

CHAPTER - 4. DEMOGRAPHIC PROFILE OF RESPONDENTS

This research is about the buying behaviour of consumers regarding organic food products. Buying behaviour was examined in terms of purchasing intention in the selected cities of Gujarat i.e., Ahmedabad, Surat and Vadodara. The purchasing intention is affected by consumer involvement and attitude, thereby, making them independent variables in the study. Buying behaviour of consumers is to a great extent also determined by demographic or socio-economic factors. Hence, in these types of research, there is always a need to throw some light on the demographic characteristics of the selected sample. Considering that a sample must represent its population, one should be able to develop or extrapolate the demographic profile of consumers at large. Analysis of the demographic profile of respondents would reveal varied factors of the randomly selected samples. A marketer would always like to get a pulse of the market through robust sampling and its demographic profile. The framing of overall marketing strategies in order to exploit a highly potential market would certainly be based on the basic information a researcher would collect through such demographic surveys. Such a cross-sectional sample is likely to provide a general snapshot at a point in time and will always be rewarding and informative.

In the present study, 827 respondents were covered by using a stratified random sampling method and the information was collected through a well-designed and structured questionnaire. All the respondents have provided accurate information on all aspects which were to be covered by the researcher. The information was collected on different parameters like gender, marital status, occupation, income, etc.

The ultimate purpose of this research was to probe into an unexplored area of consumer behaviour towards organic food products. For this purpose, some of the parameters which were descriptive in nature were quantified in order to provide a more meaningful analytical perspective. In this chapter, detailed information regarding all the demographic parameters of the respondents which were considered important for this research is provided in a highly logical and lucid manner.

4.1 Gender

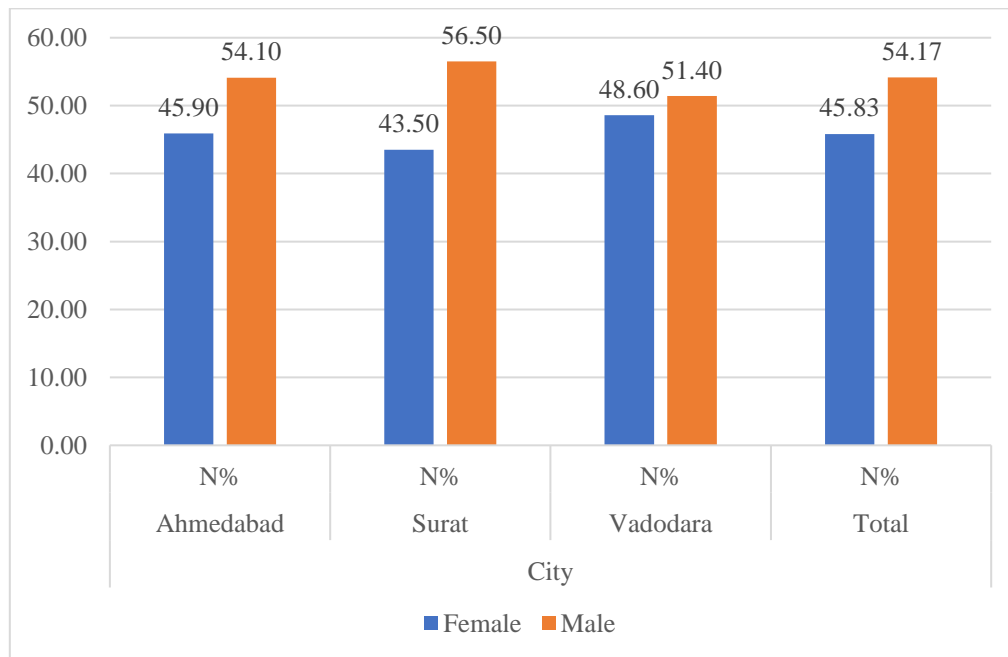
This parameter is an important variable in the field of consumer research. In recent years, gender roles have blurred and gender is no longer the most accurate or the best way to distinguish consumers in many product categories for example, both males and females make choices regarding automobiles, mobile phones, residential properties, etc. The buying decisions

made by men and women are becoming homogeneous by the day. Women are significant family influencers for a variety of products and services that are used by the entire family. They also influence products purchased and consumed jointly by household members. Marketers have designed product categories specifically for women in the workforce. In the recent past, the overall role and profile of women have seen significant changes. For instance, they are educated, employed and financially independent. The percentage of working women has been growing steadily. With rising incomes, their purchasing power has increased and thereby their choice of product categories. Thus, women have become important target consumers today. In this study too, purchasing intention of women towards organic food products concerning consumer involvement and attitude has been examined. In Table 4.1, the profile of respondents concerning gender in three selected cities of Gujarat has been shown.

