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## **“Impact of Demographic Variables on Consumer Buying Behaviour”**

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### **Abstract:**

The present study focuses on impact and influence of demographic variables on consumer behavior and will explore the origin of a consumer focus in marketing, on the selected retail sector in Jaipur city. The prominent objective of the study is to understand the influence of demographic variables on buying behavior of consumers particularly in relation to FMCG Company. One way ANOVA analysis is used to prove the hypothesis base on the consumer buying behavior. The study revealed that there is a statistically significant impact of age, gender, education and income level of consumers on consumer buying behavior. Whereas in case of the profession, type of family and size of the family have no significant impact on consumer buying behavior in FMCG sector.

**Keywords: Consumer buying behavior, Demographic variables, Retail sector, FMCG product.**

### **Introduction**

The term ‘consumer behavior’ indicates the attitude of consumers while purchasing or buying any particular goods and services. There are numerous factors that influence or affect consumer behavior. The extent and level of influence of a particular factor keep on changing. For a business organization, it is imperative to analyze and evaluate the factors that influence the consumer buying behavior of a particular brand or a product range. Ignorance of a single factor may bring highly influence the sales revenue of a manufacturer. It may also bring closure to the business operations.

### **Definitions**

- “Consumer behavior as those activities directly involved in obtaining, consuming and disposing of products and services, including the decision process that precedes and follows actions.”
- “The process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services.”

FMCG industry, then again called as CPG (Consumer packaged goods) industry principally regulates the creation, appropriation along with showcasing of buyer bundled products. These are items that have a snappy turnover, and moderately low price. Buyers, for the most part, put less idea into the buy of FMCG than they improve the situation different items. Despite the fact that the supreme benefit made on FMCG items is moderately little, they by and large offer in expansive numbers thus the aggregate benefit on such items can be extensive. A portion of the prime exercises of FMCG industry is offering, showcasing, financing, buying, and so on.

## **Impact of Demographic Determinants of Consumer Buying Behaviour**

Humans are complex creatures made up of goals, opinions, fears, preferences, and so much more. A large part of being a marketer is trying to understand people. Even the well-planned marketing campaign can be improved by further examination of consumer behavior. Reference groups are useful for all types of businesses, so there's no reason not to give them some consideration. By associating segments of its audience with certain reference groups, a business organization or enterprise can gain an instant understanding of how to shape your marketing strategy around them.

Reference groups are a way of efficiently understanding certain types of people. Reference groups can be broadly classified into three major categories: Dissociative groups, membership groups, and aspiration groups. People deliberately distance themselves from their dissociative groups (i.e. groups with whom they disagree), belong to their membership groups (e.g. family, religion, social circles), and attempt to move toward their aspiration groups (e.g. prestigious groups, wealthy communities). As such, reference groups also give an organization an idea of where its potential customers are paying the most attention.

### **Study objectives:**

- To study marketing strategy adopted by FMCG Company in Jaipur City.
- Demographic variables have an impact on consumer buying behavior in FMCG Company.

### **Hypothesis of the Study**

**H01:** There is no significant impact of demographic variables on consumer buying behavior in Retail sector.

### **Research Methodology**

The present study is an empirical analysis of demographic variables and consumer buying behavior. The given study is both exploratory and descriptive in nature. While collecting the data, primary as well secondary methods have been used. A questionnaire comprising a set of questions has been prepared for collecting data. The questionnaire was distributed amongst 50 respondents. Coding and tabulation were done and analyzed by using SPSS software. Findings are presented in form of table and charts.

### **Research Instruments**

A questionnaire is outlined which catches the consumer buying behavior factors and to find out the impact of demographic variables on FMCG product purchasing behavior. The questionnaire likewise catches demographic factors in the research. Information was gathered from 50 respondents in Jaipur city through a study administrated survey.

### Sample Size

The information on demographic variables and consumer buying behavior has been collected from 50 customers from the retail sector in Jaipur city.

### Variable Measurements

Based on the hypothesis, parameters have been characterized. A variable is an amount that changes over the span of research work or that have distinctive esteems for various examples in the examination.

### Independent variables

The independent variables are the “Demographic variables”: Age, Education, Profession, Gender, and Income, types of family and size of the family”.

### “Dependent variable”

Consumer Buying Behaviour is the dependent variable that the study measure with the independent variables.

