

Age, Income and Gender Differences in Consumption of Branded and Local Food Products: A study in Gorakhpur

ABSTRACT

Consumer behaviour reflects the totality of consumer decisions with respect to the acquisition, consumption and disposition of goods, services etc. Buying behaviour particularly involves collective responses of buyers for selecting, evaluating deciding and post purchase behaviour. Buyer's behaviour is the study of the human response to services and marketing of product and services. The study is an attempt to understand consumer's behaviour towards Branded and Local Major Food Products. This study aims to identify the factors which are important while purchasing packaged food products. The study also examines the relationship between the factors brought out and factors like age, monthly income, education etc. To find out is there any association between factor and buying behaviour of branded vs local food items. The Chi square test (Kruskal Wallis Test) has been applied. It is concluded that Age, education and income of the respondent's effect their buying behaviour.

Keywords: Consumer behaviour, Brand Loyalty, Brand Preference, Buying decisions, consumption pattern etc.

INTRODUCTION

Consumer behaviour is defined as the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs. A consumer's buyer behaviour is influenced by four major factors; cultural, social, personal, and psychological factors. These factors cause consumers to develop product and brand preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preferences of the target market. When purchasing any product, a consumer goes through a decision process. This process consists of up to five stages; problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behaviour. All consumers visiting the stores to shop are unique in themselves; they have varied needs and wants that differ from one another and also have different patterns & behaviour of consuming things. A marketer is a common link between the consumer and the company that helps in satisfying the needs and requirements of the consumer via means of products and services being offered by various companies. Any firm that exists in the market, needs to survive, compete and grow in comparison to itself and their competitors in the industry; and to do this, it is essential for them to realize and understand the needs, requirements and wants of their target audience better than their competitors. The companies need to have a comprehensive yet in-depth knowledge of consumers and their consumption patterns in order to be successful. The study of consumer behaviour is concerned not only with what consumers buy, but also with why they buy it, when, where and how they buy it and how often they buy it. Consumer behaviour is an integral part of strategic market planning. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (time, effort, money) on consumption-related items. Methodology used to study consumer behaviour is known as consumer research. Consumer research takes place at every phase of the consumption process; before the purchase, during the purchase, and after the purchase. The field of consumer research developed as an extension of the field of marketing research to enable marketers to predict how consumers would react in the market place and to understand the reasons they made the purchase decisions they did. Since the market place is composed of different people, with different backgrounds, different interests, different needs and wants, it is necessary to segment the markets. Market segmentation is the process of dividing a market into distinct subsets of consumers with common needs or characteristics and selecting one or more segments to target with a specially designed marketing mix.

Consumer behaviour refers to the selection, purchase and consumption of goods and services by the consumer for the satisfaction of their wants. There are different processes involved in the consumer behaviour. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological etc. This part of consists studies done in past on consumer behaviour, brand preference purchase behaviour and factor influencing them. Various have been conducted in past. Consumers get influenced by several major factors while they make their decisions.

Review of Literature

Vyas et al. (2016) in their study on consumer behaviour towards select branded food items revealed that most of the respondents are aware about the branded packaged food items, this awareness is highest in the case of branded packaged wheat flour, followed by the packed rice, packed edible oil and least awareness in the case of branded sugar. Buying pattern of joint families people go for bulk purchasing where as in nuclear families they prefer buying in small quantities as and when required.

Hass (2015) in his study pointed out that TV advertisement had a dominating effect on the buying decision in the family because they were decided to purchase the products through the TV exposure. Rural consumers jointly made a decision with their family members about the product to be purchased and buying behaviour of female individuals was more influenced by the television advertisements than their male counterparts of the family.

Jafersadhiq (2014) in his study, "A study on buying behaviour of Instant food products at Coimbatore" revealed that consumer buying behaviour is influenced by the traditional way of manufacturing process, traditional ingredients and the availability of products next to their shops. Interestingly the study reveals that consumers are not ready to change over their brands.

Brosekhan and Velayutham (2013) pointed out that the consumer behaviour had a great impact on the home appliance products of the clusters. The consumers purchased the products by its brand. The relationship between consumer behaviour and home appliances products could be seen as an individual's purchase and use of products & services where these constitute part of his lifestyle expression & its reflection.

Sushil Kumar and Jabir Ali (2011) conducted a study for assessing consumer awareness and usage of food labels and influences on food buying behaviour. The results indicated that particular category of information was used more by the consumers while purchasing packaged food products. Differences across various socio-economic groups were also significant in many cases. The results had very strong implications for regulatory authorities as well as food companies.

Marketing and consumer behaviour are so closely related that the study of consumer behaviour becomes necessary. Viewing it from another angle, consumer behaviour study and consumer research are important allies of the marketer. They are the engine that propel ideas, gives a forecast of the market and lead to innovations. The more diverse the market, the more is the need for consumer behaviour studies. It is accepted that consumer behaviour prediction is indeed important & complex and requires serious effort. It is also accepted that a study of consumer behaviour is essential for making marketing plans.

