



Impact of Demographic Variations on Consumer Satisfaction: A Study of Local and Non-local Goods in Nagaland

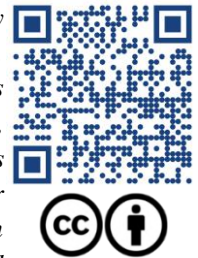
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Abstract— This study looks at how consumer satisfaction with local and non-local goods is affected by demographic characteristics in six districts of Nagaland: Dimapur, Kohima, Mokokchung, Tuensang, Mon, and Kiphire. The study aims to investigate how consumer satisfaction levels are influenced by characteristics such as gender, occupational status, and district-specific differences. Using an organized interview schedule, primary data was gathered from a sample of 600 respondents—a varied cross-section of Nagaland's population. The primary measure used for examining satisfaction levels was the Average Consumer Satisfaction Score (ACSS). The results show considerable differences in consumer satisfaction between various demographic groups when it comes to local and non-local items. The study emphasizes how crucial it is to consider demographic variables when figuring out Nagaland's consumer behavior. It implies that district-specific dynamics, local cultural identity, and economic considerations all significantly impact customer satisfaction. The knowledge gathered from this study can help shape focused marketing plans and legislative initiatives that support regional products and cater to the interests of various customer segments. By providing a sophisticated knowledge of the relationship between demographics and consumer satisfaction in a culturally and economically diverse region like Nagaland, this study adds to the broader discussion on consumer behavior.



Keywords— Consumer Satisfaction, Demographics, Local Goods, Nagaland.

I. INTRODUCTION

Customer satisfaction is a crucial indicator of the performance of both local and non-local products in the market. Knowing what influences customer satisfaction becomes vital in areas like Nagaland, where economic growth and cultural legacy are linked. A complex mix of cultural, economic, and demographic variables influences the market in Nagaland for both non-local and local goods. Non-local commodities frequently symbolize modernity and international trends, but local goods are firmly anchored in the region's cultural legacy. However, different demographic groups and districts have varied levels of

consumer satisfaction with these commodities. This study investigates the relationship between customer satisfaction with local and non-local goods across six districts in Nagaland and demographic characteristics such as age, gender, education, occupation, marital status and place of residence. By examining these characteristics, the research seeks to identify the underlying behaviors and preferences that influence consumer decisions, advancing our understanding of how consumers perceive and value local and non-local items in this cultural setting.

Numerous studies have examined consumer satisfaction in a variety of settings, emphasizing its importance in

promoting brand loyalty, repeat business, and general market success. Research has indicated that demographic variables, such as age, gender, income, and education, significantly influence the choices and satisfaction levels of consumers. While older consumers place a higher value on product quality and dependability, younger consumers are typically more influenced by trends and social media prioritizing things like price and brand image (Schiffman & Kanuk, 2010). Age and gender are two examples of demographic characteristics that influence the kinds of products that buyers associate with their identities (Solomon, 2019).

Previous research studies have also highlighted the significance of cultural identity and regional pride in shaping consumer preferences regarding local and non-local goods. According to Sheth & Parvatiyar, 2000, demographic variables like age, income, and cultural background influence consumer responses to relationship marketing initiatives. When local items are in line with their beliefs, consumers can feel more satisfied because they see them as extensions of their cultural identity (Belk, 2013). Local goods that appeal to consumers' cultural and demographic characteristics have the potential to enhance brand equity in regional marketplaces (Ailawadi et al, 2003).

While non-local commodities could be connected to modernity and status, local goods are frequently seen as more genuine and aligned with cultural values. However, depending on demographic variables and the accessibility and availability of these products in other regions, the satisfaction obtained from these things can fluctuate greatly. Consumers who are younger and have lower incomes are more likely to experience disappointment and regret, although demographic factors like age and wealth can also mitigate these effects on satisfaction (Inman et al., 2017).

Even while consumer happiness has been extensively studied, more is needed to know about the unique dynamics at work in places like Nagaland, where cultural legacy, economic progress, and demographic variety come together. Comprehensive studies investigating the ways in which age, gender, income, and education affect customer satisfaction with both local and non-local items in Nagaland are lacking. In order to close this gap, this study examines how these demographic characteristics affect customer satisfaction, paying close attention to district-specific differences. It analyses customer satisfaction with both local

and non-local items at the district level while taking demographic considerations into account.

