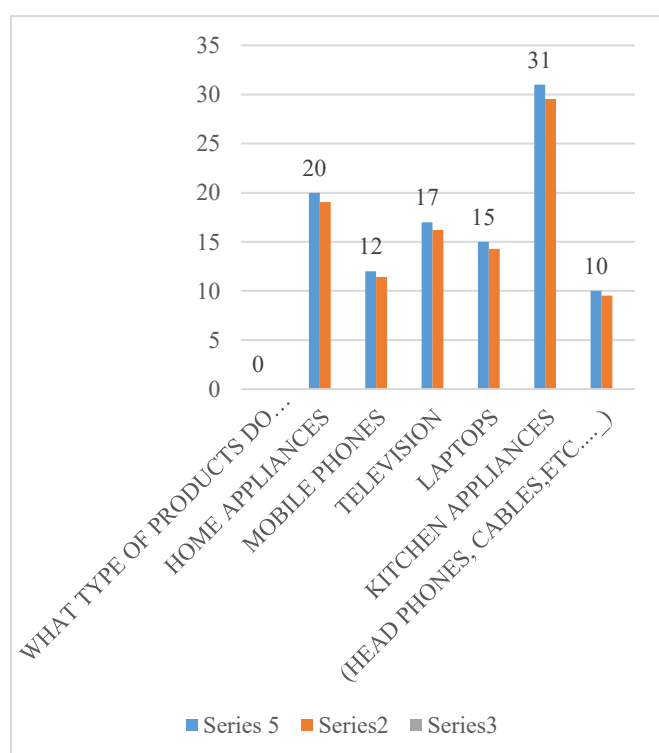
The graph shows the types of products that 105 respondents usually purchase at Bajaj Electronics. Most respondents, 29.52%, buy kitchen appliances. Home appliances are purchased by 19.05%, and televisions by 16.19%. Laptops are bought by 14.29%, while mobile phones account for 11.43%. Accessories like headphones and cables make up 9.52%. This indicates that kitchen and home appliances are the most popular product categories among customers.

8 WHAT FACTORS INFLUCENCE YOUR DECISION TO PURCHASE BAJAJ ELECTRONIC GOODS?

WHAT FACTORS	RESPON	PERCEN
BRAND REPUTATION	15	14.285714
PRICE	14	13.461538
PRODUCT	21	20%
WARRANTY & AFTET	28	26.666666
RECOMMENDATION	12	11.428571
ONLINE RATINGS	6	5.7142857
PREVIOUS	9	8.5714285
TOTAL	105	100
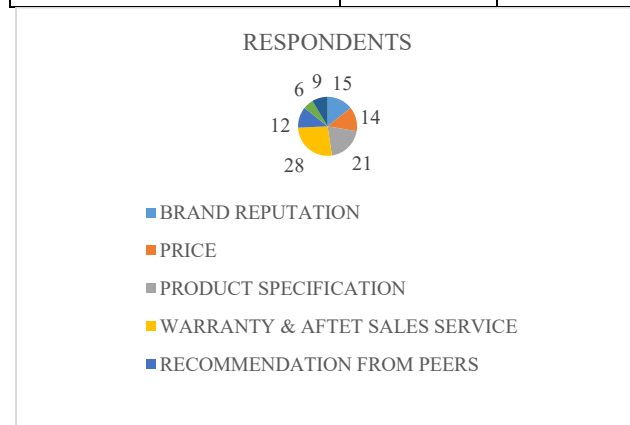
The graph shows the factors that influence 105 respondents when purchasing Bajaj Electronics goods. The most important factor is warranty and after-sales service, chosen by 26.67% of respondents. Product specifications influence 20%, followed by brand reputation at 14.29% and price at 13.46%. Recommendations from peers affect 11.43%, while previous experience and online ratings have smaller impacts at 8.57% and 5.71% respectively. This shows that customers value service and product details the most when buying electronics

9 HOW IMPORTANT IS BRAND REPUTATION WHILE PURCHASING BAJAJ ELECTRONIC GOODS?

HOW IMPORTANT	RESPOND	PERCENT
EXTREMELY	18	17.1428571
VERY IMPORTANT	37	35.2380952
MODERATELY	25	23.8095238
SLIGHTLY	15	14.2857142
NOT IMPORTANT	10	9.52380952
TOTAL	105	100