Table 4. 1 Demographic profile of respondents with respect to gender in the selected cities of Gujarat.

Gender	City						Total	
	Ahmedabad		Surat		Vadodara		N	N%
	N	N%	N	N%	N	N%		
Female	153	45.90	120	43.50	106	48.60	379	45.83
Male	180	54.10	156	56.50	112	51.40	448	54.17
Total	333	100.00	276	100.00	218	100.00	827	100.00

Figure 4.1 Demographic profile of respondents with respect to gender in the selected cities of Gujarat.



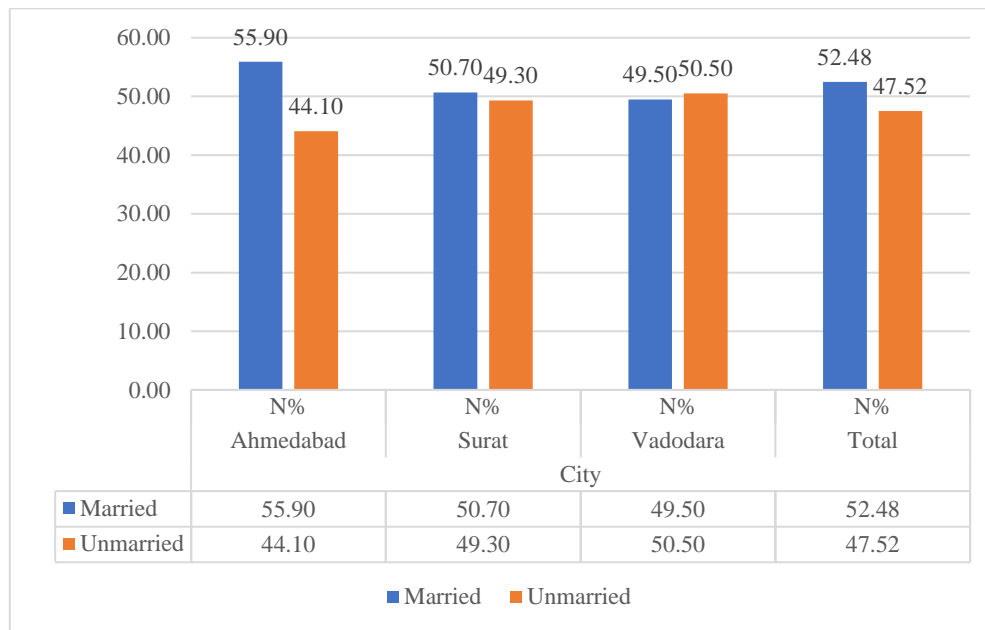
Out of the total sample size of 827, 45.83% were females and the rest were males and this trend was observed in all the selected cities. In Ahmedabad, out of a total of 333 respondents, 153 (45.90%) were females, while 180 (54.10%) were males. Similarly, in Surat, out of 276 respondents, 120 (43.50%) were females, while 156 (56.5%) were males. A similar trend was observed in Vadodara where, out of 218 respondents 106 (48.60%) were females, whereas 112 (51.40%) were males. So, the representation in terms of gender was overall at par.

4.2 Marital Status

Table 4. 2 Demographic profile of respondents with respect to marital status in the selected cities of Gujarat.

Marital status	City						Total	
	Ahmedabad		Surat		Vadodara			
	N	N%	N	N%	N	N%	N	N%
Married	186	55.90	140	50.70	108	49.50	434	52.48
Unmarried	147	44.10	136	49.30	110	50.50	393	47.52
Total	333	100.00	276	100.00	218	100.00	827	100.00

Figure 4.2 Demographic profile of respondents with respect to marital status in the selected cities of Gujarat.



