

CHAPTER 3

THE DEMOGRAPHIC PROFILE OF RESPONDENTS

This study based on consumer buying behavior for food and grocery items purchase from organized and unorganized retail outlets. The demographic variables such as age, sex, marital status, family size, occupation, income/purchasing capacity, educational levels, and religion are the most decisive and wield significant influence on the prospects of retail business. Each variable of the demographic factors has played its own unique role in the growth and development of modern retail formats like food and grocery. The size of the population is an important determinant of demand for many products and services.¹ Looking towards demographic factors, in Gujarat, it becomes an important decision to study demographic factors of respondents from four biggest (in manner of population) cities i.e., Vadodara, Ahmedabad, Surat and Rajkot. Knowing a demographic profile of these four cities would surely reveal many factors of randomly selected respondents. In this study, 800 consumers were stratified data from Vadodara, Ahmedabad, Surat and Rajkot, 200 from each city. Structured questionnaire was used to collect information from consumers. The information was collected as per required demographic characteristics like gender, age, marital status, family type, family size, educational qualifications, occupation, income groups, per capita income group and respondents own vehicle like four wheeler, two wheeler and bicycle.

¹ Ch. J. S. Prasad and D. Raghunatha Reddy.(2007), “ A Study on the Role of Demographic and Psychographic Dynamics in Food and Grocery Retailing,”The Journal of Business Perspective | Vol. 11 | No. 4,(October–December),Page No:22.

Table 3.1 Demographics Profile of Respondents

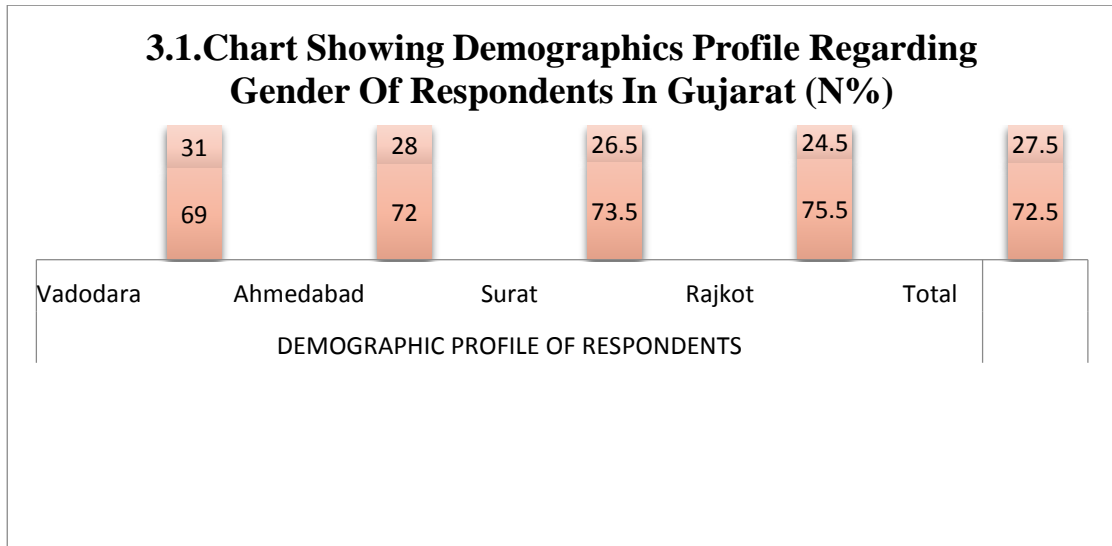
Respondent's Demographics Characteristics and it's Category		DEMOGRAPHIC PROFILE OF RESPONDENTS									
		Vadodara		Ahmedabad		Surat		Rajkot		Total	
		N	%	N	%	N	%	N	%	N	%
Gender	Male	138	69	144	72	147	73.5	151	75.5	580	72.5
	Female	62	31	56	28	53	26.5	49	24.5	220	27.5
Age	Less than 33	51	25.5	39	19.5	57	28.5	56	28	203	25.38
	33-35	37	18.5	28	14	41	20.5	39	19.5	145	18.13
	36-40	40	20	46	23	38	19	33	16.5	157	19.63
	41-45	28	14	46	23	38	19	34	17	146	18.25
	More than 45	44	22	41	20.5	26	13	38	19	149	18.63
Marital Status	Married	177	88.5	199	99.5	200	100	191	95.5	767	95.88
	Unmarried	23	11.5	1	0.5	0	0	9	4.5	33	4.125
Family Type	Nuclear	95	47.5	107	53.5	80	40	85	42.5	367	45.88
	Joint	105	52.5	93	46.5	120	60	115	57.5	433	54.13
Family Size	<5	101	50.5	99	49.5	78	39	86	43	364	45.5
	6-Mam	82	41	80	40	114	57	99	49.5	375	46.88
	>6	17	8.5	21	10.5	8	4	15	7.5	61	7.625
Education	S.S.C	3	1.5	0	0	1	0.5	39	19.5	43	5.375
	H.S.C	21	10.5	11	5.5	16	8	19	9.5	67	8.375
	Graduation	71	35.5	93	46.5	83	41.5	52	26	299	37.38
	Post Graduation	55	27.5	55	27.5	70	35	62	31	253	31.63
	PG & Above	50	25	30	15	30	15	28	14	138	17.25
Occupation	Business	61	30.5	60	30	60	30	60	30	241	30.125
	Professional	60	30	60	30	60	30	60	30	240	30
	Service	79	39.5	80	40	80	40	80	40	319	39.875
Four Wheeler	Yes	90	45	94	47	98	49	93	46.5	375	46.88
	No	110	55	106	53	102	51	107	53.5	425	53.13
Two Wheeler	Yes	200	100	200	100	200	100	198	99	798	99.75
	No	0	0	0	0	0	0	2	1	2	0.25
Bicycle	Yes	58	29	200	100	200	100	182	91	640	80
	No	142	71	0	0	0	0	18	9	160	20
Income Groups	<=40000	56	28	29	14.5	18	9	59	29.5	162	20.25
	40001-60000	33	16.5	57	28.5	49	24.5	42	21	181	22.63
	60001-80000	42	21	40	20	41	20.5	32	16	155	19.38
	80001-135000	33	16.5	35	17.5	46	23	30	15	144	18
	>135000	36	18	39	19.5	46	23	37	18.5	158	19.75
Per Capita Income	<=9167	53	26.5	37	18.5	18	9	56	28	164	20.5
	9168-13000	38	19	42	21	38	19	45	22.5	163	20.38
	13001-17800	29	14.5	40	20	51	25.5	33	16.5	153	19.13
	17801-30000	46	23	44	22	46	23	33	16.5	169	21.13
	>30000	34	17	37	18.5	47	23.5	33	16.5	151	18.88
Total		200	100	200	100	200	100	200	100	800	100

