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.

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,
Chapter: 3 The Demographic Profile of Respondents

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 20\textsuperscript{th} (i.e., 33 years of age) percentile value while second group comprised of
responses from 20\textsuperscript{th}-40\textsuperscript{th} (i.e., 35 years) percentile value, 40\textsuperscript{th}- 60\textsuperscript{th} (i.e 40 years) percentile value and 60\textsuperscript{th}- 80\textsuperscript{th} (i.e 45 years) percentile value. Fifth age group comprised 80\textsuperscript{th} 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:**

3.4 Chart Showing Demographics Profile Of Respondents Regarding Family Type In Gujarat

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.
Chapter: 3 The Demographic Profile of Respondents

Occupation:

<table>
<thead>
<tr>
<th>City</th>
<th>Occupation Business</th>
<th>Occupation Professional</th>
<th>Occupation Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vadodara</td>
<td>39.5</td>
<td>30.0</td>
<td>30.5</td>
</tr>
<tr>
<td>Ahmedabad</td>
<td>40.0</td>
<td>30.0</td>
<td>30.0</td>
</tr>
<tr>
<td>Surat</td>
<td>40.0</td>
<td>30.0</td>
<td>30.0</td>
</tr>
<tr>
<td>Rajkot</td>
<td>40.0</td>
<td>30.0</td>
<td>30.0</td>
</tr>
<tr>
<td>Total</td>
<td>39.88</td>
<td>30.0</td>
<td>30.13</td>
</tr>
</tbody>
</table>

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.
Chapter: 3 The Demographic Profile of Respondents

Four Wheeler:

3.8 Chart Showing Demographics Distribution of Respondents Regarding Own Vehicle Like 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 Surat city of Gujarat.

Two Wheeler:

3.9 Chart Showing Demographics Distribution of Respondents Regarding Own Vehicle Like 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.
Chapter: 3 The Demographic Profile of Respondents

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:

Overall, out of 800 respondents, 80.0% respondents have bicycle.
In this study, in order to find five income groups of respondents, percentile method was used. First group comprised of responses up to 20\(^{th}\) (i.e., 40000 income) percentile value while second group comprised of responses from 20\(^{th}\)-40\(^{th}\) (i.e., 40001-60000 income) percentile value, 40\(^{th}\)- 60\(^{th}\) (i.e 60001-80000 income) percentile value and 60\(^{th}\)- 80\(^{th}\) (i.e 80001-135000 income) percentile value. Fifth age group comprised 80\(^{th}\) 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:

<table>
<thead>
<tr>
<th>Per Capita Income Group</th>
<th>Vadodara</th>
<th>Ahmedabad</th>
<th>Surat</th>
<th>Rajkot</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;=9167</td>
<td>23 (14.5)</td>
<td>20 (12.5)</td>
<td>21 (12.5)</td>
<td>28 (18.88)</td>
<td>21.13</td>
</tr>
<tr>
<td>9168-13000</td>
<td>19 (11.25)</td>
<td>21 (12.5)</td>
<td>19 (11.88)</td>
<td>23 (14.5)</td>
<td>19.12</td>
</tr>
<tr>
<td>13001-17800</td>
<td>17 (10.5)</td>
<td>18.5 (11.25)</td>
<td>18.5 (11.88)</td>
<td>16.5 (10.25)</td>
<td>20.38</td>
</tr>
<tr>
<td>&gt;30000</td>
<td>16.5 (10.25)</td>
<td>16.5 (10.25)</td>
<td>16.5 (10.25)</td>
<td>20.5 (12.5)</td>
<td>18.88</td>
</tr>
</tbody>
</table>

**DEMOGRAPHIC PROFILE OF RESPONDENTS**
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 20\textsuperscript{th} (i.e., 9167 per capita income) percentile value while second group comprised of responses from 20\textsuperscript{th}-40\textsuperscript{th} (i.e., 9168-13000 income) percentile value, 40\textsuperscript{th}- 60\textsuperscript{th} (i.e 13001-17800 income) percentile value and 60\textsuperscript{th}- 80\textsuperscript{th} (i.e 17801-30000 income) percentile value. Fifth age group comprised 80\textsuperscript{th} 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.