

Factors Demographic affecting consumer purchasing decision

- A field study to buy a tourist car in the state of Tissemsilt -

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Abstract: *The study aimed at identifying the factors affecting the purchasing decision of the end consumer and highlighting the differences between them. To achieve this, the researcher collected the necessary information by distributing a questionnaire to On a soft sample of the community (Tissemsilt) amounted to 125 singles*

The study concluded that the purchasing decision passes through a set of stages that vary according to the type of commodity purchased and There are differences between these factors, led by internal factors, the study also showed that there are statistically significant differences in purchasing decision attributable to gender, income and family status.

Keywords: mix marketing, durable goods, purchasing decision.

JEL Classification: M31, M10

ملخص : هدفت الدراسة إلى التعرف على أثر المتغيرات الديمغرافية على القرار الشرائي للمستهلك النهائي تجاه المزيج التسويقي. ولتحقيق هذا قام الباحث بجمع المعلومات اللازمة عن طريق توزيع استبيان على عينة ميسرة من المجتمع (ولاية تيسمسيلت) بلغ حجمها 125 مفردة.

وقد توصلت الدراسة إلى أن القرار الشرائي يمر بمجموعة من المراحل تختلف حسب نوع السلعة المشتراة وأنه هناك فروق ذات دلالة إحصائية في القرار الشرائي تعزى للمتغيرات الديمغرافية لكل من الجنس، الدخل، والحالة العائلية.

الكلمات المفتاحية : المزيج التسويقي، السلع المعمرة، القرار الشرائي.

تصنيف JEL: M10, M31

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1. Introduction

In his life, the consumer performs many daily practices, such as his purchase of many goods and services that satisfy his various needs and desires, but these practices differ from one person to another according to demographic variables, and also according to the nature of the purchased good, especially if it is a durable commodity that requires consumption. A long time.

The process of buying a tourist car is one of the complicated matters that you need to collect information about, evaluate the available alternatives and compare them, leading to the final purchase decision. Based on the foregoing, we raise the following problem:

Is there a difference in the impact of demographic variables towards the marketing mix affecting the purchase decision of a tourist car in the state of Tissemsilt?

Sub questions:

- * What is the marketing mix? And what are the durable goods?
- * What is the purchasing decision? How is it taken?
- * What is the impact of demographic variables on the purchasing decision towards the marketing mix?

Assumptions:

- * H0 There is no variation in the marketing mix influencing the purchasing decision due to the demographic variables at the level of significance $\alpha = 0.05$.
- * H1 There is a variation in the marketing mix affecting the purchasing decision, which is attributed to the demographic variables at the level of significance $\alpha = 0.05$..

Study objectives: These are:

- * Identify the reasons that lead to the purchasing decision.
- * Knowing if there is a difference in the factors affecting the purchasing decision due to demographic variables.
- * Know how the car itself influences the buying decision.

the importance of studying:

In view of the distinctiveness of consumer behavior by change and dynamism, and in view of the environment variables and its complexity, especially in the field of buying cars, and due to the fluctuations and fluctuations in prices, especially in recent times, the importance of the study is in knowing whether demographic variables affect the purchasing decision.

2- What is the marketing mix:

2-1 The Marketing Mix Concept: It is the set of specialized institutional activities and events through which the flow of goods and services is ensured to the places of their purchase, in order to achieve maximum values for buyers and the desired profit. This mixture was called 4PS (product, price, promotion, and distribution (Prid & ferrill, 2009).

2-1-1 Product: It is one of the most important components of the marketing mix, and is expressed as a commodity, idea or service that the consumer can obtain through the exchange process between him and the seller for in-kind or cash exchange. (Kotler & Armstrong, 2012, p. 335).

2-1-2 Price: It is the second element of the marketing mix, and it represents the monetary or in-kind value that the buyer pays in exchange for obtaining the good or service. Here, a distinction must be made between price (the value of a single product when sold, including cost and a certain profit) and cost (the total value of expenses, whether fixed or variable). (Boone & Kurtz, 2012, p. 606).

2-1-3 Distribution: It is a group of interdependent agencies and institutions working together to make the product available to the user or the consumer. Distribution occupies an important place within the marketing mix, as the quality of the distinguished and innovative product that is sold at an appropriate price does not mean anything to the consumer unless it is available in the right place and time. (Kotler & Armstrong, 2012, p. 341) .