II. METHODOLOGY

The study's research methodology entails gathering and evaluating both primary and secondary data to assess Nagaland consumers' satisfaction with local and non-local goods. A structured interview schedule is used to collect primary data, ensuring that responses are thoroughly noted and examined. The state of Nagaland is included in the study's population, with a focus on six important districts: Kohima, Dimapur, Mokokchung, Tuensang, Mon, and Kiphire. A total sample size of 600 respondents is selected from these districts to guarantee a complete representation of varied demographic characteristics. A scale has been developed to independently assess each respondent's degree of satisfaction with local and external goods. The scale is a Likert type-five points scale with 25 items representing various aspects of consumer satisfaction with local goods. Five degrees of satisfaction were recorded based on the respondents' responses to the 25 items. Five points are given for the most desired response and one point for the least. As a result, the maximum score on the Average Consumer Satisfaction Scale (ACSS) is 125 (25 items X 5 points). This ACSS is used to examine the data and measure the respondents' level of satisfaction.

III. RESULTS AND DISCUSSIONS

The first paragraph under each heading or subheading should be flush left, and subsequent paragraphs should have a five-space indentation. A colon is inserted before an equation is presented, but there is no punctuation following the equation. All equations are numbered and referred to in the text solely by a number enclosed in a round bracket (i.e., (3) reads as "equation 3"). Ensure that any miscellaneous numbering system you use in your paper cannot be confused with a reference [4] or an equation (3) designation.

3.1. Overall consumer satisfaction: District wise

The Overall Consumer Satisfaction towards local and non-local goods has been worked out based on average consumer satisfaction score (ACSS) obtained for each district under study. The Table 1 given below provides an idea about the district-wise variation of Average Consumer Satisfaction Score.

Table 1: Overall consumer satisfaction: District wise

District	No. of Respondents	ACSS		Local Goods (No. of Respondents)		Non-local Goods (No. of Respondents)	
		Local Goods	Non-local Goods	Above ACSS	Below ACSS	Above ACSS	Below ACSS
Dimapur	168	89.51	89.07	87	81	83	85
Kiphire	30	89.57	91.47	15	15	12	18
Kohima	120	95.20	88.96	48	72	44	76
Mokokchung	84	85.51	86.51	43	41	38	46
Mon	108	90.57	90.29	51	57	52	56
Tuensang	90	95.13	90.17	47	43	42	48

Source: Field Survey

The data in Table 1 shows that there are varying levels of consumer satisfaction with local and non-local goods across different districts in Nagaland. It can be inferred through the ACSS that respondents from Kohima District were more satisfied with local goods with an ACSS of 95.20 and number of respondents above and below ACSS was 48 and 72 respectively. On the other hand, it can also be inferred that respondents from Kiphire District were more satisfied with non-local goods with a ACSS of 91.47 and number of respondents above and below ACSS was 12 and 18 respectively.

3.2. Relationship between Gender and Consumers' Satisfaction: District wise

The data in Table 2 presents a district-wise analysis of the relationship between gender and consumer satisfaction towards local and non-local goods in Nagaland. The Average Consumer Satisfaction Score (ACSS) is used to measure satisfaction levels, with scores provided separately for female and male respondents across six districts.

Table 2: Relationship between Gender and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)			
		Female		Male	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	90.63	90.40	88.21	87.53
Kiphire	30	88.85	93.08	90.12	90.24
Kohima	120	95.09	87.39	95.32	90.75
Mokokchung	84	83.96	86.85	87.39	86.11
Mon	108	90.72	89.64	90.45	90.84
Tuensang	90	94.19	89.00	96.42	91.76

Source: Field Survey

With a few notable exceptions, the ACSS of the data in Table 2 indicates that, in most districts, respondents, male and female alike, tend to be satisfied with local than non-local goods. Both genders express great satisfaction with local goods in Dimapur, Kohima and Tuensang. However, Kiphire and Mokokchung demonstrates a distinct pattern in

which females are more satisfied with non-local goods with an ACSS of 93.08 and 86.85 respectively.

3.3. Relationship between Age and Consumers' Satisfaction: District wise

The Table 3 presents a district-wise analysis of consumer satisfaction with local and non-local goods based on the age group of respondents.