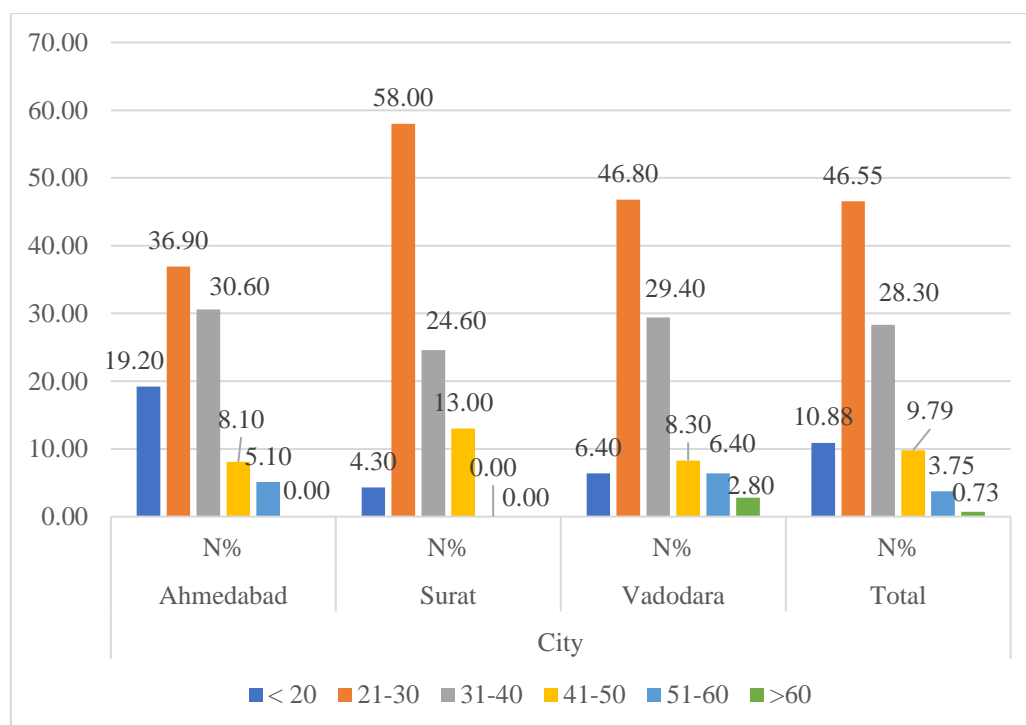
Just like gender, the number of respondents was more or less evenly spread between the subcategories with 52.48% married and 47.52% unmarried. If we compare city-wise data, in Ahmedabad 186 (55.90%) respondents were married and 147 (44.10%) were unmarried. In Surat and Vadodara, the data was even more equivalent between the two groups. 140 (50.70%) respondents were married in Surat and 136 (49.30%) were unmarried. Likewise, in Vadodara, 108 (49.50%) were married and 110 (50.50%) were unmarried. This parity of sub-groups was found useful in drawing inferences when these variables were considered as independent in order to examine consumer involvement, attitude and purchasing intention for organic food products in the selected cities of Gujarat.

4.3 Age Groups

Table 4. 3 Demographic profile of respondents with respect to age group in the selected cities of Gujarat.

Age-Group	City						Total	
	Ahmedabad		Surat		Vadodara			
	N	N%	N	N%	N	N%	N	N%
< 20	64	19.20	12	4.30	14	6.40	90	10.88
21-30	123	36.90	160	58.00	102	46.80	385	46.55
31-40	102	30.60	68	24.60	64	29.40	234	28.30
41-50	27	8.10	36	13.00	18	8.30	81	9.79
51-60	17	5.10	0	0.00	14	6.40	31	3.75
>60	0	0.00	0	0.00	6	2.80	6	0.73
Total	333	100.00	276	100.00	218	100.00	827	100.00

Figure 4.3 Demographic profile of respondents with respect to age group in the selected cities of Gujarat.



