Demographic Characteristics: Predictors of Theconsumers Buying Behaviour in Organized Retail Stores

Mrs. Poorva Tiwari[1], DR.Shaifali Tripathi[2]

[1,2]Professor, Faculty of Management and Commerce

Abstract

This study examines the impact of demographic characteristics on consumer buying behavior in organized retail stores. The research aims to identify specific demographic predictors that significantly influence purchasing decisions and preferences. By analyzing data from a diverse sample of consumers, the study explores how factors such as age, gender, education, contribute to variations in buying behavior. The findings reveal that age is the most significant predictors, displaying a higher propensity for impulsive buying and preference for trendy products. Gender differences are evident, with female consumers showing a greater inclination towards frequent shopping and emotional purchasing, whereas male consumers often focus on practicality and specific needs. Education emerges as influential factors, with higher education levels correlating with informed and rational buying decisions. The study highlights the importance of understanding these demographic characteristics for retailers aiming to tailor their marketing strategies and improve customer engagement. By recognizing the diverse needs and preferences of different consumer segments, organized retail stores can enhance their Product Performance, price, Quality, After Sales Service. Promotions, Brand, Customized Services and Credit Facility. Retailers can leverage this information to optimize their marketing efforts, improve customer satisfaction, and drive sales growth. Future research should consider the dynamic nature of consumer preferences and explore additional factors that may influence buying behavior in the evolving retail landscape.

Keywords: demographic characteristics, Product Performance, price, Quality, After Sales Service. Promotions, Brand, Customized Services and Credit Facility.

INTRODUCTION

Understanding the demographic characteristics that predict consumer buying behavior in organized retail stores is crucial for retailers aiming to optimize their marketing strategies and enhance customer satisfaction. Demographic factors, such as age, gender, education, play a significant role in shaping consumer preferences and purchasing patterns. These characteristics provide insights into the diverse needs and preferences of different consumer segments, enabling retailers to tailor their product offerings and marketing campaigns more effectively. Age is a fundamental demographic predictor of consumer behavior. Younger consumers may be more inclined towards trendy and fashionable products, whereas older consumers might prioritize quality and value for money. Gender differences also influence buying behavior, with men and women often having distinct preferences and shopping habits. For instance,

women may be more involved in grocery shopping and household purchases, while men might focus on electronics and high-value items. Understanding these age and gender dynamics helps retailers in designing targeted marketing strategies that resonate with specific consumer groups.

Education also impacts purchasing decisions, as highly educated consumers are more likely to seek detailed product information and make informed choices. Retailers can leverage these insights to segment their customer base and offer personalized shopping experiences that cater to the unique preferences and spending capabilities of different income and education groups.

Demographic characteristics are key predictors of consumer buying behavior in organized retail stores. Retailers who understand and analyze these factors can develop targeted marketing strategies, optimize product assortments, and create personalized shopping experiences that cater to the diverse needs of their customer base. By leveraging demographic insights, retailers can enhance customer satisfaction, build brand loyalty, and drive sales growth in the competitive retail landscape.

Rationale of the Study

Organized retail stores have become increasingly prominent, offering a structured and systematic shopping experience that contrasts sharply with traditional unorganized retail. This shift has not only changed the retail landscape but also the buying behavior of consumers. Investigating how demographic factors influence buying behavior in these settings is essential for retailers to develop targeted marketing strategies and personalized services. By understanding these predictors, retailers can optimize product assortments, design effective promotions, and improve store layouts to meet the specific needs and preferences of different consumer segments. This study aims to delve into the demographic characteristics that predict consumer buying behavior in organized retail stores. By analyzing various demographic factors and their influence on purchasing decisions, the research will provide valuable insights for retailers to enhance their strategic planning. This understanding will not only help in catering to existing customers more effectively but also in attracting new customers by addressing their specific needs and preferences.

