Impact of Modern Youth Consumers Personal Profiles on Purchase of Portable PC's
(With Special Reference to Chennai IT HUB)

Dr.K. SelvaSundaram

Associate Professor and Head, Department of Corporate Secretaryship and Accounting Finance, College of Science and Humanities, SRM IST Kattankulathur-603-203

Abstract

The modern youth consumers well aquatinted to the Purchase of Portable Personal Computers for their professional and personal carriers. Hence the study attempts to trace and identify the factors influencing them to buy the PPC's. Purchasing habit of modern of youth is diverse nature and the main juncture in which the concentration of producers and marketers are aiming to sell the PPC's . Hence, they were considered to be the main source and technologically stronger section of the society for the sellers of the PPC'S in the markets.

Hence the study focusses on this sections data were collected from the college youth from the premier institutions and youth employees from the IT sector in Chennai city IT Hub. The collected were analyzed through SPSS packages to identify the factors which are really made impact in the mind of youth considers in Chennai IT Hub.

I Introduction:

The changes in personal profiles have immense effect on consumers' attitude and consumption in terms of changing age distribution, socio economic changes will have impact in purchasetypes of consumption, changes in household goods etc. It also facilitates to trace the present trends that signal change in taste and preference of consumers. Even when the sample group is described in non-personal profile terms, the link back to personal profileis needed in order to know the size of the target market and the media that should be used to reach it effectively. The personal characteristics variables included in this study are age, gender, education, occupation, family size and incidence of multiple employment and modern life style.

II Review of Literature

Lackman and Lanasa (1993) reveal that the purchasing of the product is subject to the pressure of family members and peers. Hence sometimes the real idea of the youth is confused and either put off of purchasing or else to changing the product which he /she originally intends to buy.While buying the anything the ladder of influence is (Mother, father, Wife and Peers) playing a vital role in the pattern of purchase.

Belch G, MA Belch and G Ceresin et.al (1985) Study proves that the modern youth have no impact on the purchase of house hold items but they very much playing a role in buying

electronic products like Laptops. PC, Note book and Mobiles. Definitely the youth are pressured or influenced by the father and mother since sometimes the teenagers tend to go for wrong decisions and safety purposes the involvement of family members made on the purchasing the electronic products

Paxton, Jennifer Gregan and Deborah Roedder John et.al (1995) Modern youthswell aquatinted or well verse on the technological changes happening in the market and on the products and they are learning much on this to have right purchase decision of the electronic goods. While comparing the teenagers and the parents the decision making capacity mostly lies in the hands of the youth and they choose the products which are with more technically and technologically stronger.

Capon N and D Kuhn, (1980)broughttheyouthsanalyzing different brand, price. features, guarantee and warranty while selecting the products/. The perception of the youth changing due to nature of job, nature of work, requirements over the products will play a vital roles on the purchase pattern. Now a days the modern youths are having more literacy over gathering information about the products.

Kochanska G. (1992) Spottedchange in the pattern on purchase among the youth. While the decision taken by the parents regarding the house hold products and on the other hand electronic goods are the choice of children and even it is given in the hands of the youths to go for purchasing the products as they are strict to very confident over the technological changes in the markets on the products.
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Gabriella Prawdzik (2010)Pointed out that the psychological pressure makes the difference in purchase of electronics items. Sometimes the needs, brand, price and guarantee are playing the role of the purchase behavior. The purchase of the child is to fulfill the esteem of the modern youth consumers.

Research Methodology:
The study is exploratory and analytical nature and the data collected from the 500 modern youth consumers in Chennai IT Hub. Non probability convenient sampling method is adopted to collect the data through a well-structured questionnaire. The research instrument consists of personal profiles of the respondents and the other important variables were taken into consideration for analysis. To carry out the results the SPSS version 22 is used.

III Objectives of the study
The objectives of the chapter thrid are as follow:
1. To examine personal characteristics profile of MYCs.
2. To identify underlying dominant dimensions of Modern Life Style variables.
3. To classify all the MYCs into dominant MLS groups differentiated by MLS   dimensions.

IV Discussion of Results

I. PERSONAL CHARACTERISTICS PROFILE OF MYCs

The percentage analysis has been applied for the personal characteristics of MYCs and the results are shown in the tables 3.1 to 3.9.