With respect to the age group the overall spread observed was similar in all the three cities. A look at individual cities revealed that in Ahmedabad, 67.50% of respondents were aged between 21yrs and 40yrs. In Surat, in the same category, 82.60% of respondents were there. While, in Vadodara, 76.20% of respondents were aged between 21yrs and 40yrs. This cluster

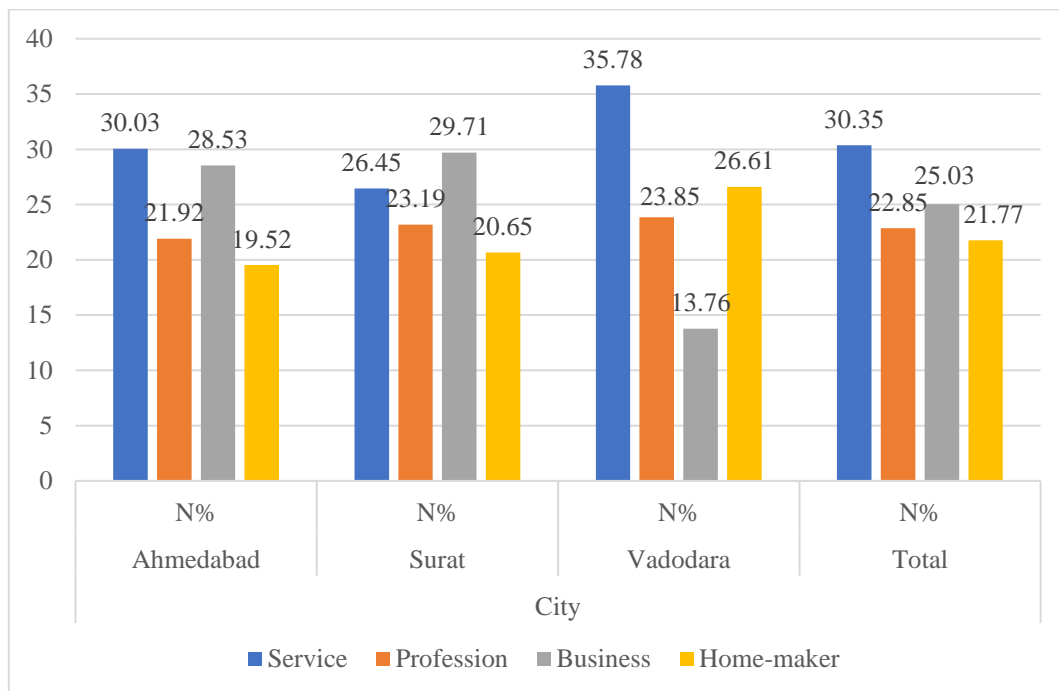
more or less provides the relative picture of age group distribution in India where majority of the population belongs to youngsters.

4.4 Occupation

Table 4. 4 Demographic profile of respondents with respect to occupation in the selected cities of Gujarat.

Occupation	City						Total	
	Ahmedabad		Surat		Vadodara			
	N	N%	N	N%	N	N%	N	N%
Service	100	30.03	73	26.45	78	35.78	251	30.35
Profession	73	21.92	64	23.19	52	23.85	189	22.85
Business	95	28.53	82	29.71	30	13.76	207	25.03
Home-Maker	65	19.52	57	20.65	58	26.61	180	21.77
Total	333	100.00	276	100.00	218	100.00	827	100.00

Figure 4.4 Demographic profile of respondents with respect to occupation in the selected cities of Gujarat.



Out of the total respondents, in general, the highest number of respondents belonged to the service sector (30.35%) followed by business persons (25.03%). The number of professionals and home-makers were more or less the same with 22.85% professionals and 21.77% home-makers.

In Ahmedabad, out of total of 333 respondents, 30.03% were from the service sector, 28.53% were business persons, 21.92% were professionals and the remaining 19.52% were home-makers.

In Surat, the trend was different. Out of total of 276 respondents, a maximum number of respondents belonged to the business sector (29.71%), followed by the service sector (26.45%). Whereas, 23.19% were professionals and home-makers were 20.65%.