RESPONDENTS

- EXTREMELY IMPORTANT
- VERY IMPORTANT
- MODERATELY IMPORTANT
- SLIGHTLY IMPORTANT
- NOT IMPORTANT AT ALL
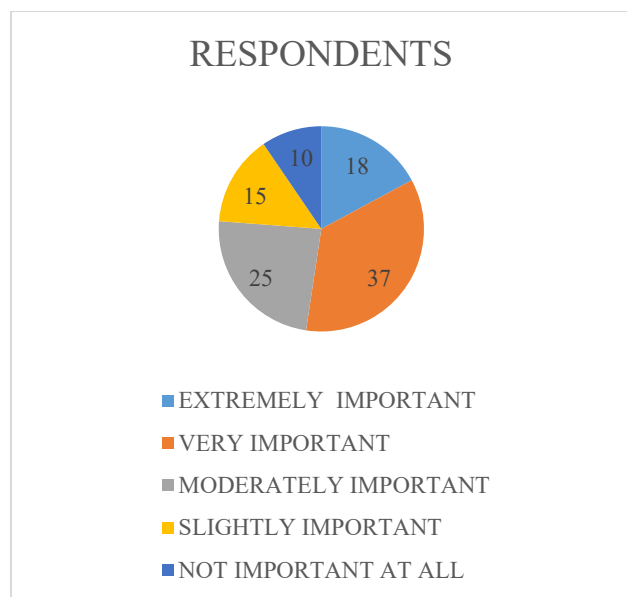
The graph shows how important brand reputation is to 105 respondents when purchasing Bajaj Electronics goods. A majority, 52.38%, consider it extremely or very important. About 23.81% find it moderately important, while 14.29% say it is slightly important. Only 9.52% feel that brand reputation is not important at all. This indicates that brand reputation plays a significant role in most customers' buying decisions

10 WHAT IS YOUR PREFERRED MODE OF PURCHASING BAJAJ ELECTRONIC GOODS?

WHAT IS YOUR	RESPON	PERCEN
ONLINE(E -	25	23.809523
OFFLINE (STOTRES)	36	34.285714
BOTH ONLINE &	41	39.047619
NOT APPLICABLE (I	3	2.8571428
TOTAL	105	100

Chart Title

- RESPONDENTS
- PERCENTAGE
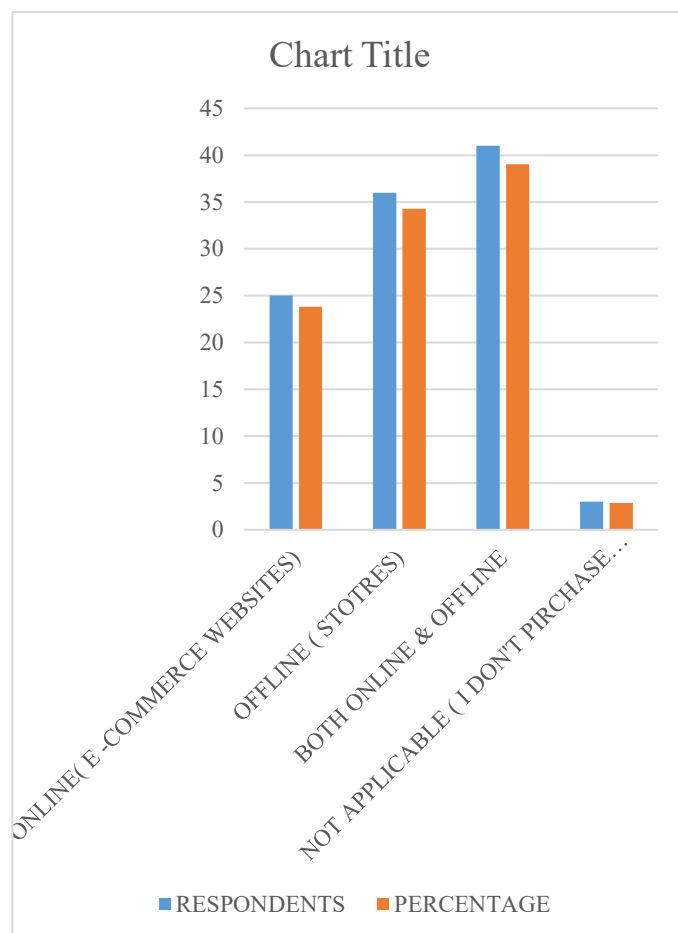
The graph shows the preferred mode of purchasing Bajaj Electronics goods among 105 respondents. Most respondents, 39.05%, prefer buying both online and offline. Offline stores are preferred by 34.29%, while 23.81% choose to shop online through e-commerce websites. A small group, 2.86%, do not purchase Bajaj Electronics products. This indicates that many customers like having the flexibility to shop both ways.

