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Role Of Customer Demographics In Understanding Buying Behavior In Indian Retail Industry

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Abstract:

Marketers typically combine several variables to define a demographic profile. Demographic characteristics plays crucial role in developing various strategies by retailers.

The paper highlights the demographic characteristics of the consumers in the modern retail mall and conventional store and researcher made a comparative analysis of those variables between modern retail format and conventional retail store. The purpose of this research is specifically to analyze and make a comparative study of consumer profile in different retail formats. Demographic characteristics include gender, age, marital status, occupation and income.

1.Introduction

The concept of consumer buying behavior has its strong implication in the Indian retail sector as decisions of Indian customers are highly elastic in nature. Their perception differs from time to time. Their choice of goods or retail stores are highly influenced by their working environment and living standard. People of different occupation have different lifestyles and attitude. Thus, their buying pattern gets influenced. The level of income, type of occupation, gender are some of the basic influences in determining consumer choice of shopping.

2.Review of Literature

According to Rajasekar, Philominathan and Chinnathambi (2006), Research is a logical and systematic search for new and useful information on a particular topic.

According to Kotler, Keller, Koshy and Jha (2012) “Customer Shopping Behaviour is the study of how individuals, groups and organizations select, buy, use and dispose of goods, service, idea, or experiences to satisfy their needs and wants”.

3.Research Methodology

- Objective Of The Study
To make an analysis of the demographic characteristics of the customers visiting big retail malls or conventional stores.
- Research Design
Descriptive research
- Sampling Procedure
The present study is confined to the demographic profile of customer visiting different retail store format for shopping in Udaipur.
- Data Collection
Primary data- through questionnaire and secondary data- from journals, books and related websites.

4.Facts And Findings-Data Analysis And Interpretation

Gender	Modern		Conventional	
	N	%	N	%
Male	136	45.33	157	52.33
Female	164	54.67	143	47.67
Total	300	100.00	300	100.00

Table 1: Cross Tab 1

The data in table number 1 shows the respondents distribution according to gender in Modern and Conventional stores. It is clear that 54.67% respondents of Modern retail are Female and 45.33% respondents of Modern retail stores are Male. On the other side 52.33% respondents of Conventional Stores are Male and 47.67% respondents of Conventional Stores are Female. The data analysis shows that majority of modern retail customers are women while visit of men are more than women in conventional stores.

Age group (in years)	Modern		Conventional	
	N	%	N	%
Below 20	42	14.00	40	13.33
20-40	97	32.33	75	25.00
40-60	143	47.67	170	56.67
60-80	16	5.33	15	5.00
Above 80	2	0.67	0	0.00
Total	300	100.00	300	100.00

Table 2: Cross Tab 2

Table 2 reveals the data distribution on the basis of the Age in Modern and Conventional stores. The table shows that in Modern Retail Stores the maximum number of respondents that is, 47.67% are between 40-60 years which is the major sample and remaining 32.33% are between 20-40 years, 14.00% are below 20 years, 5.33% are between 60-80 years, 0.67% is above 80 years. Therefore the data shows that majority of customers are mid-aged in these stores.

It also shows that in Conventional stores the maximum number of respondents that is, 56.67% are between 40-60 years which is the major sample and remaining 25.00% are between 20-40 years, 13.33% are below 20 years, 5.00% are between 60-80 years, 0% is above 80 years. Thus, also in conventional stores middle age people are visiting more.

Marital status	Modern		Conventional	
	N	%	N	%
Married	208	69.33	220	73.33
Unmarried	92	30.67	80	26.67
Total	300	100.00	300	100.00

Table 3: Cross Tab 3

The data distribution as given in table number 7.3 exhibits the respondents' marital status who visit Modern and Conventional Stores. The majority people visiting modern stores are married i.e. 69.33% and 30.67% respondents are unmarried. In Conventional also, majority of respondents are married i.e. 73.33% and others 26.67% are unmarried. In modern majority of customers are married couples and same is there in conventional stores.

Occupation	Modern		Conventional	
	N	%	N	%
Business	62	20.67	74	24.67
Service	103	34.33	139	46.33
Student	41	13.67	48	16.00
Housewife	79	26.33	26	8.67
Retired	15	5.00	13	4.33
Total	300	100.00	300	100.00

Table 4: Cross Tab 4

The data in table 4 pertains to the respondents' occupation who visit Modern and Conventional Stores. The data table shows that in Modern retail store maximum no. of respondents that is 34.33% are service people whereas 26.33% are housewives, 20.67% are in business, 13.67% are student and remaining 5% are retired people.

The data also depicts that in Conventional store maximum no. of respondents that is 46.33% are service people whereas 24.67% are in business, 16.00% are student, 8.67% are housewives, and remaining 4.33% are retired people.

The data interprets that the majority of customer base in both modern and conventional stores are service class.

Monthly family income	Modern		Conventional	
	N	%	N	%
Up to 20,000	38	12.67	24	8.00
20,000-40,000	104	34.67	161	53.67
40,000-60,000	101	33.67	80	26.67
60,000-80,000	20	6.67	15	5.00
80,000-1,00,000	18	6.00	6	2.00
Above 1,00,000	19	6.33	14	4.67
Total	300	100.00	300	100.00

Table 5: Cross Tab 5

The above table depicts the distribution of respondents in Modern and Conventional Stores according to their Monthly Family Income. In Modern Retail Malls major buyers that is 34.67% having monthly family income between Rs. 20000-40000 and very close to that is 33.67% respondents having monthly family income between Rs. 40000-60000, then 12.67% respondents' upto Rs. 20000, 6.67% between Rs. 60000-80000, 6.33% above Rs. 100000 and remaining 6.00% is between Rs. 80000-100000.

In Conventional Stores 53.67% respondents are having their Monthly Family Income between Rs. 20000-40000, 26.67% respondents having monthly family income between Rs. 40000-60000, then 8.00% respondents' upto Rs. 20000, 5.00% between Rs. 60000-80000, 4.67% above Rs. 100000 and remaining 2.00% is between Rs. 80000-100000.

Thus it can be said that most of the customers are middle class people as justified by their monthly family income whether in modern or conventional store.

4. Conclusion

The analysis of demographic insights of consumers concludes that majority of consumers of modern retail stores are married females who are middle aged having moderate family income. Researcher also comes to a conclusion that service class people visit more in malls than business class.

5. Suggestion

A study of demographics suggests that the retailer should frame such advertisements and promotional measures which attract the consumer profile whose frequency is more in their stores.

6. References

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