



Impact of demographic factors on the store format and purchase of food and beverage products

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Abstract

Consumers store purchase changing according to various factors affecting especially demographic factors such as age, gender, marital status, occupation etc are having high to low impact of consumers towards purchasing process of food products as well as beverage products. The present paper explains the purchase and the impact factors of consumers towards store format.

Keywords: Demographic factors, store format, purchase, food products, beverage products

Introduction

This Paper discusses the impact of demographic factors on the choice of store format and purchase of food and beverage is presented. There are many variables influencing the consumers in preferring the stores and various food items. There are various forms of retail found in Salem District viz., departmental stores, supermarkets, malls and kirana stores and it is essential to determine how far the demographic variables make a big impact. Further, attributes of the product have a big say in the choice of the product. In the case of food and beverages, wholesomeness, shelf life and package are the fundamental characteristics that every consumer wishes to have in the product and it is essential for any marketer to sustain the quality of the products kept in the stores. It also brings to light how for the demographic variables have impact on the factors related to visits to the malls and product characteristics. Finally this chapter has been analyzed, classified tabulated and supplemented through chi square test.

Objectives of The Study

The objectives of the study is

- To analysis the consumer perception towards impact of demographic factors and store preference for food items
- To analysis the consumer perception towards impact of demographic factors and store preference for Beverage items
- To evaluate the frequency of visiting of consumers in various Store Formates

Operational Definition of Concepts

Food

Food is any substance consumed to provide nutritional support for the body. It is usually of plant or animal origin, and contains essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. The substance is ingested by an organism and assimilated by the organism's cells in an effort to produce energy, maintain life, or stimulate growth.

Beverage

A drink, or beverage, is a kind of liquid which is specifically prepared for human consumption. There are many groups for drinks. It can be divided into various groups such as plain water, alcohol, non alcoholic drinks, soft drinks (carbonated drinks), fruit or vegetable juices and hot drinks.

In addition to fulfilling a basic need, drinks form part of the culture of human society.

Demographic Factors

Demographic factors are the personal statistics that include such information as gender, age, marital status, family size, occupation, educational level, nationality, race, religion, location and soon (Cartiello er al 2015)

Research Methodology

Research methodology shows the methods to be followed in the research activities starting from investigation to presentation of research report. It includes the research design, sampling framework, construct development, data collection, framework of analysis and limitations. The methodology followed in the present study is summarized below.

Analysis and Interpretations

Chi Square Test

1. Demographic Factors and Store Preference for Food Items

Chi Square test between the demographic factors and store preference for food items has been carried out to find the significant difference among the different groups gender, age, educational qualification and marital status. The table 1 shown below presents the results arrived.

Table 1: Demographic factors and store preference for food items

Demographic factors	Degree of freedom	Chi square value	Table value	Sig. Value
Gender	3	16.177	7.82	0.000
Age	9	15.061	16.92	.446
Educational qualification	6	23.351	12.59	0.000
Marital status	3	0.4353	7.82	.751

The variables were,

Store preference- departmental store, super market, shopping mall and kirana stores

Gender- male and female

Age- Below 20 yrs, 20-30 yrs, 30-40 yrs and above 40 yrs

Educational Qualification- School Level, Graduate and Post Graduate

Marital Status- Married and Unmarried

From the table 1 it can be inferred that the table value is less than the Chi Square value for the items gender and educational qualification and thus there was a significant difference in the store preference for food items among gender and educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items Age and Marital status and there was no significant difference in the store preference for food items among the different groups of age and marital status.

2. Demographic Factors and Store Preference for Beverage Items

Chi Square test between the demographic factors and store preference for Beverage items has been carried out to find the significant difference among the different groups of gender, age, educational qualification and marital status. The below table 2 show the results arrived.

Table 2: Demographic factors and store preference for beverage items

Demographic factors	Degrees of freedom	Chi square value	Table value	Significant value
Gender	3	17.741	7.82	0.000
Age	9	12.377	16.92	0.902
Educational qualification	6	23.735	12.59	0.001
Marital status	3	1.075	7.82	0.415

The variables were,
 Store preference- departmental store, super market, shopping mall and kirana stores
 Gender- male and female
 Age- Below 20 yrs, 20-30 yrs, 30-40 yrs and above 40 yrs
 Educational Qualification- School Level, Graduate and Post Graduate
 Marital Status- Married and Unmarried

From the table 2 it can be inferred that the table value is less than the Chi Square value for the items gender and educational qualification and thus there was a significant difference in the store preference for Beverage items among gender and educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items Age and Marital status and there was no significant difference in the store preference for Beverage items among the different groups of age and marital status.