### Data Analysis & Hypotheses Testing

**H01:** There is no significant impact of demographic variables on consumer buying behavior in the retail sector.

**Table: Differences in Age and Consumer Buying Behaviour**

Source of variation	Sum of Squares	D.F	Mean Square	F	Sig	Null Hypothesis Accept/Reject
AGE	24.063	3	8.021	2.932	.043	Reject
Within AGE	125.857	46	2.736			
Total	149.920	49				

From the above table it can see that in case of age, the null hypothesis is rejected as a sig. value is lower than 0.05 and it has been proved that *there is no significant impact and influence of age factor on consumer buying behavior in the retail sector.*

**Table: Differences in Gender and Consumer Buying Behaviour**

Source of variation	Sum of Squares	D.F	Mean Square	F	Sig	Null Hypothesis Accept/Reject
Gender	8.670	1	8.670	2.946	.013	Accepted
Within Gender	141.250	48	2.943			
Total	149.920	49				

From the above table, it can see that in case of gender variable null hypothesis is rejected as a sig. value is lower than 0.05 and it has proved that *gender has a significant impact on consumer buying behavior in the retail sector.*

**Table: Differences in Education and Consumer Buying Behaviour**

Source of variation	Sum of Squares	D.F	Mean Square	F	Sig	Null Hypothesis Accept/Reject
Education	1.809	3	.603	.187	.005	Accepted
Within Education	148.111	46	3.220			
Total	149.920	49				

From the above table, it can see that in case of education variable null hypothesis is rejected as a sig. value is lower than 0.05 and it has proved that *education factor has a significant impact on consumer buying behavior in the retail sector.*

**Table: Differences in Profession and Consumer Buying Behaviour**

Source of variation	Sum of Squares	D.F	Mean Square	F	Sig	Null Hypothesis Accept/Reject
Profession	14.920	3	4.973	1.695	.181	Accepted
Within Profession	135.000	46	2.935			
Total	149.920	49				

From the above table, it can see that in case of profession variable null hypothesis is accepted as a sig. value is less than 0.05 and it has proved that *there is no significant impact of profession factor on buying behavior in the retail sector.*

**Table: Differences in Income and Consumer Buying Behaviour**

Source of variation	Sum of Squares	D.F	Mean Square	F	Sig	Null Hypothesis Accept/Reject
Income	11.896	3	3.965	1.322	.027	Accepted
Within Income	138.024	46	3.001			
Total	149.920	49				

From the above table, it can see that in case of income variable null hypothesis will berejected since sig. value is lower than 0.05 and it has proved that *income factor has a significant influence on consumer buying behavior in the retail sector.*

**Table: Differences in Type of Family and Consumer Buying Behaviour**

Source of variation	Sum of Squares	D.F	Mean Square	F	Sig	Null Hypothesis Accept/Reject
Type of Family	2.641	1	2.641	.861	.358	Accepted
Within Type of Family	147.279	48	3.068			
Total	149.920	49				

From the above table, it can see that in case of the type of family variable null hypothesis is accepted as a sig. value is more than 0.05 and it has proved that *there is no significant impact of the type of family factor on consumer buying behavior in the retail sector.*

**Table: Differences in Size of Family and Consumer Buying Behaviour**

Source of variation	Sum of Squares	D.F	Mean Square	F	Sig	Null Hypothesis Accept/Reject
Size of Family	5.816	2	2.908	.948	.395	Accepted
Within Size of Family	144.104	47	3.066			
Total	149.920	49				

From the above table, it can see that in case of the size of the family variable null hypothesis is accepted as a sig. value is more than 0.05 and it has proved that *there is no significant impact of the size of a family factor on consumer buying behavior in the retail sector.*

**Discussion**

Above analysis concluded that there is a statistically significant impact of age which has sig. value 0.043 which is less than 0.05, gender also has a significant impact as sig. value is 0.019. Besides, education and income level also have significant impact on consumer buying behavior since sig. value is 0.005 and 0.027 respectively. Whereas in case of the profession have no significant impact as a sig. value is 0.181, type of family have no significant impact as a sig. value is 0.358 and size of the family have no significant impact as a sig. value is 0.395 on consumer buying behavior in the retail sector.

### **Conclusion**

Consumer buying behavior plays a major and dominant role in an in-depth understanding of the influence of different factors on consumer buying behavior. The underlying purpose of this study is to determine the impact of demographic variables on consumer buying behavior in the retail sector. The underlying objective and purpose of this study were to evaluate the effect of demographic variables on consumer buying behavior in the retail sector. The study revealed that there is a statistically significant impact of age, gender, education and income level of consumers on consumer buying behavior. Whereas in case of the profession, type of family and size of the family have no significant impact on consumer buying behavior in the retail sector.





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