



Gender differences in buying decision for Food and Grocery products

Judith Gomes Nagar^{*}, Sanjay Guha² and Ashok Kumar Chandra
BIT, Durg, CG, India
judithgomes2007@rediffmail.com

Available online at: www.isca.in, www.isca.me

Received 10th April 2017, revised 1st May 2017, accepted 5th May 2017

Abstract

Traditionally, Food and grocery purchasing is a part of women decisions, but according to modernization a change in roles are seen in every family. Engagement of men in food and grocery purchasing decision give a view to research on the field, with their present beliefs. In this study, a general decision related to money spent, choice of store, promotional information and factor that motivate taken explored by gender differences is being researched. Research methodology includes a simple random sample of 150 male and female food and grocery buyers. Findings of the study explain significant difference between male and female purchasing decision. Men take purchasing decision from box line stores where women prefer combination stores. Print and audio visual influence more to men rather than women influence from public relation.

Keywords: Retailing, Food and grocery, Consumer, Behavior, Purchasing, etc.

Introduction

Consumer behaviour is vast field, being studied by various researchers and marketers and researches are still going on. There are different reasons to study consumer behaviour according to researcher. Factors which affect directly to any business concern performance can be studied as consumer behaviour¹. A researcher suggests that to understand it become difficult because of increase in retail industrial competition in overall world. This research also introduces other field of research addressed by the work of various marketers and researchers related to consumer behaviour².

Consumer buying behavior referred as a marketing part and the primary objective is to study the process person, groups or firms select, buy/purchase, consume/use and goods disposed and also the factors like their experience, price, branding and taste on which purchasing decisions of consumers are based¹.

A study conducted on buying behaviour of consumers aims to analyze effect of previous experience of fresh foods, especially mussels buying behaviour. In which authors identified consumer buying habits and previous experience relationship through structural equation model. The finding of the study with example of mussels states that consumer's habits and experience directly affect their buying decision. The study also provides that product image also having an essential affect on consumer buying decision which recommends that it should be improved continuously to increase consumer buying decisions³.

In a study a researcher analyzed consumer decision making process and impact of packaging for FMCG (Fast Moving Consumer Goods)⁴. The objective of the researcher was to study the packaging impact on consumer's decision making process those having low income. The study conducted was based on

survey method. In it 250 individuals of Canterville town at Star Hyper a survey was conducted. This found that consumers with low income prefer more premium packages because it can be used again after product consumption. Another findings state that still relationship among packaging of the product and experience with the brand are weak. The study found and proves that consumers having less income have more knowledge about brand in comparison to their experience for cheap branded products purchasing⁴.

There are five stages in the process of Consumer decision making, for which a study was conducted in China as an example⁵. The facts were focused by researcher that purchase of imported food products for health are affected by consumer decision making process based on gender, income, marital status and education such demographics. Questionnaire method was taken by author to achieve the objectives of the study. Finding indicates that the five stages of consumer decision making creates a significant impact of family members on purchasing food products for health.

In addition the author explains this by the very fact Chinese tradition of taking care of young and previous relations have long been developed and wedding is taken into account to be very vital in Chinese tradition. This reflects within the findings of the study that the acquisition of foreign food merchandise created by someone for the individuals outside the family is declined considerably by each male and feminine Chinese when they unify. Consumer decision process, 5 Stages Model has conjointly been studied by different researchers. Though different researchers provide their view points about the descriptions of 5 stages, they have similar views as all defined it in the same. A research presented one common models for the process of Consumer decision making⁶. According to the study, Consumer decision making process is divided in five

stages/steps: problem recognition, information search, alternatives evaluation, buying/purchasing decision and post purchase/buying decision. Every step is then outlined through variety of examiners varied somewhat however resulting in a typical read regarding what every step involves. For instance, 1st stage, refers to recognition happens once a personal acknowledges the distinction between their needs and wants/desires what they have and what they require. Additionally reinforced a study by stating require identification happens because of many factors and conditions like individual, lifestyle and professional way that successively cause creation of buying plan⁷.

The next step consists of, information search by consumers associated with desired goods or services⁸. This method of search may be micro (internal) and macro (external). Whereas micro (internal) method of search refers to wherever shoppers suppose their individual believes and experiences, macro (external) method of search includes broad knowledge search that incorporates promoting or feedbacks to others and messaging the media⁹.

Once the data is obtained about the product from information search, the next step includes analysis of alternatives or alternatives evaluation. A study takes into account this step mutually as vital step because the consumer studies completely the categories and options taking into consideration the factors like quality, size and value¹⁰. Some researchers advised that purchase decision is the vital stage as it refers to prevalence of dealings¹¹. Hence, the patron recognized once the requirement; hunted for data applicable and thought of the alternatives decision whether build or not or to make or not make the choice. Decision of buying will additionally be divided into planned, partially planned or impulse buying / purchase as can be mentioned additionally thoroughly within the next stage¹². At last, post buying / purchase call includes expertise of the patron regarding their decision.