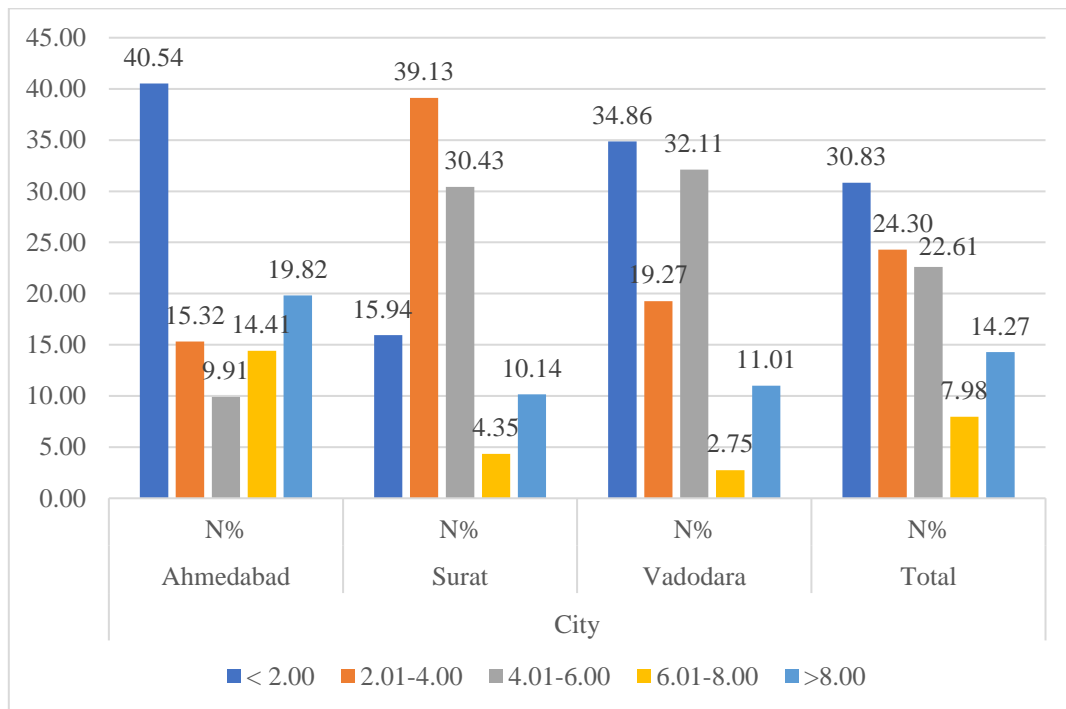
In Vadodara, out of 218 respondents, 35.78% were from the service sector, home-makers were 26.61%. In terms of percentage, Vadodara had the most respondents from the category “home-maker”. 23.85% of respondents were from professionals and only 13.76% of respondents belonged to the business sector. Thus, Vadodara had the least number of business persons as respondents.

4.5 Income

Table 4. 5 Demographic profile of respondents with respect to income in the selected cities of Gujarat.

Income	City						Total	
	Ahmedabad		Surat		Vadodara			
	N	N%	N	N%	N	N%	N	N%
<2.00	135	40.54	44	15.94	76	34.86	255	30.83
2.01-4.00	51	15.32	108	39.13	42	19.27	201	24.30
4.01-6.00	33	9.91	84	30.43	70	32.11	187	22.61
6.01-8.00	48	14.41	12	4.35	06	2.75	66	7.98
> 8.00	66	19.82	28	10.14	24	11.01	118	14.27
Total	333	100.00	276	100.00	218	100.00	827	100.00

Figure 4. 5 Demographic profile of respondents with respect to income in the selected cities of Gujarat.



With respect to the income of respondents, out of total of 827 respondents across the selected cities of Gujarat, 30.83% of respondents had yearly income less than Rs. 2.00 lakh. 24.30% of respondents were earning between Rs. 2.00 lakhs to Rs. 4.00 lakhs. 22.61% of respondents belonged to the income category of Rs. 4.00 lakhs to Rs. 6.00 lakhs. 7.98% of respondents were earning between Rs. 6.00 lakhs to Rs. 8.00 lakhs and 14.27% respondents were earning more than Rs. 8.00 lakhs per annum.

In Ahmedabad, 40.54% of respondents were earning less than Rs. 2.00 lakhs, 15.32% respondents were in the income range of Rs. 2.00 lakhs to Rs. 4.00 lakhs, 9.91% respondents belonged to the income group of Rs. 4.00 lakhs to Rs. 6.00 lakhs. 14.41% of respondents earned between Rs. 6.00 lakhs to Rs. 8.00 lakhs. And 19.82% of respondents had income above Rs. 8.00 lakhs.

With respect to income level in Surat, 15.94% of respondents had yearly income less than Rs. 2.00 lakh. 39.13% of respondents were earning between Rs. 2.00 lakhs to Rs. 4.00 lakhs. 30.43% of respondents were in the income category of Rs. 4.00 lakhs to Rs. 6.00 lakhs. 4.35% of respondents were earning between Rs. 6.00 lakhs to Rs. 8.00 lakhs and 10.14% respondents were earning more than Rs. 8.00 lakhs per annum.