**11 WHATS SOURCES DO YOU USUALLY CONSULT BEFORE MAKING A PURCHASE DECISION?**

WHATS SOURCES	RESPOND	PERCEN
OFFICIAL BRAND	17	16.190476
CUSTOMER	25	23.809523
SOCIAL MEDIA	18	17.142857
FRIENDS & FAMILY	20	19.047619
IN-STORE	10	9.5238095
PRICES	15	14.285714
TOTAL	105	100

The graph shows the sources respondents consult before making a purchase decision for Bajaj Electronics goods. The most popular source is customer reviews, used by 23.81% of respondents. Friends and family influence 19.05%, while social media is consulted by 17.14%. Official brand websites are checked by 16.19%, and price comparison websites by 14.29%. In-store representatives are the least consulted, at 9.52%. This suggests that customers rely mostly on reviews and personal recommendations before buying.

12 DOES YOUR AGE INFLUENCE YOUR PREFERENCE FOR SPECIFIC BAJAJ ELECTRONIC GOODS?

DOES YOUR	RESPONDENT	PERCENTAG
YES	59	56.19047619%
NO	32	30.47619048%
NOT SURE	19	18.0952381%
TOTAL	105	100%
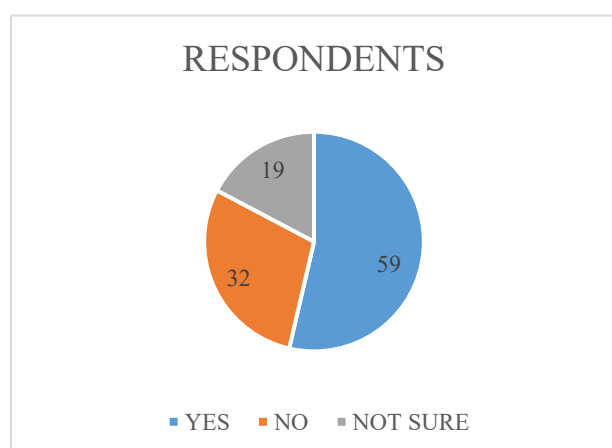
The graph shows whether age influences respondents' preferences for specific Bajaj Electronics goods. A majority of 56.19% said yes, age does influence their choice. About 30.48% said no, while 18.10% are not sure. This indicates that for most customers, age plays an important role in deciding which electronic products to buy.

**13 DOES YOUR MONTHLY INCOME IMPACT YOUR PURCHASING DECISION OF BAJAJ ELECTRONIC GOODS?**

DOES YOUR	RESPONDENT	PERCENTAG
YES	51	48.57142857%
NO	16	15.23809524%
MAY BE	25	23.80952381%
NOT SURE	13	12.38095238%
TOTAL	105	100%
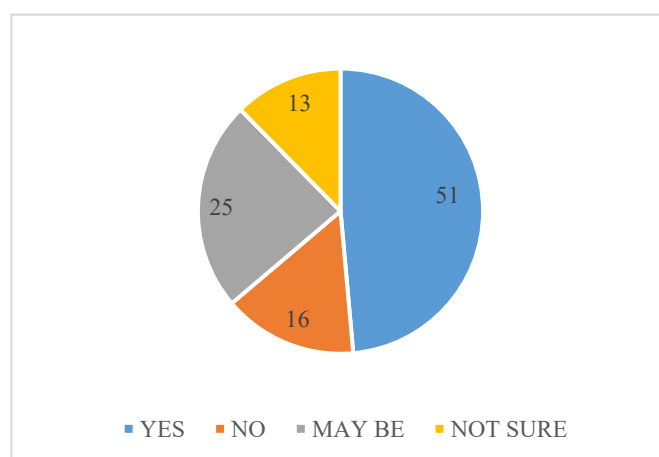
The graph shows whether monthly income impacts respondents' purchasing decisions for Bajaj Electronics goods. Nearly half, 48.57%, said yes, their income affects their buying choices. About 15.24% said no, while 23.81% responded maybe, and 12.38% were not sure. This suggests that income is an important factor for many customers when deciding what to purchase.