Percentiles	Age	Family Income	Per capita income
20	32	40000	9167
40	35	60000	13000
60	40	80000	17800
80	45	135000	30000

The above table shows that the Demographics and Socio- economics Profile of 800 respondents. The sample was drawn from the four segments like wise Vadodara,

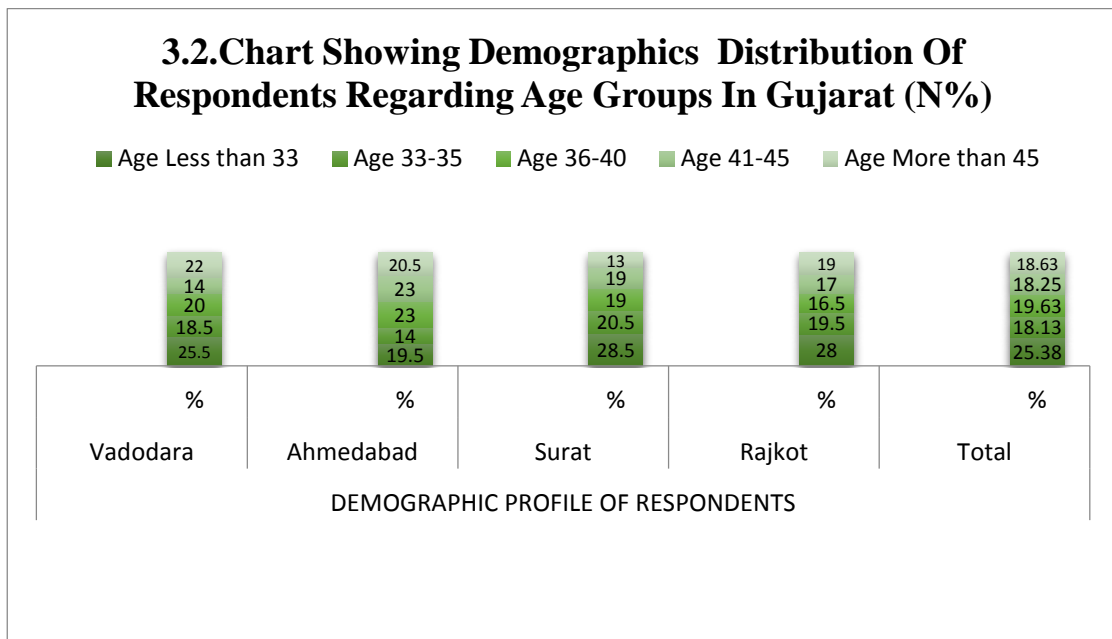
Ahmedabad, Surat and Rajkot equally. This study was based on respondents sample profile likewise Gender, Age, Marital Status, Family Type, Family Size, Education, Occupation, Income, per- capita income and vehicle.

Gender:



Overall, out of 800 respondents, 72.5% and 27.5% respondents respectively are male and female. Male participants in Rajkot were 75.5%, similarly in Surat, Ahmedabad and Vadodara male participants were 73.5%, 72.0 % and 69.0% respectively.

Age:



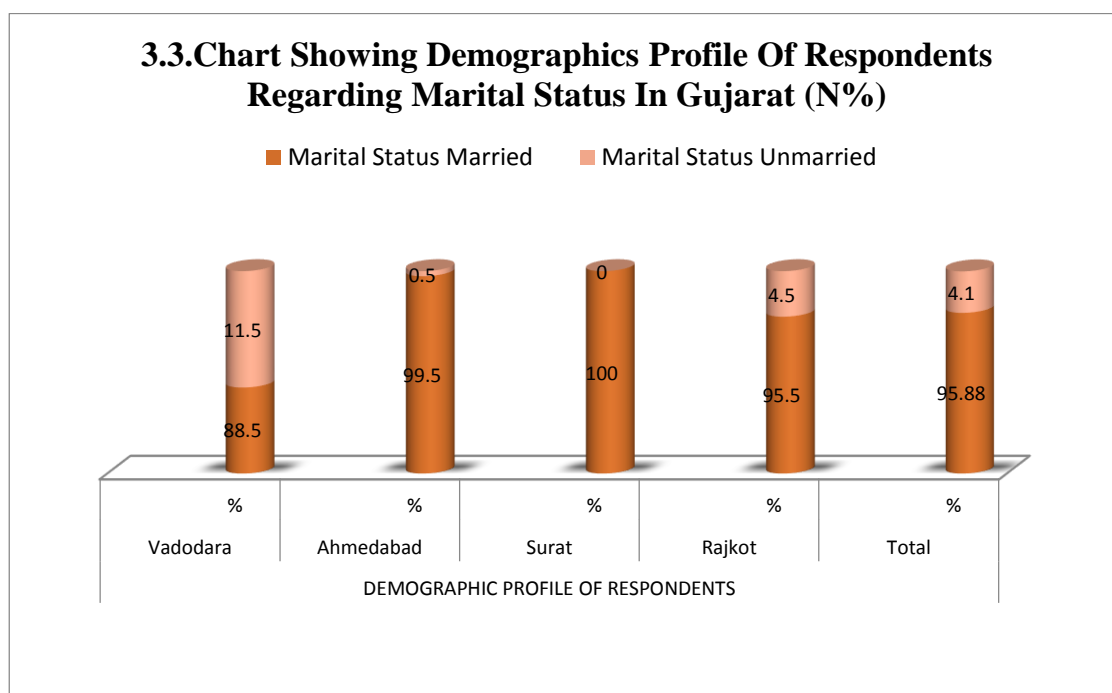
According to the sample from all selected cities of Gujarat, percentile method was used to create three different age groups in which first group comprised of responses up to 20th (i.e., 33 years of age) percentile value while second group comprised of

responses from 20th-40th (i.e., 35 years) percentile value, 40th- 60th (i.e 40 years) percentile value and 60th- 80th (i.e 45 years) percentile value. Fifth age group comprised 80th percentile value of responses above.

Overall out of 800 respondents, 25.4% and 18.1% respondents belonged to less than or equal to 33 years of age group and between 33-35 years of age group respectively.

- In Vadodara city, 25.5% and 14.0% respondents belonged to less than or equal to 33 years age group and between 41-45 years age group respectively.
- In Ahmedabad city, 23.0% and 14.0% respondents belonged to 41-45 years age group and between 41-45 years of age group respectively. In another 23% respondents belonged to 36-40 years age group.
- In Surat city, 28.5% and 13.0% respondents belonged to less than or equal to 45 years of age group and between more than 45 years of age group respectively.
- In Rajkot city, 28.0% and 16.5% respondents belonged to less than or equal to 45 years of age group and between 36-40 years of age group respectively.

Marital Status:

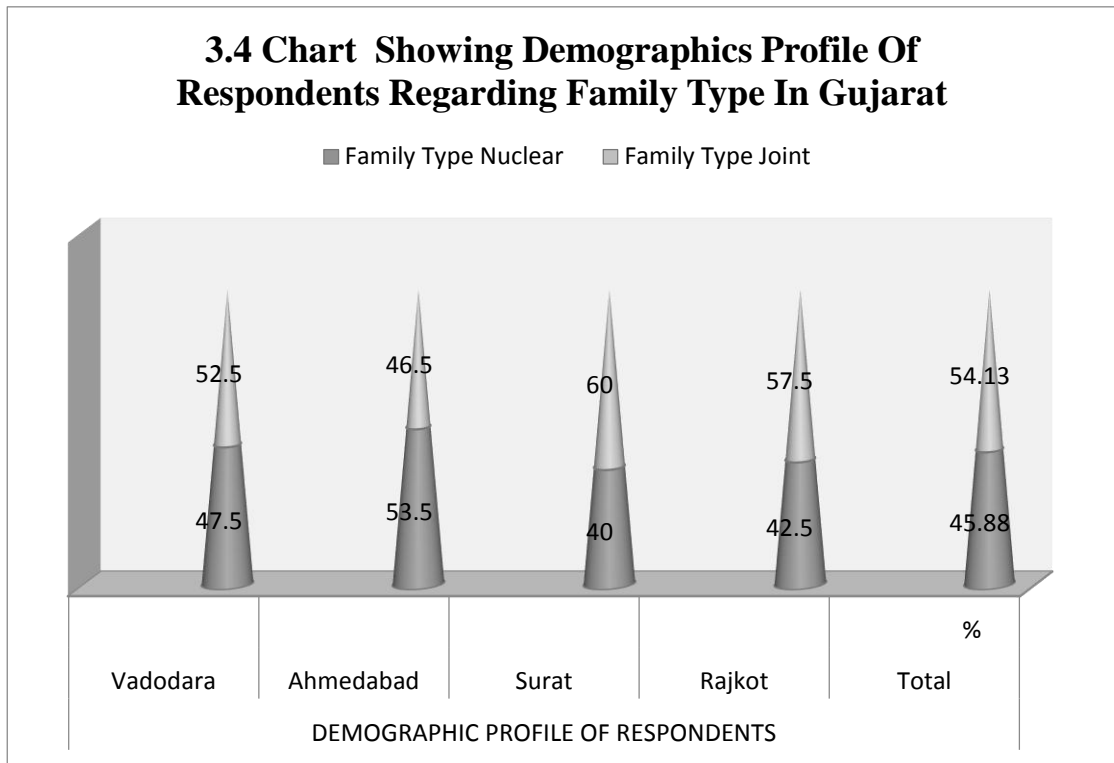


Overall, out of 800 respondents 95.9% and 4.1% respondents are married and unmarried respectively.