Table 3: Relationship between Age and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)							
		18 to 25		26 to 40		41 to 60		61 and above	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	90.67	90.30	88.66	89.75	87.86	81.86	87.00	90.80
Kiphire	30	83.88	91.25	92.43	92.00	90.25	90.75	0	0
Kohima	120	94.77	86.56	94.45	89.86	98.71	92.12	95.50	88.75
Mokokchung	84	88.57	88.21	81.85	86.20	88.36	87.50	97.50	67.00
Mon	108	89.91	88.46	90.83	91.61	92.60	91.60	85.25	83.50
Tuensang	90	93.05	87.80	98.03	92.39	92.91	91.27	0	0

Source: Field Survey

It is seen through the ACSS of that data in Table 3 that though there are variations per district, younger age groups (18 to 25) show a balanced satisfaction with both local and non-local goods. For example, younger respondents in Kiphire favor non-local goods, whereas those in Dimapur and Tuensang are more satisfied with local goods. The middle-aged groups (26–40 and 41–60) exhibit high levels of satisfaction with local products, especially in Tuensang and Kohima, where scores are quite high. Older age groups (61 and above) show a range of preferences. For instance, the older respondents in Dimapur favor non-local goods, but in Mokokchung, the same demographic strongly prefers local goods. Overall, the data points to a tendency

among consumers, especially in certain districts like Kohima and Mokokchung, to be more satisfied with local goods more as they age. Even if they are still valued, non-local goods appear more popular with younger and middle-aged consumers, especially in areas like Kiphire and Dimapur.

3.4. Relationship between Educational Qualification and Consumers' Satisfaction: District wise

The Table 4 presents a district-wise analysis of consumer satisfaction with local and non-local goods based on the educational qualification of respondents.

Table 4: Relationship between Educational Qualification and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)									
		Below Class 10		Matriculate		Higher Secondary		Graduate		Post-Graduate	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	91.60	94.80	91	85.40	88.43	91.43	90.47	89.65	88.45	86.93
Kiphire	30	83.00	91.00	98.00	84.00	93.60	100.80	82.75	86.25	89.84	90.53
Kohima	120	91.33	84.33	97.00	87.00	95.91	90.36	95.04	87.45	95.36	90.85
Mokokchung	84	87.33	91.00	90.20	90.00	82.50	83.00	82.24	85.38	87.73	86.88
Mon	108	87.93	85.53	91.73	98.09	89.73	90.73	91.44	90.00	90.79	89.93
Tuensang	90	0	0	88.50	87.50	99.46	92.38	92.89	87.63	96.27	92.14

Source: Field Survey

The ACSS results of the data in Table 4 shows that respondents who are from Graduate and Post-Graduate levels in most districts exhibit balanced satisfaction with local and non-local goods. However, Kiphire district show a less satisfaction score for local goods. Below Class 10 are more satisfied with non-local goods in districts like Dimapur, Kiphire and Mokokchung. However, matriculate respondents are satisfied highly with local goods in all districts except Mon. Higher secondary respondents show great satisfaction with locally produced goods in 3

districts, especially in Tuensang, and more satisfaction with non-local goods in the remaining 3 districts, especially in Kiphire.

3.5. Relationship between Occupational Status and Consumers' Satisfaction: District wise

The Table 5 presents a district-wise analysis of consumer satisfaction with local and non-local goods based on the occupational status of respondents.

Table 5: Relationship between Occupational Status and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)									
		Govt. Service		Homemakers		Private Service		Self-employed		Student	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	91.72	90.21	90.75	92.08	88.76	89.97	89.77	86.65	85.94	84.75
Kiphire	30	81.00	91.00	84.00	84.67	90.63	92.63	92.50	92.33	89.33	90.50
Kohima	120	95.27	87.16	93.00	88.13	94.50	90.85	96.79	89.68	96.00	90.60
Mokokchung	84	82.29	86.54	85.27	85.45	86.19	88.31	88.89	90.89	90.00	79.00
Mon	108	89.09	88.38	94.33	92.33	93.06	89.81	88.53	91.15	92.86	91.36
Tuensang	90	92.48	87.35	92.29	88.57	94.93	88.97	97.96	92.88	98.40	99.00

Source: Field Survey

Through the ACSS in Table 5, it can be inferred that Dimapur shows a trend where homemakers and private service employees tend to prefer non-local goods, while government service employees, students, and the self-employed lean towards local goods. Kiphire displays a unique pattern where self-employed individuals have the highest satisfaction with both local and non-local goods, while government employees are less satisfied with local products. Kohima strongly favors local goods across all occupational groups, particularly among the self-employed and students, reflecting a cultural or regional preference. Mokokchung indicates a distinct preference for local goods among students and the self-employed, while non-local goods receive mixed satisfaction levels. Mon shows high satisfaction across all groups, with homemakers leading in

both local and non-local goods satisfaction, suggesting a broad acceptance of both product types. Tuensang stands out for its overwhelmingly high satisfaction with local goods, especially among the self-employed and students, with students also showing the highest satisfaction for non-local goods.

