



Demonstration Effect In Branded Products Among College Students: A Case Study On Mannarkkad Municipality

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Abstract: This study examines the impact of the demonstration effect on college students' preferences for branded products in Mannarkkad Municipality. The demonstration effect refers to the tendency of individuals to imitate the consumption habits and trends adopted by others. This phenomenon has long been used to influence consumer buying behavior. In this study, the demonstration effect is analysed for its role in raising awareness among college students about specific products. The research focuses on students who use different brands to assess how the demonstration effect influences their purchasing decisions, particularly in shaping their perceptions and awareness. The findings offer valuable insights into the factors that influence college students' consumption behavior, providing a deeper understanding of their preferences and choices. Marketers can leverage these insights to tailor their strategies to effectively engage with college students, a demographic known for its distinct preferences and behaviors. This study also contributes to the academic discourse on consumer behavior, with a particular focus on the demonstration effect and branded products. It empirically examines the demonstration effect theory proposed by Prof. Ragnar Nurkse and the hypothesis of Dusenberry, with specific reference to Mannarkkad Municipality.

Index Terms – Demonstration effect, Buying behavior, College students, Branded products

I. INTRODUCTION

The consumer landscape has undergone significant transformations in recent years, with a particular emphasis on branded products and their impact on purchasing decisions. College students, as a demographic, plays a crucial role in the dynamics of consumer behavior. They are exposed to a wide array of branded products and marketing strategies that influence their choices in the context of Mannarkkad Municipality. This study aims to explore the "Demonstration Effect" in branded products among college students. Demonstration effects in branded products among college students is a fascinating topic that delves into the intricate dynamics of consumer behavior and peer influence within the college students community. Understanding how the choices of branded products made by one individual can influence the preferences. The phenomenon of and decisions of others can provide valuable insights for marketers, advertisers, and researchers.

The demonstration effect, a phenomenon where individuals emulate the consumption patterns of their peers, significantly influences consumer behavior, particularly among college students. In a social environment where peer influence is pronounced, such as college campuses, students are often swayed by the branded products their friends and acquaintances use. This emulation extends beyond mere product choice to encompass broader lifestyle and status aspirations. College students, navigating a critical phase of identity formation and social integration, are highly susceptible to the demonstration effect. They tend to imitate their peers to fit in, gain acceptance, or elevate their social standing. Branded products, synonymous with quality,

prestige, and contemporary fashion, become pivotal in this dynamic. As students observe their peers opting for certain brands, they are likely to follow suit, believing that these choices will enhance their social desirability and personal satisfaction. Consumers want comfort, happiness and satisfaction in their consumption, and they get it in part through the products they buy. If the branded commodities they use consistently deliver a positive experience, consumers form an opinion that the brand is trustworthy, which gives them peace of mind when buying.

The demonstration effect manifests in various forms, including direct imitation of peers' buying habits and indirect influences through social media and celebrity endorsements. The increasing interconnectedness facilitated by digital platforms amplifies this effect, making it easier for students to observe and replicate the consumption patterns of their social circles. Understanding the demonstration effect among college students is crucial for marketers aiming to penetrate this demographic. By recognizing the factors that drive students' brand preferences and the role of social influence, businesses can tailor their marketing strategies to resonate more effectively with this audience. This study explores the extent to which the demonstration effect impacts college students' satisfaction with branded products, providing insights into their consumption behaviors and preferences.

The consumer landscape has undergone significant transformations in recent years, with a particular emphasis on branded products and their impact on purchasing decisions. College students, as a demographic, plays a crucial role in the dynamics of consumer behavior. They are exposed to a wide array of branded products and marketing strategies that influence their choices. The phenomenon of demonstration effects in branded products among college students is a fascinating topic that delves into the intricate dynamics of consumer behavior and peer influence within the university community.

Understanding how the choices of branded products made by one individual can influence the preferences and decisions of others can provide valuable insights for marketers, advertisers, and researchers. In the context of Mannarkkad Municipality, this study aims to explore the "Demonstration Effect" in branded products among college students. Review of Literature of Bashir and Malik (2009) emphasised that consumers often view advertisements and demonstrations as reliable sources of information about products and services, which play a significant role in their purchasing decisions. These product demonstrations are pervasive in our daily lives and serve various functions, with differing perspectives. Some regard demonstrations as a reflection and influencer of culture, as they introduce new symbols and sounds while reflecting the past and present. Others see demonstrations as primarily economic tools aimed at selling products. Consumer buying patterns are shaped by consumer behavior and attitudes, with culture being a key influencer in this regard.