- In Surat city, majority of the respondents are married. Unmarried respondents did not give opinion.
- In Ahmedabad city, 99.5% and 0.5% respondents are married and unmarried respectively.

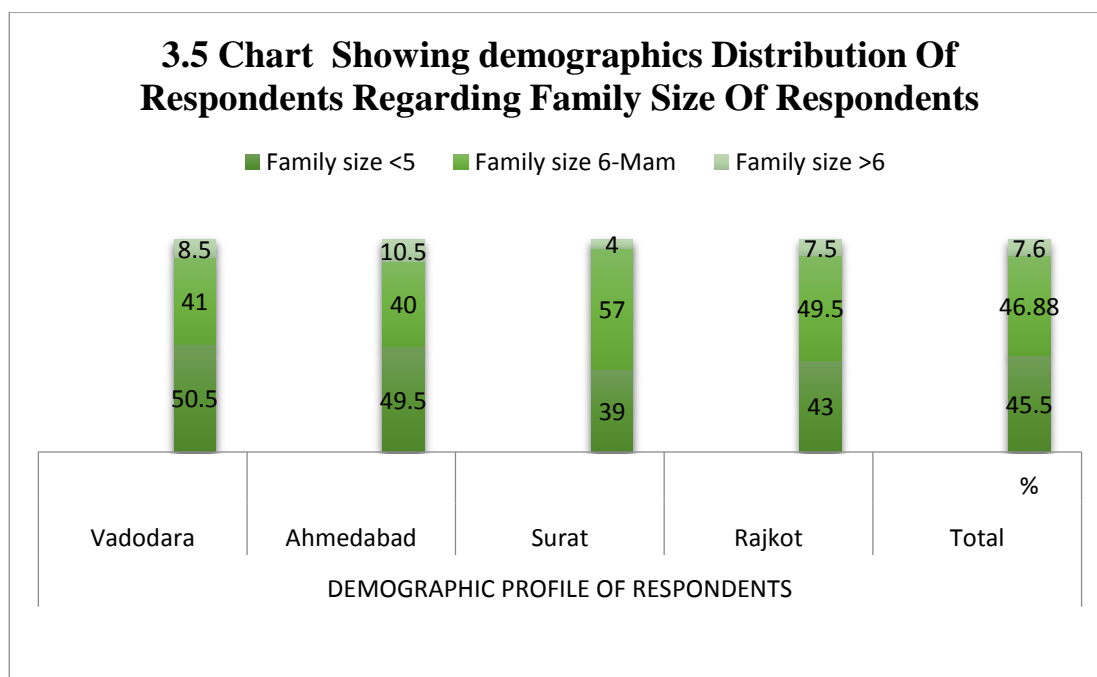
- In Vadodara city, 95.5% and 4.5% respondents are married and unmarried respectively.
- In Rajkot city, 88.5% and 11.5% respondents are married and unmarried respectively.

Family Type:



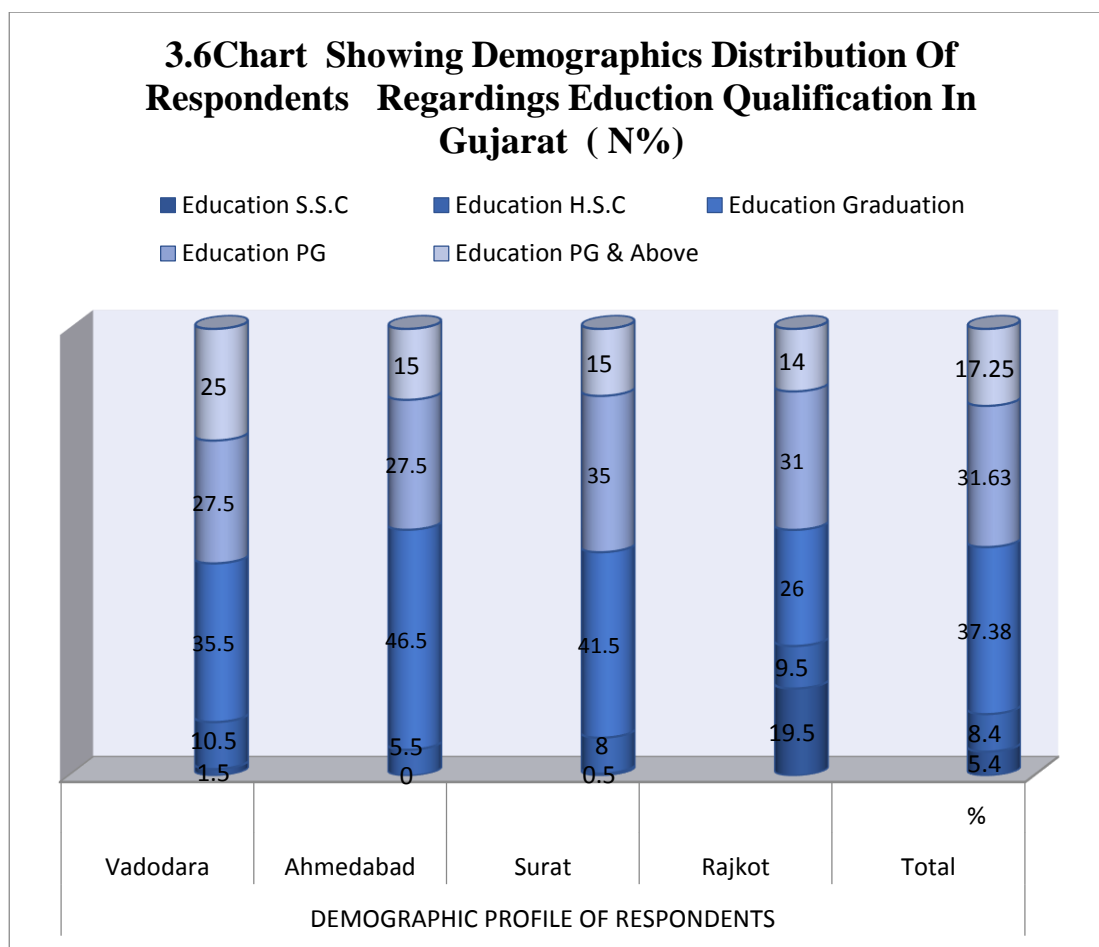
Overall, out of 800 respondents, 54.1% and 45.9% respondents are from joint and nuclear family respectively.