Table 3.1
Descriptive Statistics of Age (In years) of MYCs

Description		Employed Youth	StudentYouth	MYC
Mean		27.398	19.852	23.625
SEM		0.147	0.082	0.146
Median		27.000	20.000	23.000
Mode		26.000	18.000	18.000
SD		3.288	1.839	4.6193
Skewness		0.494	0.462	0.530
SEK		0.109	0.109	0.077
Kurtosis		-0.245	-0.901	-0.599
SEK		0.218	0.218	0.155
Range		15.00	7.00	17.00
Minimum		20.00	18.00	18.00
Maximum		35.00	25.00	35.00
Quartiles	Q1	25.00	18.00	20.000
	Q3	29.00	21.00	27.000

The table 3.1 shows that the mean age of the all respondents is 23.625 years.

Table 3.2
Gender Distribution of MYC

Gender	Employed Youth		Student Youth		MYC	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Female	239	47.8	208	41.6	447	44.7
Male	261	52.2	292	58.4	553	55.3
Total	500	100	500	100	1000	100.0

The table 3.2 shows that majority of all the respondents (55.3)belong to the gender group of Male.

Table 3.3
EducationalLevelprovidedbyStudent Youth Consumers

Educational level	Number of Student Youth consumers	Percent
UG Degree	69	13.8
PG Degree	151	30.2

Professional Degree	280	56.0
Total	500	100.0

The table3.3shows that majority of the Student Youth respondents (56%)are pursuing Professional degree followed by PG Degree (30.2%).

Table 3.4
Nature of Employment of Employed Youth Consumers

Nature of employment	Number of Employed Youth Consumers	Percent
Self –employment	59	11.8
Executive Level	397	79.4
Non-executive Level	44	8.8
Total	500	100.0

The table 3.4 reveals that majority of the Employed Youth respondents (79.4%) are working in Executive levels.

Table 3.5
Nature of Occupation of Employed Youth Consumers

Nature of Occupation	Number of Employed Youth Consumers	Percent
I.T	354	70.8
ITES	72	14.4
Non-IT	74	14.8
Total	500	100.0

The table 3.5 shows that majority of the Employed Youth respondents (70.8%) arein I.T field.

Table 3.6
Educational Level of Fathers of MYCs

Educational level	Employed Youth		Student Youth		MYC	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
School Education	252	50.4	246	49.2	498	49.8
UG	158	31.6	165	33.0	323	32.3
PG	90	18.0	89	17.8	179	17.9
Total	500	100.0	500	100.0	1,000	100.0

The table 3.6 shows that majority of respondents' fathers (50.2%)haveHigher Education.

Table 3.7
Educational Level of Mothers of MYCs

Educational	Employed Youth	Student Youth	MYC

level	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
School Education	305	61.0	298	59.6	603	60.3
UG	147	29.4	142	28.4	289	28.9
PG	48	9.6	60	12.0	108	10.8
Total	500	100.0	500	100.0	1,000	100.0

The table 3.7 shows that majority of all respondents' mothers (60.3%) have School Education, followed by UG Education.

Table 3.8

Family size of MYCs

Family Size	Employed Youth		Student Youth		MYC	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Small Family	240	48.0	380	76.0	620	62.0
Large Family	260	52.0	120	24.0	380	38.0
Total	500	100.0	500	100.0	1,000	100.0

The table 3.8 shows that majority of all the Modern Youth Consumers (62%)belong to small family of 4 or less members.

Table 3.9

Incidence ofMultiple Employment Family in MYCs Families

Incidence of Multiple employment	Employed Youth		Student Youth		MYC	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Single employment	140	28.0	228	45.6	368	36.8
Multiple employment	360	72.0	272	54.4	632	63.2
Total	500	100.0	500	100.0	1,000	100.0

The table 3.9 shows that majority of all therespondents' families(63.2%) have multiple incidence of employment.

II. DIMENSIONS OF MODERN LIFE STYLE (MLS) VARIABLES

The factor analysis applied to find the underlying dimensions of 15 Modern Life Style (MLS) Variables and minimized them into a limited number of manageable and independent factors.