In Vadodara, 34.86% of respondents were earning less than Rs. 2.00 lakhs, 19.27% respondents were in the income range of Rs. 2.00 lakhs to Rs. 4.00 lakhs, 32.11% respondents belonged to the income group of Rs. 4.00 lakhs to Rs. 6.00 lakhs. 2.75% of respondents earned between Rs. 6.00 lakhs to Rs. 8.00 lakhs. And 11.01% of respondents had income above Rs. 8.00 lakhs.

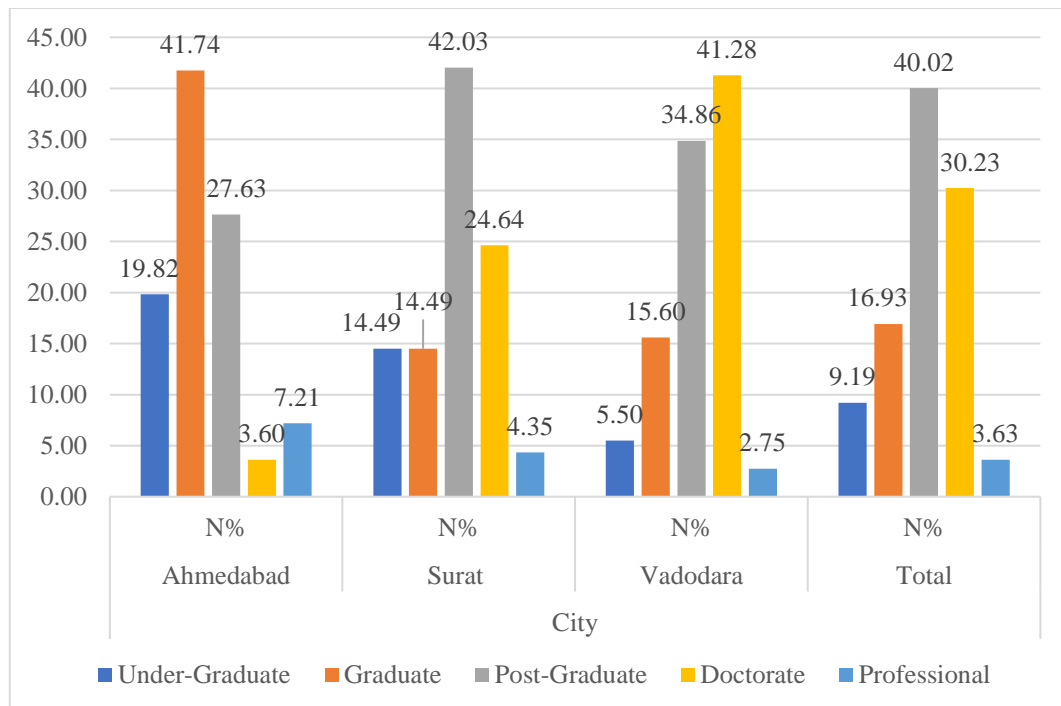
4.6 Education

Table 4. 6 Demographic profile of respondents with respect to education in the selected cities of Gujarat.

Education	City						Total	
	Ahmedabad		Surat		Vadodara			
	N	N%	N	N%	N	N%	N	N%
Under Graduate	66	19.82	40	14.49	12	5.50	76	9.19
Graduate	139	41.74	40	14.49	34	15.60	140	16.93
Post Graduate	92	27.63	116	42.03	76	34.86	331	40.02
Doctorate	12	3.60	68	24.64	90	41.28	250	30.23
Professional	24	7.21	12	4.35	6	2.75	30	3.63
Total	333	100.00	276	100.00	218	100.00	827	100.00

(UG - Under Graduate, PG - Post Graduate)

Figure 4. 6 Demographic profile of respondents with respect to education in the selected cities of Gujarat.



It was observed that the majority of the respondents were Post Graduates. Of the 827 respondents, 40.02% of respondents were Post Graduates. On the other side, only 3.63% of respondents were Professionals. The rest of the respondents comprised 9.19% Under-Graduates, 16.93% Graduates and 30.23% Doctorates.