Rai (2013) noted that consumers hold strong perceptions of national and international brands due to their cultural influences, lifestyles, and surroundings. Demonstrations play a crucial role in shaping consumer behavior by motivating purchases and building trust. Product quality and price considerations also influence consumer attitudes, and evaluations of products and brand recognition further contribute to this. Consumers worldwide are emotionally drawn to brands and products that resonate with their behaviors, with emotional attachments significantly impacting purchasing decisions.

II. STATEMENT OF THE PROBLEM

In today's society, many individuals strive to imitate the lifestyles of others. This tendency exposes society to new products and ways of living, which in turn creates dissatisfaction with previously accepted consumption practices. This study aims to explore the influence of peer behavior, advertising, and societal trends on college students' purchase decisions regarding branded products, and how these factors shape their consumer choices and preferences. By examining this phenomenon, the research seeks to uncover the underlying motivations and psychological drivers behind the demonstration effect and its impact on the consumption patterns of college students. The study provides valuable insights for marketers, educators, and policymakers in understanding and addressing this consumer behavior trend. The central focus of this research is to understand the factors influencing the consumption behavior of college students, specifically regarding branded products, and to investigate the demonstration effect and its impact on the purchasing choices of college students in Mannarkkad Municipality.

III. SIGNIFICANCE OF THE STUDY

Understanding the factors that drive consumer behavior, particularly among college students, is of paramount importance for both marketers and academicians. The study addresses several key needs and holds great significance: 1. Consumer Insights: It provides valuable insights into what influences college students' consumption behavior, offering a deeper understanding of their preferences and choices. 2. Marketing Strategies: Marketers can use the findings to tailor their strategies to better connect with college students, a

segment known for its unique preferences and behaviors. 3.Academic Contribution: The research contributes to the academic discourse on consumer behavior, specifically within the context of the demonstration effect and branded products. 4.Local Relevance: Focusing on Mannarkkad municipality ensures that the study considers regional factors, thus making the findings particularly relevant to this area.

IV.OBJECTIVES OF THE STUDY

The objectives of the study are

1. To identify the factors influencing the consumption behavior of college students, with a specific focus on Mannarkkad Municipality
2. To examine the influence of brands in the consumer behavior of college students, particularly in the context of the demonstration effects.

V.METHODOLOGY

The methodological frame work of this study comprised both primary data and secondary data. The primary data were collected with the help of structured interview schedule. data collected from 105 respondents randomly using random sampling method. The questions are in tune with the objective of the study. The study also makes use of secondary data. These data have been collected from various sources like Journals, Medias, and Websites etc. The collected data are analysed and depicted through various statistical tools like tables, percentage, and appropriate testing methods. For testing the hypothesis here using Chi-square test. The collected data are analysed through the statistical package SPSS (version 25).

VI. RESULTS AND DISCUSSIONS

6.1: Demographic Profile of the Respondents

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Demographic Details	Frequency	Percentage
GENDER		
Female	68	64.8
Male	37	35.2
Total	105	100.0
AGE		
15-20	21	20
20-25	83	79
25-30	1	1
Total	105	100.0
LOCATIONAL STATUS		
Rural	68	64.8
Urban	37	35.2
Total	105	100.0
EDUCATION		
PG	51	48.6
UG	54	51.4
Total	105	100.0
ANNUAL INCOME OF THE FAMILY		
Above 5 lakhs	9	8.6
Below 1 lakh	56	53.3
Between 1-5 lakhs	40	38.1
Total	105	100.0

Source: Field Survey

The study focus on the demonstration effect in branded products among college students disclose thoughtful findings about the age, gender, local status and other opinion about their consumption habits (Table 6.1). Out of 105 students' respondents, 20% of the respondents are among the age group 15-20 and most 79% of the

students are between 20-25. This distribution most of the students are between 20-25 years old. Gender classification among 105 respondents ,64.8% identified as female and 35.2% as male, showing a major predominance of female participants in the sample. In terms of local status of the college students, 64.8% are belongs to rural area and 35.2 are in urban area. In this study, most respondents 51.4% are postgraduate students, while 48.6% are undergraduate students, indicating a balanced mix of educational backgrounds. Additionally, 53.3% of respondents have an annual income below 1 lakh, while 38.1% fall within the 1-5 lakh range, suggesting that a significant portion of respondents have relatively modest incomes. Apart from the study's primary findings, 38.1% of respondents report a monthly average consumption expenditure between 1000-2000, reflecting a modest spending habit.