2-2-4 Promotion: Promotion is a form of marketing communication, which includes activities through which information is provided to consumers about the advantages of the product, in order to arouse their interests and convince them of its ability to satisfy their needs and desires, and is represented in: (Prid & ferrill, 2009, p. 409) .

2-2 Durable consumer goods (special goods): They can be called unique goods because they have special features that constantly distinguish them from other goods, and this may make the consumer make great efforts to obtain them as he is not satisfied with a substitute for them such as certain brands of cars, household parts, or some Jewelry ... etc (Durafour, 2009, p. 78) .

Among its characteristics are the following:

It achieves a relatively high profit rate, sold in limited markets.

- Exerting a great effort to obtain them. I sold them separately in certain selling areas, meaning that they are relatively few.
- The purchase process is not repeated except with long periods of time, and it may be very long and exceed years. The shortest methods are used in the places where such goods are distributed.

2-3 Purchase decision.

The purchasing decision is a summary of a mental trial to the reasonable price and balanced consumer spending, and this decision passes through three basic stages. (Azzadina & all, 2012, p. 303).the stages of the purchasing decision-making process:

2-3-1 The pre-purchase decision-making process. (Jeddi & all, 2013, p. 20).

* **Feeling of a need or a consumer problem:** The beginning of the consumer purchasing decision-making process is when he realizes or feels that he has an unsatisfied need, and when this need reaches the point that he has an incentive to search for a suitable solution or a suitable way to satisfy that need.

* **Searching for information:** As a result of the consumer's sense of his consumer need, he identifies his problem, and therefore wants to solve it. He searches for the information necessary for the solution, and there are two main sources, namely (Kotler & Keller, 2006, p. 192):

A) Internal sources of information or self: represented by a summary of his experiences and previous experiences about such a problem or need and the type of goods and services that can satisfy them.

B) External sources: It is represented in the information obtained by the consumer from his external environment, there are two types:

Official sources: They are (commercial sources, specialized government sources, independent sources)

Informal sources: This includes family members, relatives, friends, ... etc.

* **Evaluation of alternatives:** At this stage, the available alternatives of the goods and services available in the market are evaluated, depending on multiple criteria, some of which are important and some of which are critical to him.

* **Consumer choice of the best alternative:** and here specific methods are adopted for the process of selecting the best alternative.

2-3-2 The purchasing decision-making process at the procurement stage.

This stage culminates in completing a purchase, and consumers rely on specific decision strategies that they have used several times before, and then have memorized them. (Jeddi & all, 2013, p. 23) .

2-3-3 Post-purchase decision-making process:

This process is divided into three sections: (Sharma, 2014, p. 383)

product evaluation during and after consumption, psychological conflict after purchase, disposal of the product.

2-4 Statistical analysis of the effect of the marketing mix on the purchasing decision, which is attributable to demographic variables.

2-4-1 The reality of the auto market in Algeria.