- In Vadodara city, 52.5% and 47.5% respondents are from joint and nuclear family respectively.
- In Ahmedabad city, 53.5% and 46.5% respondents are from nuclear and joint family respectively.
- In Surat city, 60.0% and 40.0% respondents are from joint and nuclear family respectively.
- In Rajkot city, 57.5% and 42.5% respondents are from joint and nuclear family respectively.

Family Size:

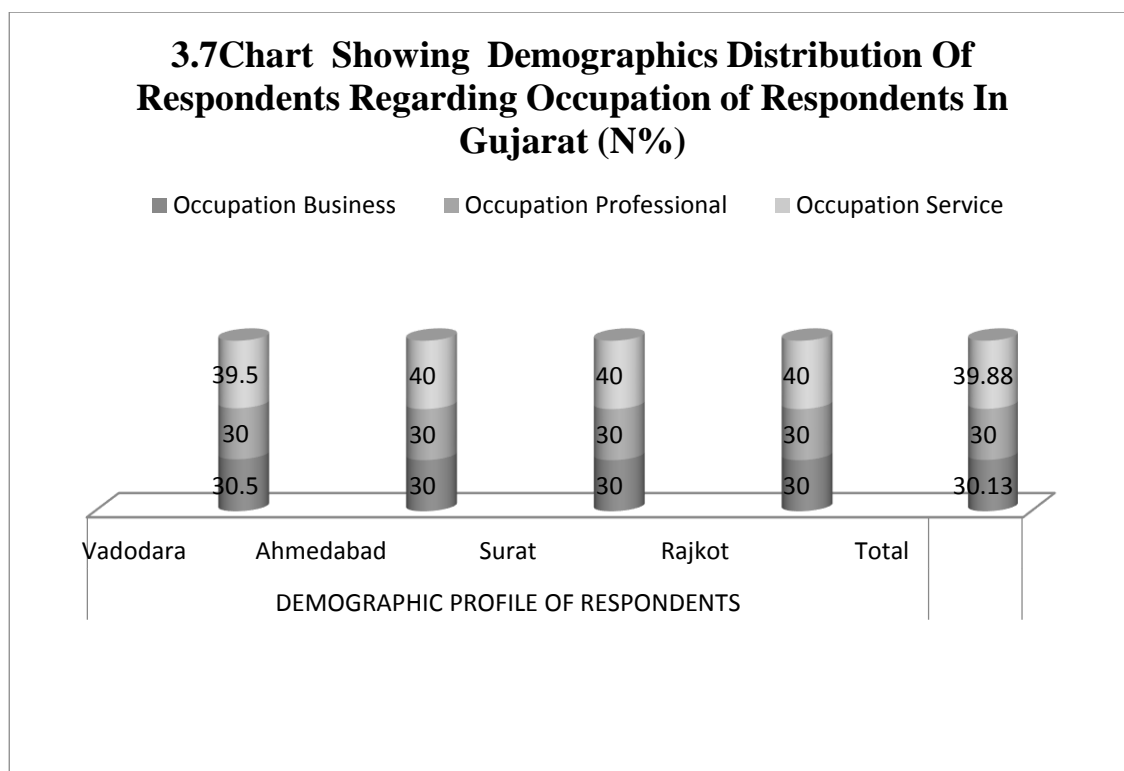
Overall, out of 800 respondents, 45.5%, 46.9% and 7.6% respondents have less than 5 members, between 5-6 members and more than 6 members in family respectively.

- In Vadodara city, 50.5%, 41.0% and 8.5% respondents have less than 5 members, between 5-6 members and more than 6 members in family respectively.
- In Ahmedabad city, 49.5%, 40.0% and 10.5% respondents have less than 5 members, between 5-6 members and more than 6 members in family respectively.
- In Surat city, 57.0%, 39.0% and 4.0% respondents have between 5-6 members, more than 6 members and less than 5 members in family respectively.
- In Rajkot city, 49.5%, 43.0% and 7.5% respondents have between 5-6 members, more than 6 members and less than 5 members in family respectively.

Education:

Overall, out of 800 respondents, 37.4% and 5.4% respondents had studied graduation and SSC respectively.