Though the significance of the step isn't emphasized by several researchers, claims that among every foremost vital stages within the process of decision making because the consumer purchases are directly affected of an equivalent good or service from an equivalent provider within the future¹³. Tyagi, Kahle and shut Blackwell et al. and others, the noteworthy writers that function tutorial argued about the 5 Stage consumer Model of higher cognitive process embrace^{14,15}.

This is significant to notice the consumer decision making model of five stage is not the only model, there are various contemporary models areal so there that embrace Response Model of Stimulus-Organism of higher cognitive process established in 1950's by Hebb: the model of Prescriptive psychological feature, Bagozzi and Warszawa: the model of speculation of attempting, Perugini and Bagozzi, et al: Goal Directed Behaviour model¹⁶⁻¹⁷.

Methodology

This research is based on Descriptive Research Design. The survey is carried out through structured questionnaire among the respondents. The respondents were chosen based on Simple Random Sampling method. The tools adapted to study were frequency, percentage and diagrams. The number of respondents was 158 individuals in this survey from the Durg and Bhilainagar in Chhattisgarh. 150 were found to be useful for analysis. Rest 08 questionnaires found containing incomplete information.

Primary Source: Survey is the primary data collection source. In questionnaire, questions were prepared for individual consumers and approached. The questionnaire contains 05 questions which reflect on the type and quality of services that influence to the individual buying. A five point likert scale ranging from highly agree to highly disagree was used for individual items response and also the response of consumer is recorded on a grade scale of YES or NO for some question.

Secondary Source: To understand consumer purchasing behaviour properly for food and grocery products a depth study was done from the various sources such as books; a lot of data is also collected from the official websites of the retail sector and the articles from various search engines.

T test was used to test the hypothesis as population was not known. It was performed to test the difference between gender discrimination and their purchasing behaviour. Further analysis was performed to assess to what extent the money spend on purchasing food and grocery by males and females.

Respondent Profile: Analysis was based on consumer shopping intentions and behavior in Durg-Bhilai region, the major percentage of respondents were under 25 years of age (54%). Among these 87 were females (58%) and males were 63 (42%); Out of which 54 (36%) were married and 96 (64%) were unmarried/single.

Approximately 26% indicated an income of 15K - 30K. More detailed information about key demographics of respondent's frequency distribution is presented in Table-1. All of the respondents (100%) had purchased food and grocery.

Results and Discussion

The research has been done on purchasing behaviour of male and female shoppers for food and grocery products. The area of research is urban and it can vary with rural region. The t-test tells us how shoppers show purchasing behavior differently for food and grocery products based on their gender difference. We find that the most of the respondents were agree with the motivational factors influencing individual buying behavior for food and grocery products.

Table-1: Frequency distribution of respondent’s demographics

Sample Profile			
Frequency			%
Gender	Female	87	58%
	Male	63	42%
		150	100%
Age	15-25	81	54%
	26-40	51	34%
	41-55	18	12%
	56 & above	0	0%
		150	100%
Marital Status	Married	54	36%
	Unmarried/ Single	96	64%
		150	100%
Frequency			%
Monthly Income	below 15K	3	2%
	15K - 30K	39	26%
	30K - 45K	51	34%
	45K & above	57	38%
		150	100%
Occupation	Student	81	54%
	Business	9	6%
	Service	42	28%
	None	18	12%
		150	100%

Compiled from responses generated.

Difference in genders also makes difference in the various attributes perception. Majority of the women in the middle class have also perceived to possess good or excellent attributes. The researchers applied the tool to test the significance for the following hypothesis:

Ho: Gender difference is not responsible for perceived purchasing decision of food and grocery products.

The calculated value at 5 percent level of significance at and 4 degree of freedom gives a value of 0.616752 which is greater than the table value. This shows that the perceived purchasing decision of male shoppers and female shoppers is different.

Ho: Gender difference is not responsible for selection of retail shop for buying food & grocery products.

The t test results indicated that the calculated value of 0.326592 is less than table value. Therefore, selection of retail shop is not affected by gender differences for buying food and grocery products.

Ho: Gender difference is not responsible for money spent for buying food and grocery products per month.

The calculated value is 0.800748 at 5 percent level of significance at and 4 degree of freedom which is greater than its table value. This shows that gender difference is responsible for money spent by them on food and grocery product decisions.

Ho: Gender difference is not responsible for the information about food and grocery products.

The test results the calculated value of 0.579484 at 5 percent level of significance at and 5 degree of freedom which is less than table value. Hence, information gathered for food and grocery products are not different.

Ho: There is no significant difference in factors responsible for purchasing food and grocery products among genders.

The calculated value is greater than table value as, t test results indicated that the calculated value of 0.680265. Therefore, factors for genders are different for purchasing food and grocery products. This study finds that there is difference in the purchasing decision of male consumers for food and grocery products than female consumers. Table-2 shows that the gender. The researcher has taken different attributes for different hypothesis based on their requirement. In first and third hypothesis various food and grocery categories like Staples, Cooking Oil, Packaged Food, Cleaning Product, Fruits &Vegetables and Dairy products were taken as parameters. All other hypotheses were supported by consumer based six propositions, Kotler’s 4 P, types of retailing institutions and promotional mix.