3.6. Relationship between Marital Status and Consumers' Satisfaction: District wise

The Table 6 presents the relationship between marital status (married vs. unmarried) and consumer satisfaction with local and non-local goods across the six districts in Nagaland.

Table 6: Relationship between Marital Status and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)			
		Married		Unmarried	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	91.83	90.89	88.60	88.36
Kiphire	30	89.09	93.09	89.84	90.53
Kohima	120	93.08	84.54	96.14	90.93

Mokokchung	84	83.68	86.78	87.18	86.27
Mon	108	90.12	88.93	90.85	91.12
Tuensang	90	92.36	87.82	96.74	91.53

Source: Field Survey

The data in Table 6 shows how marital status influences consumer satisfaction with both local and non-local items, with notable district-specific variances based on the ACSS score. Therefore, it can be concluded that married respondents generally exhibit great pleasure with local goods, notably in Dimapur, Kiphire, and Tuensang, even though their contentment with non-local things varies by district. For example, married respondents from Kiphire and Dimapur express greater satisfaction with non-local things than respondents from Kohima and Tuensang. Unmarried respondents indicate more satisfaction with local and non-local commodities, especially in places with a significant

preference for local goods, such as Kohima and Tuensang. In most districts, unmarried respondents had a slightly higher preference for locally produced goods than respondents who are married.

3.7. Relationship between Place of Residence and Consumers' Satisfaction: District wise

The Table 7 presents a district-wise analysis of consumer satisfaction with local and non-local goods based on the place of residence of the respondents.

Table 7: Relationship between Place of Residence and Consumers' Satisfaction: District wise

District	No. of Respondents	Average Consumer Satisfaction Score (ACSS)			
		Town		Village	
		Local Goods	Non-local Goods	Local Goods	Non-local Goods
Dimapur	168	89.88	89.52	85.94	84.75
Kiphire	30	89.59	91.56	89.33	90.67
Kohima	120	95.05	88.77	96.19	90.19
Mokokchung	84	85.20	87.23	90.40	75.20
Mon	108	90.36	90.38	91.67	89.83
Tuensang	90	95.44	90.01	92.91	91.27

Source: Field Survey

According to the ACSS in Table 7, it can be inferred that respondents from town are more content with non-local goods in the districts of Kiphire, Mokokchung, and Mon and are more satisfied with local goods than non-local goods in the districts of Dimapur, Kohima, and Tuensang. Except in Kiphire, where respondents from village residency are more likely to favor non-local goods, village residents in all districts also vastly prefer local goods.

IV. CONCLUSION

A conclusion section must be included and should indicate clearly the advantages, limitations, and possible applications of the paper. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions.

This study examined the impact of demographic variations on customer satisfaction with local and non-local goods across six districts in Nagaland, viz., Dimapur, Kohima, Mokokchung, Tuensang, Mon, and Kiphire. The demographic parameters examined in this study included gender, age, occupational status, educational background, marital status and place of residence. The results show notable differences in consumer satisfaction between districts, which are driven by demographics. The insights gained can assist local businesses in better understanding the needs of various demographic groups and tailor their marketing plans and product offers and development strategies to the interests of such groups. Policymakers can also create policies that encourage the consumption of locally produced items and support local enterprises, thus promoting economic development in the area.

When creating marketing plans, businesses should consider the demographics of their targeted consumer base. There should be campaigns to highlight local products'

distinctive features and cultural value to increase customer satisfaction and loyalty toward them, particularly in areas where non-local items are more popular. Businesses and policymakers should implement district-specific strategies considering the differences in consumer satisfaction across districts. More market access, financial aid, and training should be provided for local artisans and producers to boost the allure of locally produced goods. By addressing these areas, future studies could contribute to a more comprehensive understanding of consumer satisfaction in Nagaland and inform more effective strategies for promoting local economic development and cultural preservation.

The six districts included in the study might not accurately represent the entire state of Nagaland. If additional districts were added, the results might be different. To obtain a more thorough knowledge of consumer satisfaction towards local and non-local goods in Nagaland, future research might broaden the scope to include more districts, more significant sample numbers, and additional variables, including income level and lifestyle preferences. Expanding the study to other states or areas may yield comparative perspectives, facilitating the identification of broader patterns in consumer behavior concerning local and non-local goods across varied cultural environments.

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