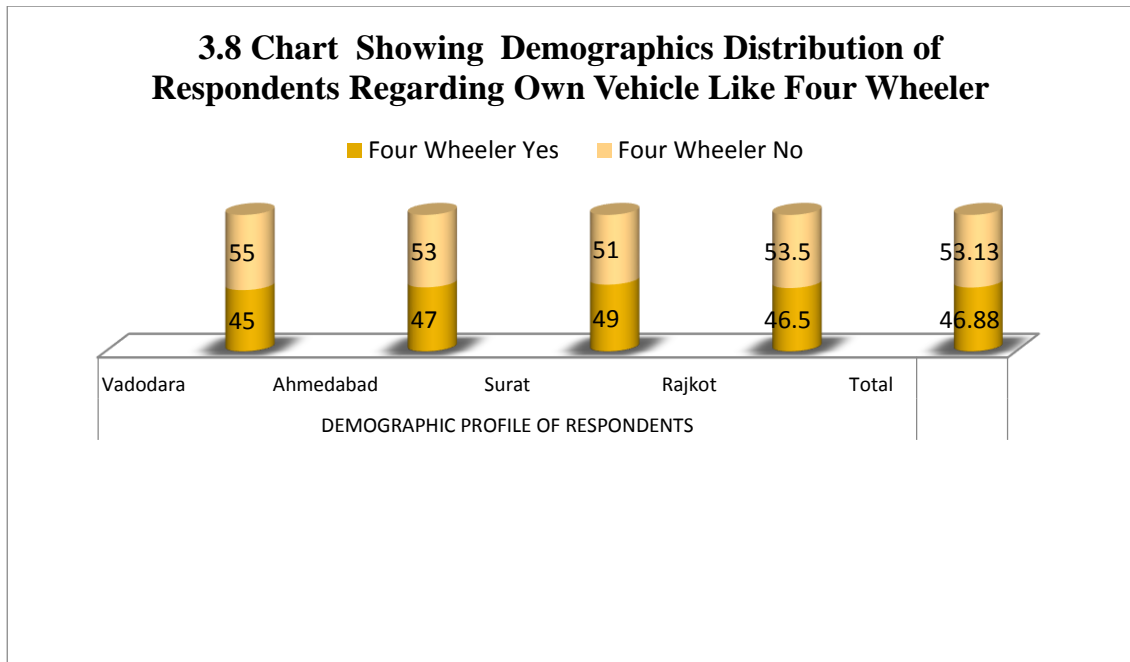
- In Vadodara city, 35.5% and 1.5% respondents had studied graduation and SSC respectively.
- In Ahmedabad city, 46.5% and 5.5% respondents had studied graduation and HSC respectively. SSC respondents did not give opinion.
- In Surat city, 41.5% and 0.5% respondents had studied graduation and SSC respectively.
- In Rajkot city, 31.0% and 9.5% respondents had studied post-graduation and HSC respectively.

Occupation:

Overall, out of 800 respondents, 39.9%, 30.0% and 30.1% respondents belonged to service, professional and business class respectively.

- In Vadodara city, 39.5%, 30.5% and 30.0% respondents belonged to service, business and professional class respectively.
- In Ahmedabad city, 40.0% and 30.0% respondents belonged to service and professional class respectively. In another 30.0% respondents belonged to business class.
- In Surat city, 40.0% and 30.0% respondents belonged to service and professional class respectively. In another 30.0% respondents belonged to business class.
- In Rajkot city, 40.0% and 30.0% respondents belonged to service and professional class respectively. In another 30.0% respondents belonged to business class.

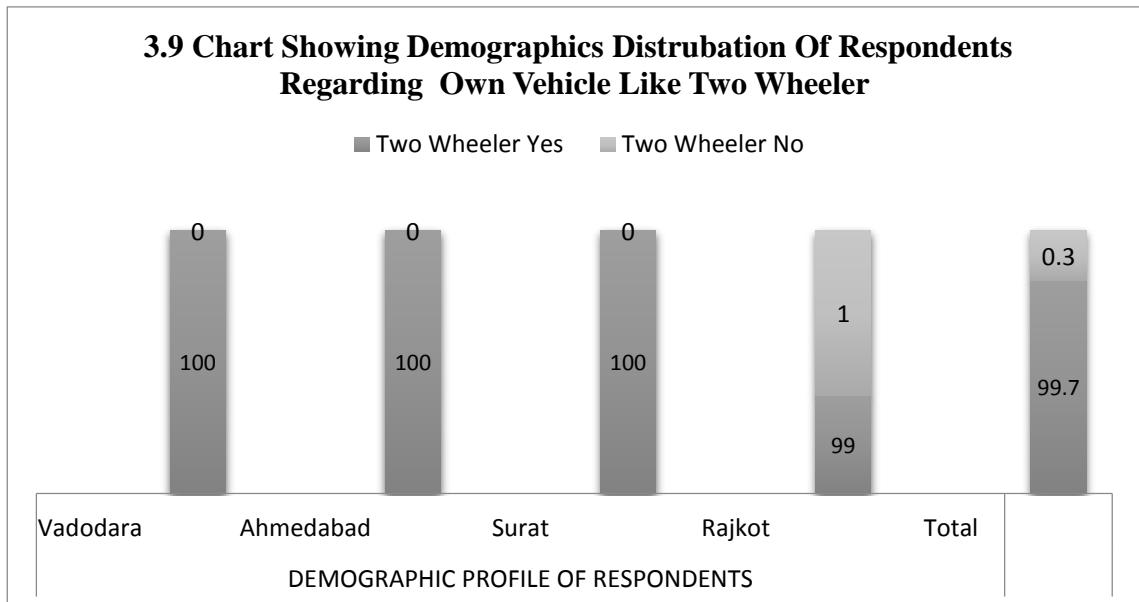
Four Wheeler:



Overall, out of 800 respondents, 46.9% respondents have four-wheeler.