In Ahmedabad, the majority of respondents were Graduates. Out of 333 respondents, 41.74% were Graduates, while only 3.6% of respondents were Doctorates. Of the remaining respondents, 19.82% were Under Graduates, 27.63% were Post Graduates and 7.21% were Professionals.

In Surat, the composition of respondents was different from Ahmedabad with the majority of respondents being Post Graduates. Out of 276 respondents, 42.03% were Post Graduates. The number of Under Graduates and Graduates was the same (14.49%). Of the remaining respondents, 24.64% were Doctorates and 4.35% respondents were Professionals.

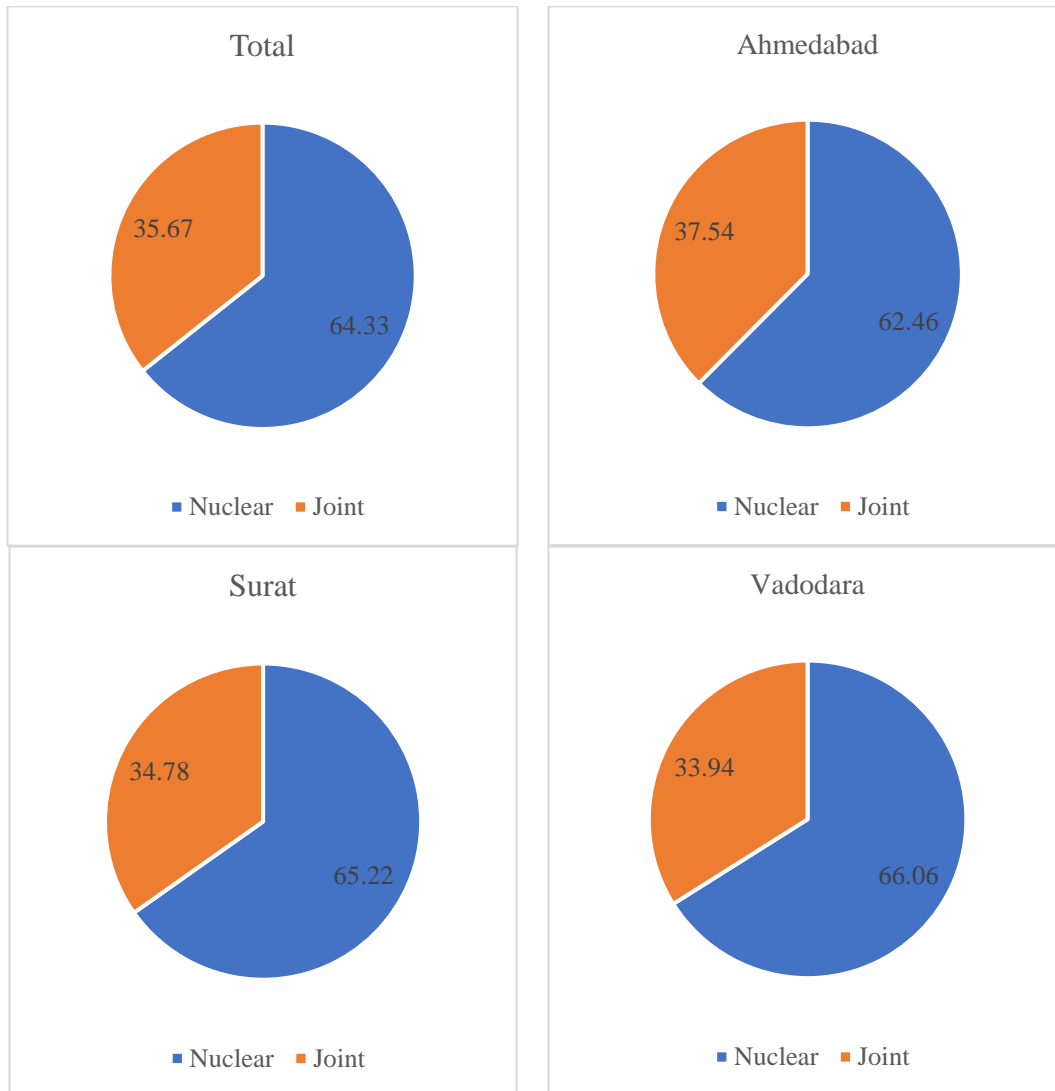
In Vadodara, the majority of the respondents were Doctorates. Out of 218 respondents, 41.28% were Doctorates. Only 2.75% of respondents were Professionals. Of the remaining respondents, 5.5% were Under Graduates, 15.60% were Graduates and 34.86% were Post Graduates.