3. Demographic Factors and Frequency of Visiting Departmental Store

Chi Square test between the demographic factors and frequency of visiting departmental store has been carried out to find the significant difference among the different groups of gender, age, educational qualification and marital status. The table given below shows the results arrived.

Table 3: Demographic factors and frequency of visiting departmental store

Demographic factors	Degrees of freedom	Chi square value	Table value	Significant value
Gender	4	13.388	9.49	0.010
Age	12	35.012	21.03	0.000
Educational qualification	8	18.128	15.51	0.019
Marital status	4	2.451	9.49	0.693

The variables were,
 Frequency of visiting departmental store – once in a week, fortnightly, once in a month, once in two months and others
 Gender- male and female
 Age- Below 20 yrs, 20-30 yrs, 30-40 yrs and above 40 yrs
 Educational Qualification- School Level, Graduate and Post Graduate
 Marital Status- Married and Unmarried

From the table 3 it can be inferred that the table value is less than the Chi Square value for the items gender, age and educational qualification and thus there was a significant difference in the frequency of visiting departmental store among gender, age and educational qualification. It can also be inferred that the table value is more than the Chi Square value for the item- Marital status and there was no significant difference in the frequency of visiting departmental store among the different groups of marital status.

4. Demographic Factors and Frequency of Visiting Supermarket

Chi Square test between the demographic factors and frequency of visiting supermarket has been carried out to find the significant difference among the different groups of gender, age, educational qualification and marital status. The following table shows the results arrived.

Table 4: Demographic factors and frequency of visiting supermarket

Demographic factors	Degrees of freedom	Chi square value	Table value	Significant value
Gender	3	2.537	7.82	0.205
Age	9	16.725	16.92	0.053
Educational qualification	6	31.203	12.59	0.000
Marital status	3	2.240	7.82	0.524

The variables were,
 Frequency of visiting departmental store – once in a week, fortnightly, once in a month, once in two months and others
 Gender- male and female
 Age- Below 20 yrs, 20-30 yrs, 30-40 yrs and above 40 yrs
 Educational Qualification- School Level, Graduate and Post Graduate
 Marital Status- Married and Unmarried

From the table 4 it can be inferred that the table value is less than the Chi Square value for the item- educational qualification and thus there was a significant difference in the frequency of visiting supermarket with the educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items gender, age and marital status and there was no significant difference in the frequency of visiting supermarket among the different groups of gender, age and marital status.

5. Demographic Factors and Frequency of Visiting Shopping Mall

Chi Square test between the demographic factors and frequency of visiting shopping mall has been carried out to find the significant difference among the different groups of gender, age, educational qualification and marital status. The below table shows the results arrived.

Table 5: Demographic Factors and Frequency of Visiting Shopping Mall

Demographic Factors	Degrees of freedom	Chi square value	Table value	Significant value
Gender	3	1.210	7.82	0.751
Age	9	15.853	16.92	0.070
Educational qualification	6	26.788	12.59	0.000
Marital status	3	3.064	7.82	0.829

The variables were,

Frequency of visiting shopping mall – once in a week, fortnightly, once in a month, once in two months and others
Gender- male and female

Age- Below 20 yrs, 20-30 yrs, 30-40 yrs and above 40 yrs

Educational Qualification- School Level, Graduate and Post Graduate

Marital Status- Married and Unmarried

From the table 5 it can be inferred that the table value is less than the Chi Square value for the item- educational qualification and thus there was a significant difference in the frequency of visiting shopping mall with educational qualification. It can also be inferred that the table value is more than the Chi Square value for the items gender, age and marital status and there was no significant difference in the frequency of visiting shopping mall among the different groups of gender, age and marital status.

Summary of Findings

Choice of Store Format for Purchasing of Food Items

Of the total 284 respondents forming 44.1% stated that they purchased food items in departmental stores, 174 respondents forming 34.3% stated that they purchased food items in kirana stores, 98 respondents forming 19.3% stated that they purchased food items in supermarkets and the remaining 12 respondents forming 2.4% stated that they purchased food items in shopping malls.

Choice of Store Format for Purchasing of Beverage Items

Of the total strength 284 respondents forming 55.9% stated that they purchased beverage products in departmental stores, 192 respondents forming 37.8% stated that they purchased beverage products in kirana stores, 22 respondents forming 4.3% stated that they purchased beverage products in super markets, and the remaining 10 respondents forming 1.96% stated that they purchased in shopping malls.

Conclusion

The artical has clearly portrayed the influence of demographic factors namely gender, age, educational qualification, marital status and others on the various variables related to products and visits to the various Store formats and frequency of visiting of consumers towards various formats of store. There are various store preferences which influence the consumers towards purchase of food and beverage products.

References

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