Yaseen Khan & Tariq Zafar (2011) studied buying behaviour and brand perception of consumer in shopping malls. Consumer purchasing power is the main factor which determines their buying behaviour and brand perception in shopping malls age; factor is the most dominant factor in daily foot falls.

Jabir Ali, Sanjeev Kapoor, Jana Kiraman Moorthy (2010) conducted a study to assess the consumer's preferences for food and grocery products. A total of 101 households having

sufficient purchasing power were surveyed. The preferences of the consumers clearly indicated their priority for cleanliness/freshness of food products followed by price, quality, variety, packaging and non-seasonal availability. It was also found that most of the food and grocery items were purchased in loose from the nearby outlets. Fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature, whereas grocery items were less frequently purchased.

Kokatnur (2009) Consumer perception, brands. a Empirical examinations. In this study researcher observed that consumers on quality money, packaging, taste, price, and brand image of products. Therefore there is a need of making brand image in front of customer.

Narang (2006) opined that, a buyer does not stick to one brand in case of food purchasing. They should be able recall different brand names when they go for purchase. Repetitive advertising can be used to promote brand recall. The product should be associated with style and trend, so that it appeals to the youth and the brand name should be developed as a fashion statement. Promotional schemes such as discounts and free offers with purchase were suggested to increase rates.

Ramasamy(2005) reported that, the buying behaviour is vastly influenced by awareness and attitude towards the product. Commercial advertisements over television was said to be the most important source of information, followed by displays in retail outlets. Consumers do build opinion about a brand on the basis of which various product features play an important role in decision making process. A large number of respondents laid emphasis on quality and felt that price is an important factor while the others attached importance to image of manufacturer.

OBJECTIVES OF THE STUDY

1. To test the consumption of branded and local products of Female consumers in terms of income differences.
2. To test the consumption of branded and local products of Female consumers in terms of Educational differences.
3. To test the consumption of branded and local products of Male consumers in terms of income differences.
4. To test the consumption of branded and local products of Male consumers in terms of Educational differences.

HYPOTHESES

1. There is significant income difference in the consumption of branded and local food products by female consumers.
2. There is significant educational difference in the consumption of branded and local food products by female consumers.
3. There is significant income difference in the consumption of branded and local food products by male consumers.
4. There is significant educational difference in the consumption of branded and local food products by male consumers.

METHOD

Sample: To attain the objectives of the present research 100 consumers (52 respondents from Female and 48 from Male) were drawn on random basis from the general population of Gorakhpur District of Uttar Pradesh.

Design: This study is based on survey method of research. In order to conduct this research a preliminary discussions were held with the local consumers and the marketers

about the consumption of branded food products as well as about the brands available and preferred in the study area to gather information on the products to be selected for the study. Based on the discussions, the most commonly available and used products in the study area were selected.

Tools: The present study has been conducted on the consumers (citizen) of Gorakhpur District of Uttar Pradesh. 100 respondents from the 52 female and 48 male from the population were drawn on random basis. The data required for the study were collected from the respondents by personal interview and for this a structured interview schedule has been prepared method. Different types of questions are used in the interview schedule like open ended questions, close ended questions, placing variables in rank order ,multiple choice questions etc .General information like name ,education, monthly income etc,also has been taken.

RESULT AND DISCUSSION

To understand the educational and economical difference of consumers were studied. They are the important variables as they decide the consumption pattern of food products in the family. Generally it is believed that, as the income, and education of the consumers increase, the expenditure on consumption of food products also increases. The following:

TABLE 1: Showing Descriptive statistics for Branded and local food products consumption by females with different Incomes Slab.

	Income	N (Number)	Mean Rank
Branded	Below 20000	16	18.91
	20001-40000	24	27.48
	Above 40000	12	34.67
	Total	52	
Local	Below20000	16	34.41
	20001-40000	24	27.48
	Above 40000	12	14.96
	Total	52	

The above table shows that 16 female consumer whose income is below 20000 obtained a mean rank of 18.91 in branded and 34.41 in local categories. 24 female consumers in 20001 to 40000 slab obtained mean 27.48 in branded and 27.48 in local food product, same mean rank. 12 female consumers obtained mean rank of 34.67 in branded and 14.96 in local category. We can find a pattern that as the income of consumers increase the consumption of branded food products increase, but of local food products decrease. In order to test the significance of difference between three groups in term of consumption branded and local products chi-square has been employed which presents following results.

TABLE 2: Showing chi square value for Branded and Local Products Consumption by Females with different Income slab.

	BRANDED	LOCAL
Chi-Square	7.641	11.409
Df	2	2
Asymp. Sig.	.022	.003

a. Kruskal Wallis Test

b. Grouping Variable: INCOME

To test the significance of difference between mean ranks of three groups, the obtained chi square value is 7.641 which is significant at .002 level for the branded products and the chi square value is 11.409 which is significant at .003 level for local products. So we can say that there is significant difference between all these 3 groups in terms of consumption of local and branded products. It means that the variation in income of female consumers significantly determines the consumption of branded and local products.

TABLE 3: Showing Descriptive statistics for Branded and local food products consumption by females with different Education level.