The factors influencing college students' consumption behavior include price, brand, quality, social or environmental impact, and trendiness. Based on these factors, respondents ranked each one as described below: (Table 6.2) The data reveals the factors deemed most important when making a purchase, as ranked by respondents. The majority (55 respondents) ranked price as their top consideration when making a purchase. When it comes to brand, the majority (35 respondents) ranked it second in importance. Quality was ranked first by the majority (58 respondents) when making a purchase. Regarding trendiness, the majority (34 respondents) ranked it fourth. Lastly, when considering social and environmental impact, the majority (38 respondents) ranked it fifth in importance.

Table: 6.2 Factors Influencing Consumption Behavior

Factors	Consumption behavior (ranking)					Total
	1	2	3	4	5	
Price	55	24	19	3	4	105
Brand	21	35	31	10	8	105
Quality	58	24	15	4	4	105
Trend	20	14	26	34	11	105
Social or environmental impact	13	16	18	20	38	105

Source: Field Survey

the results indicate that college students prioritize price and quality when making purchasing decisions, with price being the most significant factor, followed closely by quality. Brand and trendiness hold moderate importance, while social and environmental impact is ranked the lowest. These findings suggest that while students are mindful of trends and social responsibility, practicality and value for money remain the dominant drivers of their consumption behavior.

The survey also examined that the friends influence on branded products, study reveals that 34.3% of the respondent's state that their friends influence on branded products in Moderately and Very much. And only 1.9% of the respondents reviewed as Extremely. And the study additionally found that 68.6%of the respondents are purchase branded products because of the demonstration effects.

Apart from the study shows that majority 59% of the respondents have a positive impact on demonstration effect in satisfaction with the branded products. However, 16.2% of them have a negative impact and remaining 24.8% have no impact.

Among the respondents 59% of them state that they have a positive impact by demonstration effect on overall satisfaction with the branded products and the study also identified that 76.27% respondents suggest that the branded companies use demonstration effect as a market strategy (Table:6.3)

Table 6.3: Demonstration Effect on Satisfaction with Branded Products

Satisfaction level	No of respondents	Percentage
Negative	17	16.2
No impact	26	24.8
Positive	62	59.0
Total	105	100.0

Source: Field survey

TABLE :6.4. THE ROLE OF DEMONSTRATION IN BRANDED PRODUCTS

The association between students and the demonstration effect in branded products is an important area of research. This study aims to examine the influence of brands in the consumer behavior of college students, particularly in the context of the demonstration effects.

H0: There is no significant relationship between individual perceptions of the demonstration effect's impact on their satisfaction with branded products and the frequency of their branded products purchase.

For examining the relationship between these two variables here using chi-square test, and the result of the chi-square test is,

Table 6.4: Chi-square tests:

Chi-Square Tests			
Test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.492 ^a	6	.003
Likelihood Ratio	27.176	6	.000
N of Valid Cases	105		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .32.			

Source: Computed data (sig -5% level)

This analysis examines the relationship between individuals' perceptions of the demonstration effect and their overall satisfaction with the branded products they choose, categorized by the frequency of their branded product purchases. It indicates that those who frequently purchase branded products are more likely to perceive a positive impact from the demonstration effect, with 100% of them reporting positive satisfaction. The chi-square test results indicate a significant relationship between individuals' perceptions of the demonstration effect's impact on their satisfaction with branded products and the frequency of their branded product purchases. Both the Pearson Chi-Square test ($\chi^2 = 19.492$, $df = 6$, $p = .003$) and the Likelihood Ratio test ($\chi^2 = 27.176$, $df = 6$, $p = .000$) show statistically significant associations.

VII CONCLUSION

The study's goal was to ascertain how college students' purchase decisions were influenced by branded goods. The findings demonstrated that these students' purchase decisions were significantly influenced by branded products. The demonstration effect can easily persuade college students to buy branded items. These companies target college students due to their successful marketing strategies, which emphasize product quality, price, and advertisement. Young pupils frequently imitate their friends' and family' consumption habits. Consequently, we concur with Dusenberry and Nurkse's theory regarding the existence of a demonstration effect among consumers.

In conclusion, college students purchasing decisions about branded goods are greatly influenced by the demonstration effect. This phenomenon emphasizes the significance of social validation and conformity in consumer decisions, as it is motivated by the desire to imitate peers and social influencers. Due to their frequent formative stages in both their personal and social identities, college students are especially vulnerable to these kinds of influences, which can result in greater brand loyalty and a preference for things that are seen as prestigious or socially acceptable. The demonstration effect's influence highlights how peer dynamics, marketing, and social networks influence customer preferences. Because of this, companies that address t o this market must take into account not just the features and quality of their goods, but also t he social and aspirational ideals they stand for. But in the study also reveals that the students often have significant financial difficulties with wanting to imitate others.

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