LITERATURE REVIEW

This article by (**Singh, D., 2023**) examines the influence of demographic characteristics on customer perception of service quality in organized retail outlets in India. It highlights the critical role demographic factors play in shaping consumers' service quality expectations and satisfaction levels. This study by (**Geetha, Dr. M. Ramesh, 2022**) explores how various demographic factors such as age, gender, income, education, and occupation influence the buying behavior of consumers in organized retail stores in India. The research findings suggest that these factors significantly affect purchasing decisions and preferences. The paper by (**K. V. Ramana and R. Subrahmanyam, 2022**) investigates the role of demographic factors in shaping the buying behavior of consumers in organized retail stores in Mumbai. It emphasizes how different demographic variables impact consumers' preferences and purchasing patterns. (**Jain and Singh, 2021**) present a comprehensive study investigating the role of demographic factors in shaping consumer buying behavior across various retail formats in the Indian context. The study analyzes a diverse sample of Indian consumers, encompassing different age groups, income levels, educational backgrounds, and geographical locations. The findings of the study reveal significant correlations between demographic factors and consumer buying behavior across different retail formats. For instance, younger consumers demonstrate a higher propensity for online shopping,

while older age groups exhibit a preference for traditional brick-and-mortar stores. In this article, (**Morganosky, 2000**) provides an initial assessment of consumer responses to and interest in online food retail platforms. The predominant demographic among e-commerce users were women below the age of 55, earning an annual income of $70,000 or more. The research examined various demographic and online shopping variables linked to the primary reasons for online shopping, the ability to procure all grocery items online, perceptions of time spent shopping online versus in-store, and overall experiences with online grocery shopping.

Bhatiasevi, 2018) conducted a study to explore the factors influencing consumers' decisions when purchasing groceries online in Thailand. The primary demographic of the sample comprised females, predominantly young individuals, and those under the age of 40, with a significant portion being highly educated. The findings revealed that the majority of participants infrequently bought groceries online. The study identified that factors related to the Technology Acceptance Model significantly affected consumers' online shopping behaviors. It highlighted that both technological aspects and consumer behavior play crucial roles in online purchasing decisions, suggesting the need for further investigation in this area.

This study by (**Varma and Srikrishna, 2016**) aims to explore consumer buying behavior towards organized retail outlets in Warangal city, Telangana, India. The objectives include identifying the determinants of customer satisfaction, understanding customer attitudes and behaviors, and assessing the future prospects of organized retail outlets in the city. The collected data were organized into tabular form, with customer satisfaction as the dependent variable and various demographic factors as independent variables, including age, gender, marital status, educational background, occupation, family size, and family type. The study reveals that organized retail outlets in Warangal provide superior service quality, leading to high levels of customer satisfaction. Customers express satisfaction with self-service options, product pricing, visual merchandising, home delivery services, and quick checkout processes.

In the study conducted by (**Hanif, 2015),** the objective was to assess the typical consumer expenditure on online grocery platforms. The study sought to ascertain the average monthly frequency of visits to online grocery websites. The study revealed that the majority of online shopping enthusiasts fell within the age bracket of 20 to 40 years. The study explored the relationship between consumer income levels and online grocery expenditure. Surprisingly, it was discovered that spending remained consistent across different income groups, suggesting that online grocery platforms appeal to consumers across all income brackets, thus presenting a substantial market opportunity.

OBJECTIVE OF STUDY:
To study differences in demographic characteristics in determining consumer buying behaviour towards organized retail stores.

RESEARCH METHODOLOGY
Research Design: Descriptive research design has been used in this study. It involves studying the consumer characteristics.
Sampling Method: Non –probability sampling method has been used for sample collection.
Sample Size: Initially, using the Convenient Sampling method, more than 700 consumers of organized retail sector were contacted and a link for the Google questionnaire was shared through emails, WhatsApp groups, and LinkedIn. The response was even 80%. On following up with the respondents,

450 consumers' responses were finalized.

Sampling Area: The Universe in the present study comprises of the consumers who purchase at the organized retail stores in Bhopal division.

Statistical Test: t-test and ANOVA were applied on SPSS 26.0.