	Education	N	Mean Rank
Branded	Below Intermediate	16	23.31
	Graduate	16	27.06
	PG and Higher	20	28.60
	Total	52	
Local	Below Intermediate	16	30.88
	Graduate	16	21.59
	PG and Higher	20	26.92
	Total	52	

The above table shows that 16 female consumer whose education is below Intermediate obtained a mean rank of 23.31 in branded and 30.88 in local category. 16 female consumers in Graduate category obtained mean rank 27.06 in branded and 21.59 in local food product, whereas 20 female consumers obtained mean of 28.60 in branded and 26.92 in local category. Three various groups formed on the basis education don't seem to be so different in terms of consumption of branded and local products.

TABLE 4: Showing chi square value for Branded and Local Products Consumption by Females with different Education level.

	BRANDED	LOCAL
Chi-Square	1.120	3.044
Df	2	2
Asymp. Sig.	.571	.218

a. Kruskal Wallis Test

b. Grouping Variable

To test the significance of difference between mean ranks of three groups, the obtained chi-square value for branded products (1.120) and local products (3.044) are not significant, as we see in table-4. It means that education doesn't seem to be a factor for the consumption of products.

TABLE 5: Showing Descriptive statistics for Branded and local food products consumption by Males with different Education level.

	Education	N	Mean Rank
Branded	Below Intermediate	13	18.96
	Graduate	16	25.06
	PG and Higher	19	27.82
	Total	48	
Local	Below Intermediate	13	28.65
	Graduate	19	27.82
	PG and Higher	16	25.06
	Total	48	

The above table shows that 13 male consumer whose education is below Intermediate obtained a mean rank of 18.96 in branded and 28.65 in local categories. 19 male consumers in Graduate category obtained mean 25.06 in branded and 27.82 in local food product, 16 male consumers obtained mean of 27.82 in branded and 25.06 in local category. Three various groups formed on the basis education don't seem to be so different in terms of consumption of branded and local products.

TABLE 6 : Showing chi square value for Branded and Local Products Consumption by Males with different Education level

	BRANDED	LOCAL
Chi-Square	3.146	2.067
Df	2	2
Asymp. Sig.	.207	.356

a. Kruskal Wallis Test

b. Grouping Variable

To test the significance of difference between mean ranks of three groups, the obtained chi square value is 3.146 which is not significant for the branded products and the chi square value is 2.067 which is also not significant for local products. So we can say that there is non-significant difference between all these 3 groups in terms of consumption of local and branded products.

TABLE 7 : Showing Descriptive statistics for Branded and local food products consumption by Males with different Incomes Slab.

	Income	N	Mean rank	Percentage
Branded	Below 20000	10	26.20	10
	20001-40000	24	22.12	24
	Above 40000	14	27.36	14
	Total	48		
Local	Below 20000	10	24.15	10
	20001-40000	24	25.71	24
	Above 40000	14	22.68	14
	Total	48		

The above table shows that 10 male consumer whose income is below 20000 obtained a mean rank of 26.20 in branded and 24.15 in local categories. 24 male consumers in 20001 to 40000 slab obtained mean 22.12 in branded and 25.71 in local food product. 14 male consumers obtained mean of 27.36 in branded and 22.68 in local category. We can find a pattern that as the income of consumers increase the consumption of branded food products increase, but of local food products decrease. In order to test the significance of difference between three groups in term of consumption branded and local products chi-square has been employed which presents following results.

TABLE 8: Showing chi square value for Branded and Local Products Consumption by Females with different Income slab.

	BRANDED	LOCAL
Chi-Square	1.430	.425
Df	2	2
Asymp. Sig.	.489	.809

- a. Kruskal Wallis Test
- b. Grouping Variable: INCOME

To test the significance of difference between mean ranks of three groups, the obtained chi square value is 1.430 which is significant at 0.489 level for the branded products and the chi square value is 0.425 which is significant at 0.809 level for local products. So we can say that there is significant difference between all these 3 groups in terms of consumption of local and branded products.

FINDING OF RESEARCH

This research has been done on residents of Gorakhpur city. Out of 100 selected people 52 are women and 48 are men of different education and income slabs. Education category is below intermediate, graduation and Post Graduation. Income slab is below 20000 pm, 20001 to 40000 and 40000 above. In Gorakhpur city education level has low effect on buying pattern of citizens. People are aware of local and branded food products and even check label for quality and nutritional values. However income factor is playing major role. It is observed that as income increases people tend to buy more branded food products. Correlation between income of people and branded food product is positive.

The buying behaviour of branded food is influenced by the Income of respondent. The buying behaviour of branded food is influenced by various factors.

IMPLICATION, SUGGESTION AND LIMITATION OF THE STUDY

1. Due to time constraints, size of selected population to achieve goals is small.
2. Only major food products which are in daily use/FMCG have been selected for the study.
3. Consumers sometimes do not exhibit their true attitude and data regarding their families.
4. The behaviour of the consumers is changing fast and hence cannot be truly predicted.
5. The present study was confined to Gorakhpur city, so it cannot be generalized to other parts of districts and state.

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