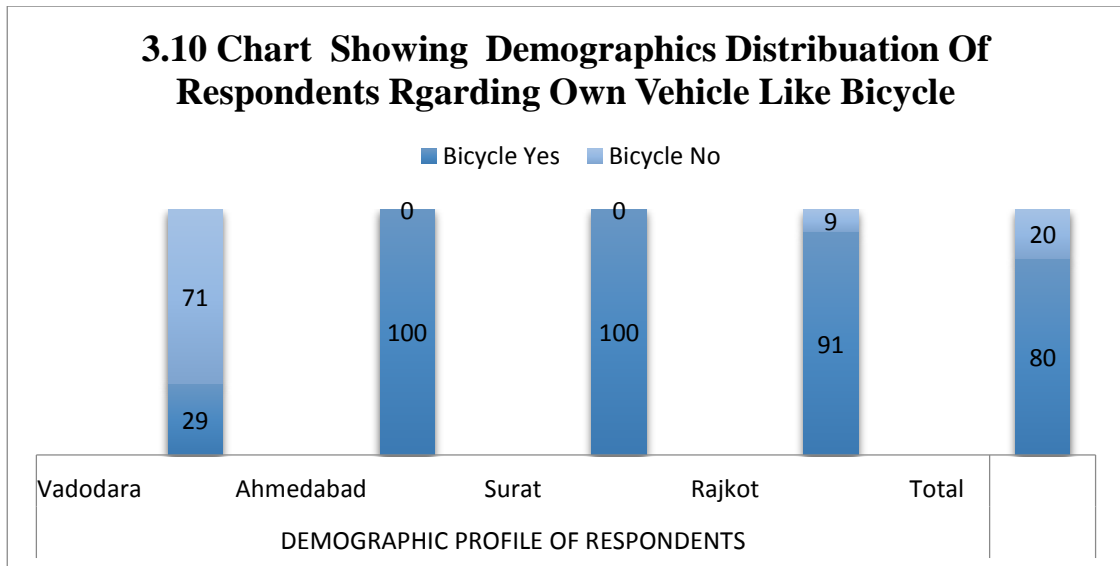
- 49.0%, 47.0%, 46.5% and 45.0% respondents have four-wheeler from Surat, Ahmedabad, Rajkot and Vadodara city of Gujarat.

Two Wheeler:



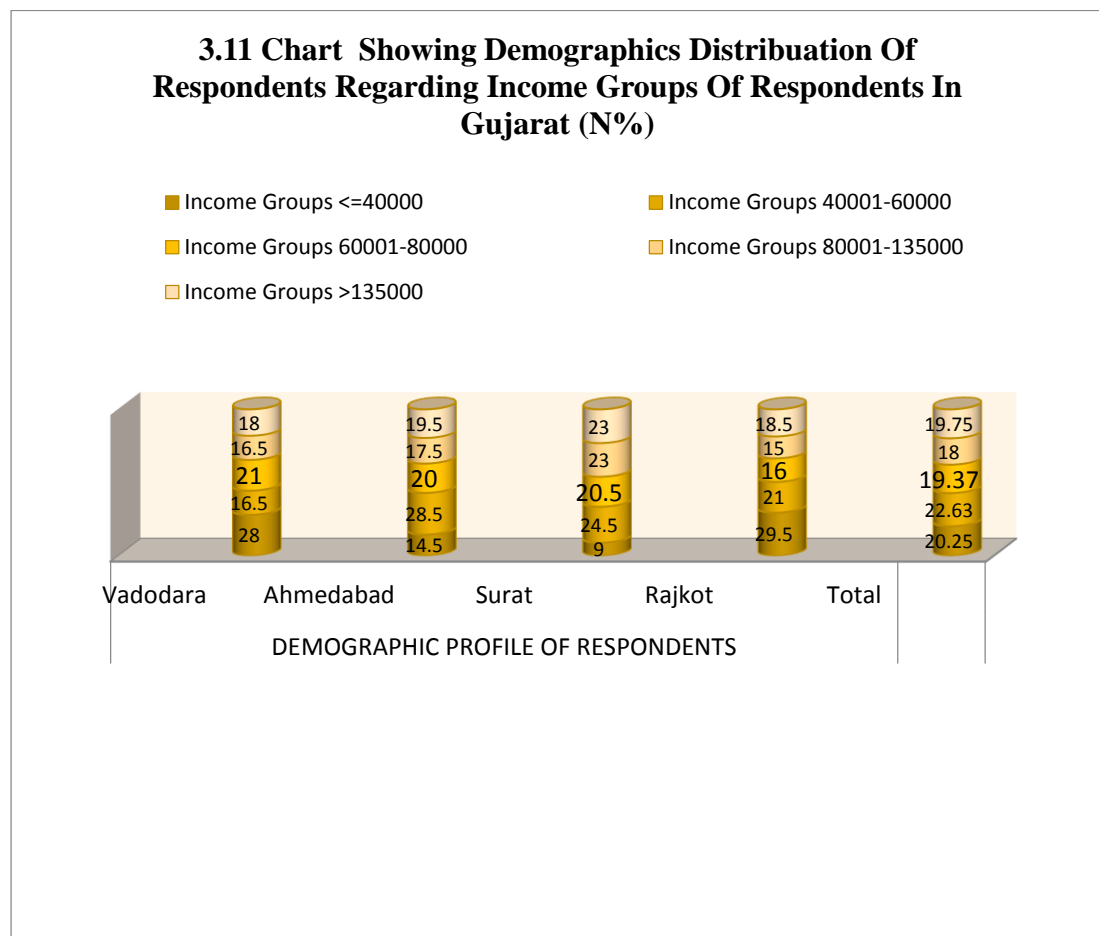
Overall, out of 800 respondents, 99.75% respondents have two-wheeler.

