

Does the Influencing Factors of Low-Income Consumer Change based on Their Location? A Comparative Study Between YSR Kadapa and Chittoor Districts of Andhra Pradesh in India

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Abstract: The objective of the present research paper is to expound and compare the influencing factors of low income consumers with respect to their consumption expenditure in Y.S.R.Kadapa and Chittoor districts. Only primary data was used in the present study and it was analyzed systematically as per the required order by using descriptive statistics, chi-square, and ANOVA. **H02:** There is no significant relationship between the YSR Kadapa and Chittoor districts' low-income people with respect to Veblenian socio-psychological factors during the purchase decision. **H03:** The influencing factors of all levels of consumption expenditure are same irrespective of their location that is YSR Kadapa and Chittoor district. It is found that 82 and 74 respondents belong to YSR district elected family and social class consecutively as their influencing factor during the purchase decision. Whereas with regard to Chittoor district 80 and 63 respondents chosen social class and family consecutively as their instigating factor while making the purchase decision (Table3 and 4). And in another table, it is found that the calculated significance value is 0.025 which is less than the stipulated significance value 0.05 with 4 degrees of freedom. This means that the above stated null hypothesis 'the influencing factors of all levels of consumption expenditure is same irrespective of their location' is being rejected. It says that there is significant difference with regard to influencing factors of different levels of consumption expenditure in YSR and Chittoor districts of Andhra Pradesh. (Table no. 5 and 6).

Keywords: Consumer behavior, ethnographic study, socio-cultural factors, Veblenian theory, location.

Low- income consumers

Those incomes are below rupees One lakh sixty thousand per year were treated as low-income consumers in both the districts that is Y. S.R. Kadapa and Chittoor districts in Rayalaseema region of Andhra Pradesh. Since majority of the Scheduled Castes people belong to low-income consumers we would take this tribe as one ethnic group in the present study.

Veblenian Socio-psychological model

Thorstein Veblen saw man as primarily a social animal conforming to the general forms and norms of his larger culture and to the more specific standards of the sub cultures and face to face group to which his life is bound. His wants and behaviour are largely moulded by his present group memberships and the group memberships to which he aspires. The basic theme is that man's attitudes and behaviour are influenced by several levels of society, culture, sub-culture, social classes, reference groups, face to face groups and family. The challenge to the marketer is to determine which of these social levels is most important in influencing the demand for his product.

Statement of the problem

The present study which is similar to anthropological studies looked at low-income consumer behavior of selected social group in cultural perspective. Here, people of scheduled caste were divided into two income categories only that is low income and high income; the first one was selected for the study. It includes the study of what they buy, why they buy it, where they buy it, and how often they buy it in Y.S.R. Kadapa and Chittoor districts in Rayalaseema region of Andhra