Table 3.10Descriptive statistics, communalities and MSA of MLS Variables

MLS Variables	Mean	S.D	Communalities	MSA

Modern appliances are necessities of life	4.581	0.654	0.616	0.675
Availability of modern appliances at affordable cost	3.543	1.061	0.549	0.613
Modern appliances contribute to environmental pollution	3.844	1.043	0.305	0.765
Essentiality of Internet for daily life	4.452	0.894	0.391	0.883
Ensuring decreased environmental pollution while using PPC	3.633	1.096	0.680	0.689
Reduced paper usage by PPC	4.270	0.957	0.363	0.884
Ensuring decreased environmental pollution through PPC	3.674	1.102	0.592	0.652
Food security for all	4.181	0.960	0.603	0.864
Shelter facility for all	4.255	0.939	0.632	0.872
Clothing for all	4.261	0.966	0.599	0.884
Education for all	4.553	0.848	0.530	0.880
Need for entertainment	4.159	0.973	0.438	0.919
Health security for all	4.450	0.884	0.545	0.870
Computer awareness for all	4.206	0.959	0.574	0.879
Computer literacy enhances job opportunities	4.284	0.968	0.508	0.872

MSA = Measure of Statistical Adequacy

Table 3.11

KMO and Bartlett's Test for Factorization of MLS Variables

KMO and MSA	0.853
B. T, S, Approx. Chi-Square	3,079.877
Df	105
P-Value	0.000

Table 3.12

Variance Explained byMLSFactors

RRSL			
C	E V	% of Variance	Cumulative %
1	2.768	18.455	18.455
2	2.321	15.475	33.931
3	1.626	10.838	44.768
4	1.211	8.070	52.839

Table 3.13
MLS Factors

Factors	Variables	Factor Loading
Factor 1 IT factor	Computer awareness for all	0.733
	Computer literacy enhances job opportunities	0.706
	Need for entertainment	0.626
	Internet is essential for daily life	0.601
	Ensuring education for all	0.562
	PPC reduces paper usage	0.500
Factor 2 Life Essentiality Factor	Providing shelter facility	0.763
	Ensuring food security	0.757
	Availability of clothing for all	0.736
	Providing health security	0.526
Factor 3 Environmental Consciousness factor	Ensuring decreased environmental pollution while using PPC	0.804
	PPC ensures decreased environmental pollution	0.762
	Modern appliances contribute to environmental pollution	0.481
Factor 4 Inevitable modern appliances factor	Modern appliances are necessities of life	0.762
	Modern appliances are available at affordable cost	0.706

The tables 3.10 to 3.13 show that with the range of communalities of the 15 Modern Life Style Variables from 0.305 to 0.680 and that of MSA from 0.765 to 0.919, KMO Measure of Sampling Adequacy Value of 0.853 and Chi-Square Value of 3,079.877 at d.f of 105.00 with P-Value of 0.000 in Barletts' Test of Sphericity, the Factor Analysis is applicable for factorization of the Modern Life Style Variables.

Four factors have been extracted and they explain 52.839% of the variance in the 15 MLS Variables. The most dominant one is factor 1 with the explained variance of 18.455% and it has 6 Modern Life Style Variables of which, Computer awareness for all has the maximum correlation with it followed by computer literary enhances job opportunities, need for entertainment, internet essentiality for life, ensuring education for all and usage of PPC reduces paper usage. Hence, it has been named as IT Factor.

The second dominant one is factor 2 with the explained variance of 15.475% which consists 4 Modern Life Style Variables namely, providing shelter facility, ensuring food security, availability of clothing and providing health security and it has been named as Life Essentiality Factor.

The third dominant one is factor 3 with the explained variance of 10.838% which consists of 3 variables namely ensuring decreased environmental pollution while using PPC, PPC ensures decreased environmental pollution and modern appliances contribute to environmental pollution and it named as Environmental Consciousness Factor.

The last dominant one is factor 4, with the explained variance of 8.070% which consists of 2 variables namely modern appliances are necessities of life and available at affordable cost and it has been named as Inevitable Modern Appliances Factor.

Thus 15 MLS variables have been reduced to 4 independent factors of which the most dominant one is IT factor followed by Life Essentiality Factor (LEF), Environmental Consciousness Factor (ECF) and Inevitable Modern Appliances Factor (IMAF).