**14 HOW DOES YOUR OCCUPATION AFFECT YOUR CHOICE OF BAJAJ ELECTRONIC GOODS?**

HOW DOES YOUR	RESPOND	PERCEN
IT DOES NOT AFFECT	26	24.761904
I PREFER PRODUCTS	70	66.666666
NOT APPILCABLE	9	8.5714285
TOTAL	105	100
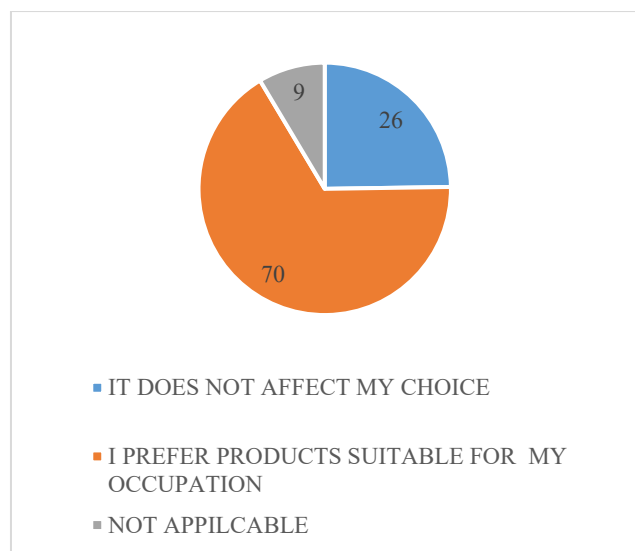
The table shows how respondents feel their occupation affects their choice of Bajaj Electronics goods. A majority, 66.67%, prefer products that are suitable for their occupation. About 24.76% said their occupation does not affect their choice, while 8.57% said it's not applicable. This means most customers consider their job needs when buying electronic products.

15 HOW DOES YOUR EDUCATIONAL QUALIFICATION INFLUENCE YOUR CHOICE OF BAJAJ ELECTRONICS?

HOW DOES YOUR	RESPOND	PERCEN
I PREFER PRODUCTS	37	35.238095
IT DOES NOT AFFECT	56	53.333333
NOT APPILCABLE	12	11.428571
TOTAL	105	100
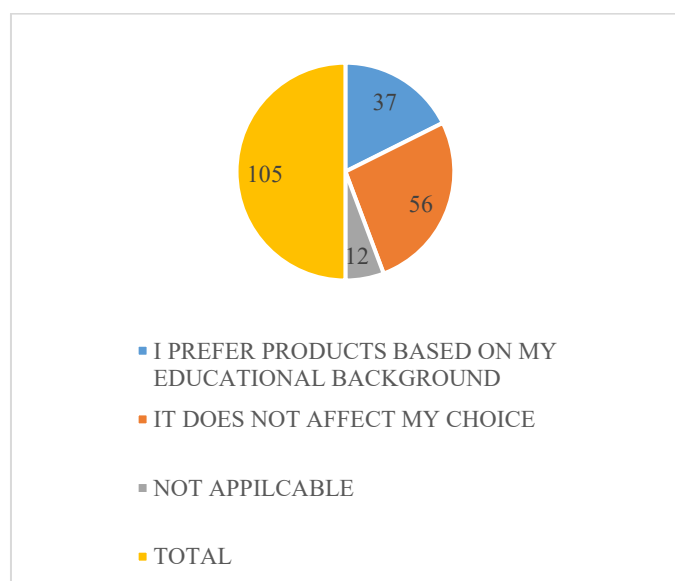
The graph shows how educational qualification affects respondents' choice of Bajaj Electronics goods. More than half, 53.33%, said their education does not affect their choice. However, 35.24% prefer products based on their educational background. About 11.43% said it's not applicable. This indicates that while education influences some buyers, most do not consider it a major factor in their purchase decisions.

STATISTICAL TOOL FOR ANALYSIS:

HYPOTHESIS TESTING:

- **H0:** There is no significant relationship between income and consumer purchasing decisions for Bajaj electronics products.

- **H1:** There is a significant relationship between income and consumer purchasing decisions for Bajaj electronics products.

- Since the table value is less than calculated value, H0 is rejected and H1 is accepted. So there is a significant relationship between income and consumer purchasing decisions for Bajaj electronics products.

V.   FINDINGS

➢ Most of the respondents are between 25 and 34 years old, showing that young adults are the main customers of Bajaj Electronics. Very few older people (above 45) took part in the survey. This suggests that Bajaj Electronics mainly attracts a younger audience.

