

A Study on Consumer Satisfaction at Inavolu Area in Hanamkonda District

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ABSTRACT

Psychological factors significantly influence consumer satisfaction, including motivation to reduce costs, perception of brand attractiveness, attitudes and beliefs toward goods or services, age and educational qualifications among residents at Inavolu area in Hanamkonda district. This study examines the psychological aspects concerning the purchase of groceries. A structured questionnaire was administered with a convenience sample of 200 respondents from Inavolu area of Hanamkonda district. Data were analysed with One-way Anova in SPSS software to assess the average consumer satisfaction with quality, discounts and brand loyalty for purchase of groceries at 5 percent significance level. The findings reveal significant difference among average consumer satisfaction with educational qualifications and age of.

Keywords: Consumer Satisfaction, Perception, Motivation, Buying of Groceries.

INTRODUCTION

Understanding consumer satisfaction is crucial for businesses to optimize pricing strategies, advertising campaigns, and product promotions. Psychological factors such as perception with regarding product quality and motivation in connection with discounts and brand loyalty and educational qualifications with age may shape consumer satisfaction. This study explores how these factors influence consumer satisfaction at Inavolu area of Hanamkonda district, providing insights for commerce at that area to refine their marketing approaches.

LITERATURE REVIEW

Ding (2024) highlights the role of advertising strategies and personalized branding in consumer decision-making. Hawkins & Mothersbaugh (2022) suggest that personality traits influence consumer choices. Engel, Blackwell, & Miniard (2020) explain the consumer decision-making process. Solomon (2020) emphasizes social and cultural influences on buying behaviour. Schiffman & Wisenblit (2019) discuss how attitudes affect brand preferences. Blackwell et al. (2019) examine reference group impacts on purchases. Aaker (2017) links brand loyalty to emotional connections. Kotler & Keller (2016) state that perception, learning, and motivation drive decisions. Ajzen (1991) introduces the Theory of Planned Behaviour in predicting actions. Festinger (1957) proposes cognitive dissonance theory affecting post-purchase behaviour. Maslow (1943) explains motivation through the hierarchy of needs.

RESEARCH GAP

Existing literature lacks a focused study on psychological aspects affecting consumer satisfaction at Inavolu area of Hanamkonda district, particularly concerning average perception and motivation of consumer satisfaction.

OBJECTIVES

To study the consumer satisfaction based on age.

To examine consumer satisfaction based on educational qualifications.

RESEARCH QUESTIONS

Do psychological factors significantly influence consumer satisfaction?

Do age and educational qualification affect consumer satisfaction?

HYPOTHESES

H_{0.1} there is no significant difference between consumer satisfaction based on age groups.

H_{0.2} there is no significant difference between consumer satisfaction bases on educational qualifications.

H_{1.1} there is a significant difference between consumer satisfaction based on age groups.

H_{1.2} there is a significant difference between consumer satisfaction bases on educational qualifications.

LIMITATIONS AND SCOPE

The research focuses only on psychological factors quality, discounts and brand loyalty in the sense of perception and motivation, towards consumer satisfaction with reference to age and educational qualifications. Moreover, the study is limited to Inavolu area of Hanamkonda district for the period of January and February of 2025.

RESEARCH METHODOLOGY

Research Design: Quantitative, survey-based.

Sampling: Convenience sampling with 200 sample size collected at Inavolu area of Hanamkonda district.

Data Collection:

Primary: Five-point Likert scale questionnaire with Not at all satisfied, slightly satisfied, moderately satisfied, very satisfied and extremely satisfied for quality, discounts and brand loyalty for the sake of consumer satisfaction.

Independent Variables: Age and Educational Qualification.

Dependent Variables: Consumer Satisfaction with quality, discounts and brand loyalty.

Secondary: Articles, journals and books.

Statistical Tool: One-way Anova at 5 percent significance level ($\alpha = 0.05$).

DATA ANALYSIS

Demographic Profile

Table 1: Gender a, Age and Educational Qualifications of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	108	54
	Female	92	46
	Total	200	100
Age	Below 25 years	15	7.5
	26-50 years	105	52.5
	51-75 years	60	30
	Above 76 years	20	10
	Total	200	100
Educational Qualification	Below SSC	30	15
	10+2	70	35
	Under Graduation	80	40
	Post Graduation and Above	20	10
	Total	200	100

(Source: Primary Data)

Descriptive Statistics Analysis

Table 2: One-way Anova of Consumer Satisfaction

Consumer Satisfaction (C. S.)	Base	Groups	df	F	α	P	H ₀ Status
Quality, Discounts and Brand Loyalty	Age	Between	3	1.85	0.05	0.062	H _{0.1} Accept
		Within	196				
		Total	199				
	Educational Qualifications(E.Q.)	Between	3	5.71		0.001	H _{0.2} Reject
		Within	196				
		Total	199				

(Source: Primary Data Processed with SPSS Software)

Interpretation: The table 2 information gives that $F_{(C.S.)_{Age}}(3, 196) = 1.85$, $P=0.062$ ($P > \alpha$), so $H_{0.1}$ is accepted due to P value is more than α value and it represents that there is no significant difference of satisfaction of quality, discounts and brand loyalty of groceries among the age groups.

$F_{(C.S.)_{E.Q.}}(3, 196) = 5.71$, $P=0.001$ ($P < \alpha$), so $H_{0.2}$ is rejected on the basis of P value is less than α value moreover, it represents that there is a significant difference of consumer satisfaction with respect of quality, discounts and brand loyalty of groceries among the educational qualifications.

FINDINGS

1. Age does not significantly affect for satisfaction for purchase of groceries.
2. Educational qualification is significantly impacting on buying behaviour.

3. Higher educational qualification correlates with more rational purchases.
4. Middle-aged consumers 26-50 show higher brand motivation.

CONCLUSION

Psychological factors quality, discounts and brand loyalty significantly influence consumer satisfaction, except for gender-based perception. Education and age play crucial roles in shaping purchasing decisions. Businesses should tailor marketing strategies based on consumer psychology and education levels.

FUTURE RESEARCH

Expand to other geographic areas, conduct longitudinal studies to track behavioural changes and include other additional variables.

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