DESCRIPTIVE STATISTICS OF MLS FACTORS AND TOTAL SCORES
The DS of 4 MLS factors and MLS total scores have been estimated and shown in table 3.14.

Table 3.14
Descriptive Statistics of MLS Factors and Total Scores

Description	ITfactor	Life Essentiality factor	Environmental Consciousness factor	Inevitable modern appliances factor	MLS Total Score
Mean	25.924	17.147	11.151	8.124	62.346
Median	27.000	18.000	11.000	8.000	63.000
Mode	29.000	20.000	11.000	9.000	63.000
SD	3.729	2.833	2.321	1.344	7.064
Skewness	-1.402	-1.016	-0.192	-0.700	-0.789
SES	0.077	0.077	0.077	0.077	0.077
Kurtosis	2.042	0.543	-0.267	0.312	0.777
SEK	0.155	0.155	0.155	0.155	0.155
Minimum	9.000	6.000	3.000	2.000	33.000
Maximum	30.000	20.000	15.000	10.000	75.000
Q1	24.000	16.000	9.000	7.000	59.000
Q3	29.000	20.000	13.000	9.000	67.000
Out of maximum score	30.000	20.000	15.000	10.000	75.000

The table 3.16 indicates that with lesser standard deviation values, the mean values of all 4 MLS factors and MLS total scores are the robust measures of them. There is a slight negative skewness not only in each of the four MLS factor distributions but also in the MLS total scores.

III. FORMATION OF MLS DOMINANT GROUPS
An attempt made to classify all MYC into Distinctive Dominant clusters significantly differentiated by 4 MLS factors The results given in the tables 3.15 to 3.24.

Table 3.15
MLS Factor Wise Initial MLS Cluster Means

MLS Factors	Cluster		
	1	2	3
IT factor	21.00	30.00	13.00
Life Essentiality factor	20.00	20.00	6.00
Environmental Consciousness factor	3.00	15.00	12.00
Inevitable modern appliances factor	2.00	10.00	10.00

Table 3.17
MLS Factor Wise Final MLS Cluster Means

MLS Factors	Cluster		
	1	2	3
IT factor	25.44	28.41	18.33
Life Essentiality factor	16.20	19.08	13.05
Environmental Consciousness factor	10.35	12.11	10.12
Inevitable modern appliances factor	8.02	8.23	8.09

Table 3.18
MLS Cluster Frequency Table

Clusters	Number of youth respondents	Percent
1	400	40.00
2	471	47.10
3	129	12.90
Total	1,000	100.0

Table 3.19
MLS Factor Wise Test of Equality of MLS Cluster Mean Values

MLS Factors	Wilks' Lambda	F	df1	df2	P-Value	Inference
IT factor	0.247	1519.783	2	997	0.000	Significant
Life Essentiality factor	0.465	573.394	2	997	0.000	Significant
Environmental Consciousness factor	0.846	90.691	2	997	0.000	Significant
Inevitable modern appliances factor	0.995	2.649	2	997	0.071	Marginally Significant

Table 3.20
Eigen Values of Discriminant Functions in MLS Clusters

Function	Eigen value	% of Variance	Cumulative %	Canonical Correlation
1	5.058	97.8	97.8	0.914
2	0.112	2.2	100.0	0.317

Table 3.21
Wilks' Lambda Test of Discriminant functions in MLS Clusters

Test of Function(s)	Wilks' Lambda	Chi-square	Df	P-Value	INFERENCE
1 through 2	0.148	1898.952	8	0.000	Significant
2	0.899	105.612	3	0.000	Significant

Table 3.22
MLS Factor wise Standardized Canonical Discriminant Functional Coefficients

MLS Factors	1	2
IT factor	0.869	-0.456
Life Essentiality factor	0.605	0.508
Environmental Consciousness factor	0.286	0.695
Inevitable modern appliances factor	-0.058	0.076

Table 3.23
MLS Factor wise structure Matrix of Discriminant Factors in Discriminant Functions

MLS Factors	1	2
IT factor	0.772*	-0.561
Environmental Consciousness factor	0.159	0.691*
Life Essentiality factor	0.471	0.496*
Inevitable modern appliances factor	0.021	0.166*

Table 3.24
Classification Results in Formation of MLS Clusters

Cluster Number	Predicted Group Membership			Total
	1	2	3	
1	396	1	3	400
2	0	471	0	471
3	1	0	128	129
Total	397	472	131	1000

The tables 3.15 to 3.24 show that 3 dominant clusters have been formed significantly differentiated by all four MLS Variables.