➢ There are more male customers (about 61%) than female customers (39%). This shows that men are

➢ more likely to shop at Bajaj Electronics, or at least more represented in this survey.

➢ Most respondents are private sector employees, showing that working professionals form a large part of Bajaj Electronics' customer base. Students and self-employed individuals also form a good share, while homemakers and retirees are fewer.

➢ A large number of customers have completed high school or undergraduate education. This shows that Bajaj Electronics appeals to people with a moderate level of education, though it also has customers from both lower and higher educational backgrounds.

➢ Most respondents earn between ₹20,000 and ₹60,000 per month, suggesting that Bajaj Electronics mainly caters to middle-income groups. Higher-income groups are fewer but still present.

➢ Most customers shop at Bajaj Electronics only a few times a year, which means they visit occasionally. Very few customers shop regularly, and even fewer are first-time buyers.

➢ Kitchen and home appliances are the most commonly purchased products. This shows that Bajaj Electronics is popular for household electronics more than for gadgets like mobiles and laptops.

➢ Warranty and after-sales service are the most important factors for buyers, followed by product specifications and brand reputation. This means that customers value long-term support and detailed product features.

➢ More than half the respondents think brand reputation is very or extremely important. This shows that the company's image and trustworthiness matter a lot to customers.

➢ Most people prefer both online and offline shopping, showing that customers like flexibility. However, a slightly larger number still prefer visiting stores compared to shopping only online.

➢ Customers mostly rely on reviews and advice from family and friends before buying. Social media and official websites are also used, but in-store staff have the least influence. This means digital and personal opinions shape buying decisions the most.

➢ More than half of the respondents feel that their age affects what products they prefer. This suggests that different age groups may be interested in different types of electronics.

➢ Almost half of the respondents believe their income affects what they buy. This indicates that price and affordability play an important role in choosing products at Bajaj Electronics. Most respondents choose products that fit their job needs. This means occupation plays a strong role in deciding which electronics to purchase.

➢ Over half of the respondents feel their education does not affect their product choices. However, a good number still think it does. This shows mixed opinions, but overall, education level may not be a strong influence.

VI.   SUGGESTIONS

• Introduce promotions or campaigns that appeal more to female shoppers to balance gender participation and increase reach.

• Create job-based bundles or recommendations (e.g., home office setup for professionals, student-friendly laptops) to cater to occupation-specific needs.

• Offer simple, informative product descriptions and in-store guidance to cater to all education levels, especially those with less technical knowledge.

• Introduce EMI options, festive discounts, and mid-range product lines to target the middle-income group, which is the majority.

• Launch loyalty programs or periodic deals to encourage occasional and rare buyers to shop more frequently.

• Highlight kitchen and home appliance deals more prominently in advertisements, since they are the most purchased items.

• Emphasize warranty policies, product specs, and after-sales service in-store and online to align with what matters most to customers.

• Strengthen brand image through customer testimonials, consistent quality, and partnerships with trusted brands.

- Maintain a strong presence both online and offline. Offer seamless integration (e.g., buy online, pick up in-store) to attract customers who prefer both options.

- Improve presence on review platforms and social media. Encourage satisfied customers to leave reviews and share experiences online.

- Segment marketing by age group and promote age-relevant products (e.g., gadgets for youth, health appliances for older adults).

- Provide clear pricing options and emphasize value for money to attract price-sensitive customers.

- Use targeted advertising showing how products meet specific work-related needs, like business laptops for professionals or compact devices for travelers.

- Use visuals, product demos, and easy-to-understand guides to appeal to customers across different educational backgrounds.

VII.   CONCLUSION

The study demonstrates that the majority of Bajaj Electronics' customers are young adults, mainly between the ages of 25 and 34, and most of them are male. Customers are mostly working professionals, especially in the private sector, and belong to middle-income groups. Many have completed at least high school, showing a moderately educated customer base. People usually shop occasionally, preferring to buy kitchen and home appliances.

Warranty, after-sales service, and product features are major factors that influence purchases. Brand reputation also matters to most buyers. Customers like to shop both online and offline and rely heavily on reviews and personal recommendations before purchasing. Age, income, and occupation often influence buying decisions, while education has a mixed impact. Overall, Bajaj Electronics serves a diverse but largely young, working, and value-conscious customer base

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