4.7 Family Type

Table 4. 7 Demographic profile of respondents with respect to family type in the selected cities of Gujarat.

Family Type	City						Total	
	Ahmedabad		Surat		Vadodara			
	N	N%	N	N%	N	N%	N	N%
Nuclear	208.00	62.46	180.00	65.22	144.00	66.06	532.00	64.33
Joint	125.00	37.54	96.00	34.78	74.00	33.94	295.00	35.67
Total	333	100.00	276	100.00	218	100.00	827	100.00

Figure 4. 7 Demographic profile of respondents with respect to family type in the selected cities of Gujarat.



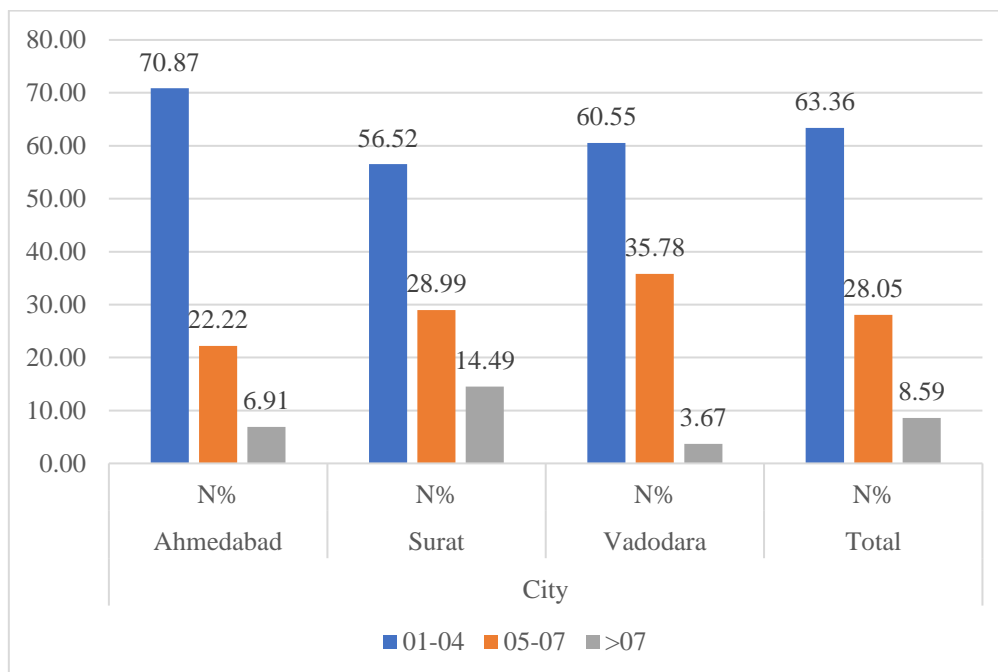
In terms of family type, the results obtained were homogeneous throughout the sample size. Most of the respondents were a part of nuclear families. A city-wise look at the table revealed that more than 60% of the respondents were from nuclear families, while around 35% of the respondents had joint families. This profile was on expected lines since the data was collected only from urban areas.

4.8 Family Size

Table 4. 8 Demographic profile of respondents with respect to family size in the selected cities of Gujarat.

Family Size	City						Total	
	Ahmedabad		Surat		Vadodara			
	N	N%	N	N%	N	N%	N	N%
01-04	236	70.87	156	56.52	132	60.55	524	63.36
05-07	74	22.22	80	28.99	78	35.78	232	28.05
>07	23	6.91	40	14.49	8	3.67	71	8.59
Total	333	100.00	276	100.00	218	100.00	827	100.00

Figure 4. 8 Demographic profile of respondents with respect to family size in the selected cities of Gujarat.



As was seen in Table 4.7, approximately, 65% of the total respondents were a part of nuclear families. Table 4.8 further strengthens that observation. Across all the three cities, 63.36% of respondents had a family size of up to four members.

A city-wise study also revealed similar trends. In Ahmedabad, 70.87%, Surat 56.52% and Vadodara 60.55% of respondents had a family size between 1 and 4 members. Thus, as the data was from the urban population, the respondents tended to have smaller family sizes.