Of the two DF, the most discriminant function with Eigen value of 5.058 and Canonical correlation of 0.914 and also with Wilk's Lambda value of 0.148 and the Chi-Square value of 1,898.952 at df 8 and 0.000 level of significance, explains 97.8% of variance in the differentiation. In it the most dominant factor is IT Factor and therefore it has been named as IT Discrimination function.

The second discriminant function with Eigen value of 0.112 and canonical correlation of 0.317and also with Wilk's Lambda value of 0.899 and Chi-square value of 105.612 at 3 df and 0.000 level of significance explains 2.2% of variance in the differentiation. In it, the most dominating factor is Environmental Consciousness factor followed by Life Essentiality factor and Inevitable Modern Appliances factor and therefore it named as the Contemporary life style Discrimination function.

The table 3.18 shows that the first dominant cluster formed has 400 respondents constituting 40% of the 1000 total respondents covered in the study. The second and the third dominant clusters have 471 and 129 respondents comprising of 47.1% and 12.9% of total respondents respectively. The table 3.24 reveals that 99.5% of classification is correct.

DESCRIPTION OF DOMINANT MLS GROUPS

The description of the MLS dominant groups which are significantly differentiated by all four MLS factors has been shown in table 3.25.

Table 3.25
Description of Dominant MLS Clusters/Groups

MLS Factors	Clusters	Mean	S.D	Rank	Description
IT factor	1	25.443	1.924	2	Higher IT Orientation
	2	28.414	1.372	1	The Highest IT Orientation
	3	18.326	2.892	3	High IT Orientation
Life Essentiality factor	1	16.195	2.361	2	Higher Essentiality
	2	19.079	1.147	1	The Highest Essentiality
	3	13.047	2.631	3	High Essentiality
Environmental Consciousness factor	1	10.350	2.067	2	Higher Consciousness
	2	12.113	2.126	1	The Highest Consciousness
	3	10.124	2.375	3	High Consciousness
Inevitable modern appliances factor	1	8.018	1.289	3	High Inevitability
	2	8.225	1.361	1	The Highest Inevitability
	3	8.085	1.431	2	Higher Inevitability
MLS Total Score	1	60.005	3.194	2	Higher MLS Group

2	67.830	3.294	1	The Highest MLS Group
3	49.581	5.083	3	High MLS Group

V Findings of the study

The table 3.25 shows that the Most Dominant MLS Group is Cluster 2. This is formed by all the Highest IT orientation, Life Essentiality, Environmental Consciousness and Inevitability of Modern Appliances factors. Therefore, it is named as The Highest MLSGroup.

The Second Most Dominant MLS Group is Cluster 1. This is formed by Higher IT orientation, Life Essentiality, Environmental Consciousness and High Inevitable Modern Appliances factors. Therefore, it is named as Higher MLS Group.

The Third Most Dominant MLS Group is Cluster 3. Thisis formed by High IT orientation, Life Essentiality, Environmental Consciousness and Higher Inevitable Modern Appliances factors.Therefore, it is named as High MLS Group.

Thus, all 1000 modern youth consumers have been classified into 3 dominant MLS groups of the Highest MLS group, Higher MLS group and High MLS group significantly differentiated by all 4 MLS factors with 2 significant discriminant functions of IT and contemporary life style.

VI Conclusion:

To conclude, majority of the MYCs are males, having fathers with higher education and mothers with school education, hailing from small families and families with incidence of multiple employment. While majority of the student youth consumers pursuing professional degree courses, majority of the employed youth consumers are working as executives and are in the IT fields. Four MLS factors of IT factor, Life Essentiality factor, Environmental Consciousness factor and Inevitable modern appliances factor have been extracted and they significantly differentiate all MYCs into three dominant groups of the Highest MLS Group, Higher MLS Group and High MLS Group.

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