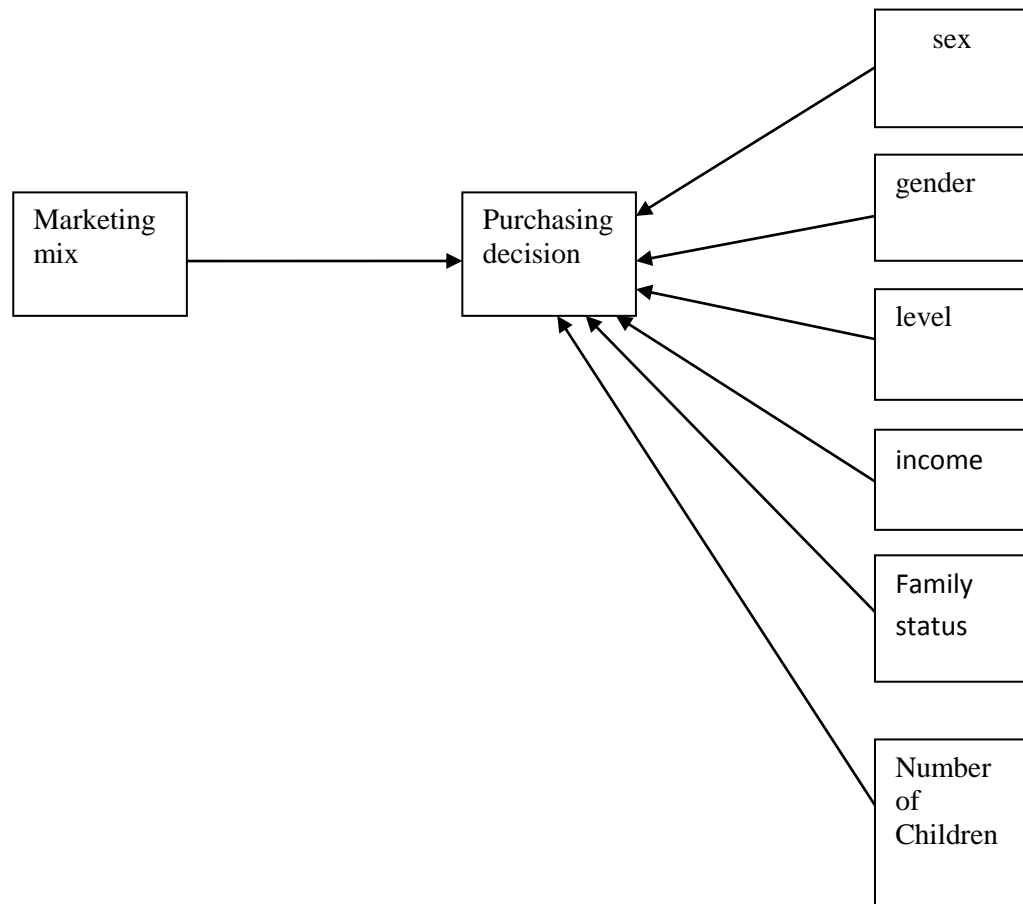
Today, the car market in Algeria is witnessing fluctuation and large fluctuations in prices, due to a number of reasons, including:

2-4-1-1 The government's interference in importing cars: through the enactment of laws that limit the random import of cars, which made the owners of many import agencies think about closing their agency, knowing that there are those who filed applications for new cars and they are Waiting until now.

2-4-1-2 Opening factories for the installation of cars: The state recently opened several factories, including what is in the state of Oran exactly in the city (Wadi Tlilat). The other is also located in the wilaya of Constantine, in addition to the factory located in (Bouchekef) in the state of Tiaret, which is affiliated with the Ministry of National Defense to install cars of the type "Mercedes". In addition to a factory in Relizane province for the installation of cars of the "Volkswagen" type, and the other in the state of Batna to install cars of the type " Kia

2-4-1-3 In addition to the intervention of brokers in the buying and selling process, which increased the price and the contract of the sale process.

2-4-2 Study form:



Source: Prepared by the researcher

Figure (1): Study form

2-4-3 Study population

We did a field study at the state level of Tissemsilt, where the latter included a group of targeted consumers who own only tourist cars, differing in age, income, educational level, gender, marital status and number of children.

2-4-4 Study sample:

A facilitated sample of 136 individuals was chosen, 136 questionnaires were distributed to them to find out the factors affecting them when buying a tourist car, and this is according to the subject of the study, and after the distribution, 125 questionnaires were collected, while eight questionnaires were not retrieved and the remaining three were not

valid for analysis. Excluding it, which made the study sample in 125 questionnaires suitable for analysis and study.

2-4-5 Analysis of the characteristics of the study sample.

Table No. 01: Sex variable analysis:

Gender	Duplicates	percentage
Male	104	83.2%
Female	21	16.8%
Total	125	100%

Source: Prepared by the researcher

From the table we notice that the percentage of males is estimated at: 83.2%, while the percentage of females is estimated at: 16.8%, and this indicates that the majority of the target sample members were male, while we did not exclude the female component and this is to enrich the research

Table No. 02: Age variable analysis

Age	Duplicates	percentage
Less than 20 years old	7	5.60 %
From 20 to 35 years old	55	44%
From 35 to 50 years old	55	44%
From 50 years and over	8	6.4%
Total	125	100%

Source: Prepared by the researcher

From the table we notice that the percentage of males is estimated at: 83.2%, while the percentage of females is estimated at: 16.8%, and this indicates that the majority of the target sample members were male, while we did not exclude the female component and this is to enrich the research.