RESULTS

H_{01}: There is no significant difference in determining buying behaviour of male and female consumers towards organized retail stores

Table 1: Group Statistics and t-test on determining buying behaviour of male and female consumers					
Determinants	**Gender of the Consumers of Organized Retail Sector**	**N**	**Mean**	**t-value**	**p-value**
Product Performance	Male	179	3.5922	.930	.353
	Female	271	3.4723		
Quality	Male	179	3.4190	.314	.754
	Female	271	3.3801		
Price	Male	179	3.6983	1.005	.316
	Female	271	3.5720		
After Sales Services	Male	179	3.3687	.699	.485
	Female	271	3.2768		
Brand	Male	179	3.5810	.747	.456
	Female	271	3.4760		
Promotions	Male	179	3.5698	-.042	.967
	Female	271	3.5756		
Customized Services	Male	179	3.6201	.435	.664
	Female	271	3.5646		
Credit Facility	Male	179	3.7151	.257	.797
	Female	271	3.6753		

The t-test results indicate that there is no significant difference in the buying behavior of male and female consumers towards organized retail stores. The mean scores for product performance, quality, price, after-sales services, brand, promotions, customized services, and credit facility are quite similar between males and females. Specifically, for product performance, the t-value is 0.930 with a p-value of 0.353; for quality, the t-value is 0.314 with a p-value of 0.754; for price, the t-value is 1.005 with a p-value of 0.316; for After Sales Services, the t-value is .699 with a p-value of 0.485; for Brand, the t-value is .747 with a p-value of 0.456; for Promotions, the t-value is -.042 with a p-value of 0.967; for Customized Services, the t-value is .435 with a p-value of 0.664 and for Credit Facility, the t-value is .257 with a p-value of 0.757. These p-values, all greater than 0.05, indicate that the differences in mean scores between males and females are not statistically significant. Therefore, we fail to reject the null hypothesis (**H_{01}**), concluding that gender does not significantly influence consumer buying behavior towards organized retail stores.

H_{02}: Age wise there is no significant difference in determining buying behaviour of consumers towards organized retail stores.

Table 2: ANOVA on Age Group and Consumers' Buying Behaviour

		N	Mean	Std. Deviation	Std. Error	F-value	p-value
Product Performance	20 Years & below	68	3.6912	1.32999	.16129	.412	.800
	21-30 Years	153	3.4510	1.29747	.10489		
	31-40 Years	115	3.5391	1.33303	.12431		
	41-50 Years	76	3.5132	1.38076	.15838		
	Above 50 Years	38	3.4474	1.48319	.24061		
	Total	450	3.5200	1.33842	.06309		
Quality	20 Years & below	68	3.5294	1.35460	.16427	.337	.853
	21-30 Years	153	3.3595	1.16762	.09440		
	31-40 Years	115	3.4348	1.37094	.12784		
	41-50 Years	76	3.3421	1.28117	.14696		
	Above 50 Years	38	3.2895	1.39319	.22600		
	Total	450	3.3956	1.28517	.06058		
Price	20 Years & below	68	3.7059	1.21014	.14675	.647	.629
	21-30 Years	153	3.5033	1.33832	.10820		
	31-40 Years	115	3.7304	1.32003	.12309		
	41-50 Years	76	3.5789	1.32929	.15248		
	Above 50 Years	38	3.7105	1.27147	.20626		
	Total	450	3.6222	1.30595	.06156		
After Sales Services	20 Years & below	68	3.3824	1.42504	.17281	.570	.684
	21-30 Years	153	3.2549	1.34031	.10836		
	31-40 Years	115	3.4522	1.32614	.12366		
	41-50 Years	76	3.2105	1.35957	.15595		
	Above 50 Years	38	3.2105	1.50957	.24488		
	Total	450	3.3133	1.36519	.06436		
Brand	20 Years & below	68	3.7059	1.36107	.16505	.673	.611
	21-30 Years	153	3.3922	1.40598	.11367		
	31-40 Years	115	3.6000	1.49737	.13963		
	41-50 Years	76	3.4737	1.55326	.17817		
	Above 50 Years	38	3.5263	1.55506	.25226		
	Total	450	3.5178	1.45944	.06880		
Promotions	20 Years & below	68	3.7941	1.35557	.16439	1.521	.195
	21-30 Years	153	3.3791	1.43273	.11583		
	31-40 Years	115	3.7217	1.46627	.13673		
	41-50 Years	76	3.4868	1.50105	.17218		
	Above 50 Years	38	3.6842	1.43518	.23282		
	Total	450	3.5733	1.44543	.06814		
Customized Services	20 Years & below	68	3.7059	1.28201	.15547	.169	.954
	21-30 Years	153	3.5556	1.31233	.10610		
	31-40 Years	115	3.5826	1.33102	.12412		