- Majority of the respondents have two-wheeler from Vadodara, Ahmedabad and Surat respectively.
- 99.0% respondents have two-wheeler.

Bicycle:

Overall, out of 800 respondents, 80.0% respondents have bicycle.

- Majority of the respondents have bicycle from Ahmedabad and Surat respectively.
- 91.0% and 29.0% respondents have bicycle from Rajkot and Vadodara respectively.

Income Groups:

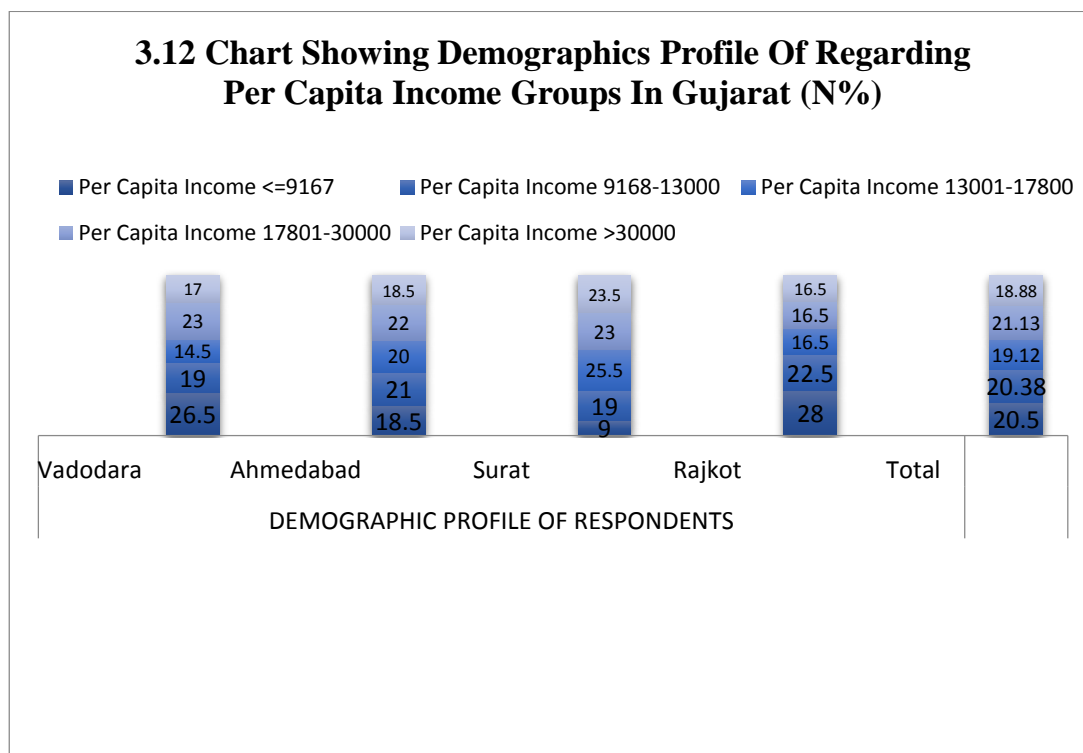
In this study, in order to find five income groups of respondents, percentile method was used.

First group comprised of responses up to 20th (i.e., 40000 income) percentile value while second group comprised of responses from 20th-40th (i.e., 40001-60000 income) percentile value, 40th- 60th (i.e 60001-80000 income) percentile value and 60th- 80th (i.e 80001-135000 income) percentile value. Fifth age group comprised 80th percentile value of responses above (more than 135000).

Overall, out of 800 respondents, 22.6% and 18.0% respondents belonged to 40001 and 60000 and 8000-135000 income groups respectively.

- In Vadodara city, 28.0% and 16.5% respondents belonged to less than or equal to 40000 and 8000-135000 income groups respectively. In another 16.5% belonged to 40001-60000.
- In Ahmedabad city, 22.6% and 14.5% respondents belonged to 40001- 60000 and less than or equal to 40000 income groups respectively.
- In Surat city, 24.5% and 9.0% respondents belonged to 40001- 60000 and less than or equal to 40000 income groups respectively.
- In Rajkot city, 29.5% and 15.0% respondents belonged to less than or equal to 40000 and 80001-135000 income groups respectively.

Per Capita Income Group:



In this study, in order to find five per capita income groups of respondents, percentile method was used. First group comprised of responses up to 20th (i.e., 9167 per capita income) percentile value while second group comprised of responses from 20th-40th (i.e., 9168-13000 income) percentile value, 40th- 60th (i.e 13001-17800 income) percentile value and 60th- 80th (i.e 17801-30000 income) percentile value. Fifth age group comprised 80th percentile value of responses above (more than 30000).

Overall, out of 800 respondents, 21.1% and 18.9% respondents belonged to 17801-30000 and more than 30000 per capita income groups respectively.

- In Vadodara city, 26.5% and 17.0% respondents belonged to less than or equal to 9167 and more than 30000 per capita income groups respectively.
- In Ahmedabad city, 22.0% and 18.5% respondents belonged to 17801-30000 and more than 30000 per capita income groups respectively. In another 18.5% respondents belonged to less than or equal to 9167 income groups.
- In Surat city, 25.5% and 9.0% respondents belonged to 13001-17800 and less than or equal to 9167 per capita income groups respectively.
- In Rajkot city, 28.0% and 16.5% respondents belonged to 17801-30000 and more than 30000 per capita income groups respectively. In another 16.5% respondents belonged to more than 30000.