Table No. 03: Analysis of the educational level variable:

Educational level	Duplicates	percentage
High school	30	24%
University student	60	48%
Postgraduate	20	16%
Other	15	12%
Total	125	100

Source: Prepared by the researcher

We conclude from the table that the educational level "university" occupies the largest percentage and the estimated rate is 48%, and this is because the majority of the sample members were from the university environment in which we work, while it reached 24% for the "secondary" educational level. As for postgraduate studies, its percentage reached 16%, and in the last 12%, representing the rest of the other educational levels.

Table No. 04: Analysis of the Income Variable:

Income	Duplicates	percentage
Less than 18000 dzd	33	23.4%
From 18000 to 34000 dzd	51	40.8%
From 34000 to 54000 dzd	25	20%
More than 54000 dzd	16	12.8%
Total	125	100

Source: Prepared by the researcher

We conclude from the table that the income value from 18,000 dzd to 34,000 dzd represents the largest percentage, estimated at 40.8%, then followed by 23.4%, which represents the income value for less than 18,000 dzd, while the income from 34,000 DA to 54,000 dzd is 20%. As for the income value of more than 54,000 dzd, it was 12.8%.

Table No. 05: Analysis of the Marital Status Variable:

Family status	Duplicates	percentage
Single	51	40.8%
Married	74	59.2%

Total	125	100%
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Source: Prepared by the researcher

We can conclude from the table that the majority of the sample members are married, and this is explained by 59.2% of the respondents, while the percentage of bachelors reached 40.8% of the target sample.

Table No. 06: Analysis of the number of children variable:

Number of Children	duplicates	percentage
None	62	49.6%
01 kid	15	12%
02 kids	14	11.2%
03 kids	18	14.4%
04 kids	08	6.4%
05 kids	05	4%
06 kids	02	3.4%
Total	125	100%

Source: Prepared by the researcher

From the table we conclude that the percentage of 49.6 has the largest value in the table, which represents the group that has no children, while those who have three children represent 14.4%, followed by 11.2%, which represents the group that has two children, and then the other groups come in succession. In varying proportions.

2-4-6 Results of the statistical analysis of the impact of demographic variables on the respondents' opinions of the marketing mix affecting the purchasing decision.

Main hypothesis:

* H0 There is no variation in the marketing mix influencing the purchasing decision due to the demographic variables at the level of significance $\alpha = 0.05$.

* H1 There is a variation in the marketing mix influencing the purchasing decision, which is attributed to the demographic variables at the level of significance $\alpha = 0.05$.

In order to be sure, we will rely on the Independent-Samplers T-test, for variables containing only two classes, and on One-way ANOVA, for variables containing more than two classes.

Table No. 07: A summary of the results of the test of the difference between the two respondents towards the marketing mix variable affecting the purchasing decision according to the gender factor.

variable	Category	number	Arithmetic average	standard deviation	calculated (F) value	Indication level (F)
Marketing mix	Male	104	2.951	0.630	6.306	0.013
	female	21	3.261	0.399		

Source: Prepared by the researcher based on the output of the v22 spss program.

It is noticed through the above table that: There is a discrepancy in the opinions of the respondents towards the marketing mix in favor of the female component according to the factor of "gender", based on the value of the level of significance calculated for it, which is (0.013) less than the imposed level of significance, which is ($\alpha = 0.05$).

Table No. 08: A summary of the results of the one-way analysis of variance of the respondents' opinions regarding the marketing mix factor affecting the purchasing decision according to the age factor.

variable	Category	number	Arithmetic average	standard deviation	Degrees of independence	calculated (F) value	Indication level (F)
Marketing mix	Less than 20 years old	7	3.214	0.657	121.3	0.356	0.785
	From 20 to 35 years old	55	2.979	0.583			
	From 35 to 50 years old	55	2.989	0.645			
	From 50 years and over	8	3.080	0.531			
	total	125	3.003	0.607			

Source: Prepared by the researcher based on the output of the v22 spss program.

It is noticed from the above table that: There is no discrepancy in the opinions of the respondents towards the marketing mix variable according to the age factor, based on the fact that the calculated value of (F) of (0.356) is less than its scheduled value of (2.86), in addition to the fact that the level of significance reaches (0.785) which is greater than the imposed level of significance which is ($\alpha = 0.05$).