	41-50 Years	76	3.5658	1.36953	.15710		
	Above 50 Years	38	3.5526	1.40842	.22848		
	Total	450	3.5867	1.32571	.06249		
Credit Facility	20 Years & below	68	3.8529	1.59537	.19347	.626	.644
	21-30 Years	153	3.5686	1.62531	.13140		
	31-40 Years	115	3.7739	1.58977	.14825		
	41-50 Years	76	3.5921	1.67473	.19211		
	Above 50 Years	38	3.8421	1.48007	.24010		
	Total	450	3.6911	1.60599	.07571		

The ANOVA results show that there is no significant difference in consumer buying behavior towards organized retail stores based on age group. The F-values for various aspects of buying behavior (product performance, quality, price, after-sales services, brand, promotions, customized services, and credit facility) are all low, and the p-values are all greater than 0.05. Specifically, for product performance, the F-value is 0.412 with a p-value of 0.800; for quality, the F-value is 0.337 with a p-value of 0.853; for price, the F-value is 0.647 with a p-value of 0.629; for after sales services, the F-value is 0.570 with a p-value of 0.684; for Brand, the F-value is 0.673 with a p-value of 0.611; for Promotions, the F-value is 1.521 with a p-value of 0.195; for Customized Services, the F-value is 0.169 with a p-value of 0.954 and for Credit Facility, the F-value is 0.626 with a p-value of 0.644. Similar non-significant results are observed for all factors, indicating that the null hypothesis (H_{02}) — that there is no significant difference in buying behavior among consumers of different age groups — cannot be rejected. Therefore, age does not significantly impact consumer buying behavior towards organized retail stores.

H_{03}: Education wise there is no significant difference in determining buying behaviour of consumers towards organized retail stores.

Table 3: ANOVA on Education and Consumers' Buying Behaviour

		N	Mean	Std. Deviation	Std. Error	F-value	p-value
Product Performance	X Passed	53	3.5094	1.38151	.18976	1.280	.281
	XII Passed	164	3.5610	1.28319	.10020		
	Graduated	151	3.6159	1.31586	.10708		
	PG & above	82	3.2683	1.44913	.16003		
	Total	450	3.5200	1.33842	.06309		
Quality	X Passed	53	3.4717	1.35311	.18586	1.984	.116
	XII Passed	164	3.4451	1.18918	.09286		
	Graduated	151	3.4834	1.34588	.10953		
	PG & above	82	3.0854	1.28813	.14225		
	Total	450	3.3956	1.28517	.06058		
Price	X Passed	53	3.4528	1.35258	.18579	2.625	.049
	XII Passed	164	3.6463	1.24705	.09738		
	Graduated	151	3.8079	1.25812	.10238		
	PG & above	82	3.3415	1.43346	.15830		

	Total	450	3.6222	1.30595	.06156		
After Sales Services	X Passed	53	3.4717	1.39510	.19163	1.058	.367
	XII Passed	164	3.2866	1.36461	.10656		
	Graduated	151	3.3974	1.31696	.10717		
	PG & above	82	3.1098	1.43162	.15810		
	Total	450	3.3133	1.36519	.06436		
Brand	X Passed	53	3.4906	1.47574	.20271	2.051	.106
	XII Passed	164	3.5305	1.38981	.10853		
	Graduated	151	3.6887	1.40563	.11439		
	PG & above	82	3.1951	1.64384	.18153		
	Total	450	3.5178	1.45944	.06880		
Promotions	X Passed	53	3.7358	1.48260	.20365	1.590	.191
	XII Passed	164	3.5549	1.37128	.10708		
	Graduated	151	3.6887	1.43381	.11668		
	PG & above	82	3.2927	1.56732	.17308		
	Total	450	3.5733	1.44543	.06814		
Customized Services	X Passed	53	3.7170	1.37809	.18930	.786	.502
	XII Passed	164	3.5854	1.30079	.10157		
	Graduated	151	3.6424	1.25084	.10179		
	PG & above	82	3.4024	1.47288	.16265		
	Total	450	3.5867	1.32571	.06249		
Credit Facility	X Passed	53	3.6415	1.63018	.22392	1.184	.315
	XII Passed	164	3.7256	1.58724	.12394		
	Graduated	151	3.8212	1.58781	.12921		
	PG & above	82	3.4146	1.65515	.18278		
	Total	450	3.6911	1.60599	.07571		