Conclusion

Consumer behavior is a field of study that focuses on consumer activities. The requisite of period is to recognise the consumer buying behaviour as a result, this study examined demographic influence and Consumer buying behaviour from which the buyer decisions for buying food and grocery products influenced, findings of the study shown that motivational factors, reference group, product attributes, occupation, Retail outlets attributes and income are the foremost elements of individual buying behaviour. Consumer buying behaviour must also derive programmes pertaining to various groups referred; develop attributes of product and retail outlets through which easily and accurately consumers can be attracted and food and grocery can be offered according to their needs.

Limitations of the study: Due to constraints of time and resources, the study is likely to suffer from certain limitations. Following of the limitations are listed below to clear the findings of the study properly. i. Some respondents were not interested to give their information for survey. ii. The research was carried out in small area so the response may vary by including the respondents from other cities. iii. In a very short span of time research is carried. So, the parameters selected can be concluded in that period. iv. Some respondent information might be biased. As, they may not be interested in providing correct.

Table-2: List of hypothesis and t value

S. no.	Hypothesis(Ho)	T value	df	P Value	Result
1.	Gender difference is not responsible for perceived purchasing decision of food and grocery products.	0.616752	2	0.57077207	Rejected
2.	Gender difference is not responsible for selection of retail shop for buying food and grocery products.	0.326592	5	0.75720581	Accepted
3.	Gender difference is not responsible for money spent for buying food and grocery products per month.	0.800748	4	0.46814430	Rejected
4.	Gender difference is not responsible for the information about food and grocery products.	0.579484	5	0.58739306	Accepted
5.	Gender difference is not responsible for factors for purchasing food and grocery products.	0.680265	4	0.53367557	Rejected

Through compilation of statistical analysis.

References

- Kotler P. and Keller K.L. (2012). Marketing Management (14th ed.). Upper Saddle River, New Jersey: Pearson Prentice Hall, Harlow, Essex, England: Pearson Education.
- Lancaster G. and Massingham L. (2002). Essentials of Marketing (4th ed.). Maidenhead: McGraw-Hill.
- Acebron L.B., Mangin J.P.L. and Dopico D.C. (2000). A proposal of the buying model for fresh food products: The case of fresh mussels. *Journal of International Food and Agribusiness Marketing*, 11(3), 75-96.
- Variawa E. (2010). Buying behavior and decision – making criteria of base of the pyramid consumer the influence of packaging on fast moving consumer goods customers brand experience. University of Pretoria.
- Lee S.H. (2005). An Application of a Five-Stage Consumer Behaviour Decision Making Model: An Exploratory Study of Chinese Purchasing of Imported Health Food. (Master of Business Administration), Simon Fraser University, Burnaby, BC, Canada.
- Blackwell R., Miniard P. and Engel J. (2006). Consumer behavior. Mason: Thompson.
- Neal C., Quester P., Grimmer M.R., Davis T., Hawkins D. and Pettigrew S. (2006). Consumer Behaviour: Implications for Marketing Strategy (5th ed.). Berkshire: McGraw-Hill.
- Schiffman L., Hansen H. and Kanuk L. (2012). Consumer Behaviour: A European Outlook. London: Pearson Education.
- Rose S. and Samouel P. (2009). International psychological versus external market-driven determinants of the amount of consumer information search amongst online shopper. *Journal of Marketing Management*, 25(1), 171-190. <http://dx.doi.org/10.1362/026725709X410089>.
- Kotler P., Keller K.L., Ancarani F. and Costabile M. (2014). Marketing Management (12th ed., p.536). Upper Saddle River, NJ: Prentice Hall.
- Backhaus K., Hillig T. and Wilken R. (2007). Predicting purchase decision with different conjoint analysis methods- A Monte Carlo simulation. *International Journal of Market Research*, 49(3), 341-364.
- Kacen J.J. and Lee J.A. (2002). The influence of culture on consumer impulsive buying behaviour. *Journal of Consumer Psychology*, 12(2), 163-176. http://dx.doi.org/10.1207/S15327663JCP1202_08.
- Neal C., Quester P., Pettigrew S., Grimmer M.R., Davis T. and Hawkins D. (2007). Consumer Behaviour: Implication for Marketing Strategy. 6th ed, Sydney: McGraw-Hill.
- Tyagi C. and Kumar A. (2004). Consumer Behaviour. Atlantic Publishers, US.
- Kahle L.R. and Close A. (2011). Consumer Behaviour Knowledge for Effective Sports and Event Marketing. Taylor & Francis, New York, USA.
- Bagozzi R. and Warshaw P. (1990). Trying to Consumer. *Journal of Consumer Research*, 17(2), 127-140.
- Perugini M. and Bagozzi R. (2001). The role of desires and anticipated emotions in goal-directed behaviours: Broadening and deepening the theory of planned behavior. *British Journal of Social Psychology*, 40(1), 79-98.