Table No. 09: A summary of the results of the one-way analysis of variance of the respondents' opinions towards the marketing mix variable affecting the purchasing decision according to the income factor.

variable	Category	number	Arithmetic average	standard deviation	Degrees of independence	calculated (F) value	Indication level (F)
Marketing mix	Less than 18000 dzd	30	2.792	0.548	121.3	3.694	0.014
	From 18000 to 34000 dzd	60	3.158	0.578			
	From 34000 to 54000 dzd	20	2.785	0.680			
	More than 54000 dzd	15	3.095	0.532			
	total	125	3.003	0.607			

Source: Prepared by the researcher based on the output of the v22 spss program

It is noticed from the above table that: There is a discrepancy in the opinions of the respondents towards the variable of the marketing mix according to the income factor, based on the fact that the calculated value of (F) of (3,694) is greater than its scheduled value of (2.70), in addition to that the level of significance reaches (0.014), which is less than the imposed level of significance ($\alpha = 0.05$).

Table No. 10: A summary of the results of the one-way analysis of variance of the respondents 'opinions regarding the marketing mix variable affecting the purchasing decision according to the educational level factor.

variable	Category	number	Arithmetic average	standard deviation	Degrees of independence	calculated (F) value	Indication level (F)
Marketing mix	High school	33	3.017	0.450	121.3	0.116	0.951
	University student	51	3.004	0.659			
	Postgraduate	25	3.034	0.661			
	others	16	2.924	0.678			
	total	125	3.003	0.607			

Source: Prepared by the researcher based on the output of the v22 spss program.

It is noticed through the above table that: There is no discrepancy in the opinions of the respondents towards the marketing mix variable according to the educational level factor, based on the fact that the calculated value of (F) of (0.116) is less than its scheduled value of (2.70), in addition to the level of significance It is (0.951), which is greater than the imposed level of significance which is ($\alpha = 0.05$).

Table No. 11: A summary of the results of the middle difference test of the respondents 'opinions regarding the marketing mix factor affecting the purchasing decision according to the family status factor

variable	Category	number	Arithmetic average	standard deviation	calculated (F) value	Indication level (F)
Marketing mix	single	51	3.082	0.503	7.758	0.006

	married	74	2.948	0.668		
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Source: Prepared by the researcher based on the output of the v22 spss program

There is a variation in the opinions of the respondents regarding the marketing mix factor according to the family situation, based on the fact that the value of the significance level calculated for it, which is (0.006), is less than the imposed level of significance, which is ($\alpha = 0.05$).

Table No. 12: Summary of the results of the one-way analysis of variance of the respondents' opinions regarding the marketing mix affecting the purchasing decision according to the number of children factor.

variable	Category	number	Arithmetic average	standard deviation	Degrees of independence	calculated (F) value	Indication level (F)
Marketing mix	none	62	3.049	0.536	8.116	0.870	0.519
	01 kid	15	2.678	0.769			
	02 kids	14	2.755	0.696			
	03 kids	18	3.134	0.600			
	04 kids	08	2.857	0.704			
	05 kids	05	3.171	0.590			
	06 kids	03	3.166	0.607			
	total	125	3.003	0.6078			

Source: Prepared by the researcher based on the output of the v22 spss program

It is noticed from the above table that: There is no discrepancy in the respondents' opinions regarding the marketing mix variable according to the number of children factor, based on the fact that the calculated value of (F) of (0.870) is less than its scheduled value of (2.19), in addition to the level of significance It is (0.519) which is greater than the imposed level of significance which is ($\alpha = 0.05$).

Through the findings, we conclude that there is a difference in the opinions of the respondents regarding the marketing mix according to the gender factor, income and family status as well.

Based on the presented results, it was confirmed that the null hypothesis " H0" was rejected and the alternative hypothesis " H1" accepted.

3-Conclusion

The study focused on highlighting the impact of demographic variables on the respondents' opinions regarding the marketing mix affecting the purchase decision of a tourist car for the final consumer in the state of Tissemsilt, and the following was concluded:

- It was found that demographic variables have a significant impact on the purchase decision, as according to our study it became clear that gender (females) is greatly affected by the marketing mix, unlike males, in addition to income and family status.

Suggestions:

Doing studies similar to ours, including a wider study community and more variables.

Holding seminars and conferences to clarify the importance of marketing factors in the success of organizations' work and consumer satisfaction.

- Conducting field studies that include each of the demographic variables separately.

Study prospects:

- The effect of the local product on the purchasing decision for durable goods (a comparative study between auto installation factories in Algeria).

The effect of importing used cars on the purchasing decision.

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