The ANOVA results for educational levels and consumer buying behavior towards organized retail stores indicate that there is generally no significant difference across most factors. The factors of product performance, quality, after-sales services, brand, promotions, customized services, and credit facility all have p-values greater than 0.05, suggesting that differences in consumer behavior based on education level are not statistically significant for these factors. The only exception is the "Price" factor, which has a p-value of 0.049, indicating a marginally significant difference. However, this single exception does not provide strong enough evidence to reject the null hypothesis (H_{03}) that education level does not significantly influence buying behavior. Overall, the results suggest that educational background does not play a significant role in determining the buying behavior of consumers towards organized retail stores.

CONCLUSION

The study of demographic characteristics as predictors of consumer buying behavior in organized retail stores reveals significant insights into the dynamics of the retail market in India. Demographic factors such as age, gender, education, play crucial roles in shaping consumers' preferences, purchase decisions,

and overall shopping experiences. The analysis indicates that for gender and age, consumers have same perception towards buying behaviour but only for price, education wise they have differences, particularly those consumers are graduated, exhibit a higher propensity towards price in organized retail stores. Education further refines these behaviors, with educated and professionally employed individuals displaying a greater awareness of price. Overall, the findings underscore the importance of demographic characteristics in understanding and predicting consumer buying behavior in the context of organized retail stores in India.

RECOMMEDATIONS

Based on the conclusions drawn from the study, several recommendations can be proposed for retailers aiming to optimize their strategies in organized retail environments. Firstly, retailers should segment their market based on key demographic variables to tailor their marketing and product offerings effectively. For instance, targeting younger consumers with trendy and innovative products, and using digital marketing channels, can enhance engagement and drive sales. Similarly, creating specialized marketing campaigns for women, focusing on fashion, beauty, and lifestyle products, can boost store footfalls and conversions.

Additionally, offering a diverse range of products that cater to different income groups is crucial. Premium products should be prominently displayed and marketed to higher income groups, while affordable and value-for-money options should be made available for lower income segments. Retailers should also invest in staff training to provide personalized and informed service, particularly to educated and professionally employed customers who value knowledgeable assistance.

Promotions and loyalty programs should be designed to resonate with the preferences and behaviors of different demographic groups. For example, older consumers may appreciate discounts and loyalty points, while younger consumers might be more attracted to exclusive access to new product launches and experiential rewards. Finally, continuous research and data analysis on demographic trends and consumer behavior should be conducted to adapt strategies dynamically and stay ahead in the competitive retail market. By aligning their offerings with the demographic profiles of their customers, retailers can enhance customer satisfaction, loyalty, and ultimately, their overall business performance.

REFRENCES

1. Bhatiasevi, P. L. (2018). "Elucidating the Behavior of Consumers toward Online Grocery Shopping: The Role of Shopping Orientation". Journal of Internet Commerce, Volume 17, 2018 - Issue 4 , 418-455.
2. Geetha, Dr. M. Ramesh (2022) Impact of Demographic Factors on Consumer Buying Behavior: A Study of Retail Consumers in India. International Journal of Research in Business Studies and Management. Vol. 4 (6), pp.56-65. Singh, D. (2023) Demographic Characteristics as Determinants of Customer Perception of Service Quality in Organized Retail Outlets. International Journal of Business and Administration Research Review. Vol. 1 (4), pp. 45-55.
3. Varma, P.K. & G. Srikrishna (2016) A Study on Consumer Buying Behavior towards Organized Retail Outlets in Warangal. International Journal of Research in Management Studies. Vol.1, no. 10, pp 22-27.