
Study of Shift in Buying Behaviour of Females from Various Consumer Segments with Respect to Shopping Modes and Importance Given to Specified Parameters while Buying Daily Requirements

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Abstract:

Factors influencing Consumer buying behaviour are numerous and are studied by many researchers. This particular research is with reference to temporary and permanent changes which have happened in the buying behaviour of customers post covid pandemic. It specifically includes the study of factors which are considered by consumers while buying various daily needs and the parameters based on which these consumers decide whether to buy online or offline? Findings of this research will help online and offline retailers to modify their offering according to customer needs.

Introduction

Change is the only constant – that’s what they say. Yes indeed, it is applicable everywhere, be it marketing, be it market or be it buying behaviour of diverse consumer segments. Talking about diverse consumer segments, their buying behaviour has drastically changed over a period of time and is still changing. We can see changes in the buying behaviour based on various demographic factors. Age plays a crucial role in deciding buying behaviour of a consumer. Different age group people reacted differently to the situation during COVID pandemic. Most of them had to shift to online buying because of the situation. With this shift many of them realized the convenience which they get because of online shopping, and thus continued with it.

It has been already proved that age is a factor influencing consumer behaviour. This research further explores the parameters which are considered by different age group people while buying various products and how much do these parameters differ, what role do they play in deciding buying behaviour of various respondents.

This research was taken into consideration for studying factors because of which people consider buying online/offline, parameters which they consider while buying various daily requirement products and the importance given to these parameters by different segments.

Research objectives:

1. To find and study various factors which are considered while buying daily needs, by consumer segments formed considering age as a parameter.
2. Importance given to each factor by these consumer segments
3. To find factors which are considered by these consumer segments while deciding whether to buy online or offline while buying daily needs.

Segmentation based on age as a parameter was done for this research purpose. Three segments with Age group between 18-30, between 31-45 and between 46-60 were considered. Fifty female respondents from every segment were tapped for this particular research work.

Findings & Analysis

Which of the following products you buy and using which mode? Tick mark the correct option - Offline/Online. Also mention reasons because of which you prefer buying products Offline/Online.

Sr. No.	Products	No. of respondents who buy Offline			No. of respondents who buy Online		
		18-30	31-45	46-60	18-30	31-45	46-60

1	Milk and similar products	27	21	35	23	29	15
2	Vegetables and fruits	36	40	42	14	10	08
3	Grocery	20	15	32	30	35	18
4	Apparels	08	11	39	42	39	11
5	Durables and electronic products	24	28	44	26	22	06

Inferences:

Little more than half of the respondents from age group 18-30 buy milk and similar products offline as against little less than half buying online.

Forty two percent respondents from the age group 31-45 buy milk and similar products offline as against 58% who buy it online.

Seventy percent respondents from the age group 46-60 buy milk and similar products offline as against 30% who buy it online.

For vegetable and fruits exactly 72 % of the respondents from the age group 18-30 buy it offline as against the remaining 28% who buy it online.

More than three forth i.e. 80% of the respondents from the age group 31-45 buy vegetables and fruits offline as against only 20% respondents who buy it online.

Similar is the case with the respondents from age group 46-60, 84% of them buy vegetables and fruits offline as against just 16% buying online.

In case of grocery 40% respondents from the age group 18-30 buy it offline, where as 60% of them prefer buying it online.

30% respondents from the age group 31-45 go offline for buying grocery items, wherein majority i.e. 70% of the respondents prefer buying grocery online.

In case of respondents from the age group 46-60, almost two third i.e. 64% prefer buying it offline as against 36% who buy it online.

Factors/Parameters which you consider while buying these products (Expiry date, freshness, quality, manufacturer/Producer, seller, durability, specifications etc.)

For Millk and similar products

Sr. No	Products	No. of respondents age group 18-30	No. of respondents age group 31-45	No. of respondents age group 46-60
	Milk and similar products			
1	Manufacturer/Producer/Seller	42	48	49
2	Expiry Date	50	50	50
3	Taste	50	50	50
4	Freshness	50	50	50
5	Price	44	41	45
6	Home Delivery	50	42	48

While buying Milk and similar products, it is observed that all respondents irrespective of their age group do give importance to expiry date, taste and freshness of the product.

Respondents from age group 18-30 are less concerned about the milk producer as compared to the respondents from other two age groups. 84% respondents from age group 18-30 do consider the producer name/brand as against 96% and 98% respondents from the age groups 31-45 and 46-60 respectively.

Respondents from the age group 46-60 are most concerned about price, data shows 90% of them say price is an important factor which they consider, while 82% respondents from age group 31-45, give importance to price and again a big number i.e. 88% respondents from the age group 18-30 give importance to price.

All respondents from age group 18-30 prefer getting milk and similar products getting home delivered. More or less same is the case with respondents from age group 46-60, 96% of them prefer it home delivered. 84% Respondents from age group 31-45 give importance to home delivery.

For Vegetables and fruits

Sr. No.	Products	No. of respondents age group 18-30	No. of respondents age group 31-45	No. of respondents age group 46-60
	Vegetables and fruits			
1	Manufacturer/Producer/Seller	22	15	27
2	Quality/Taste	50	50	50
3	Freshness	50	50	50

4	Price	41	50	50
5	Home Delivery	50	43	50

In case of vegetables and fruits all respondents irrespective of age group which they belong to, give importance to quality/taste and freshness. Also price is an important factor for all respondents from age group 31-45 and age group 46-60, however 82% respondents from age group 18-30 consider price as important factor while purchasing vegetables and fruits. Home delivery is an important factor for all respondents from age group 18-30 and age group 46-60, and 86% respondents from the age group 31-45 find it important.

However it is observed that respondents from all considered age groups are less concerned about producer or seller while buying vegetables and fruits. 44% respondents from age group 18-30 consider producer/seller as a factor while buying vegetables and fruits. Only 30% respondents between age group 31-45 consider it as a factor as against 56% respondents from the age group 46-60 give importance to producer/seller while buying vegetables and fruits.

For Grocery

Sr. No	Products	No. of respondents		
		age group 18-30	age group 31-45	age group 46-60
	Grocery			
1	Manufacturer/Producer/Seller/Brand	50	41	40

2	Expiry Date	43	42	50
3	Quality	50	50	50
4	Price	39	50	48
5	Home Delivery	50	50	50

In case of grocery, all respondents from all age groups give importance to home delivery and quality. Also price plays a crucial role in case of 100% and 96% respondents from age group 31-45 and 46-60 respectively. However price matters to only 78% of the respondents from age group 18-30. All respondents from age group 46-60 do consider expiry date as an important factor to be considered as against 86% and 84% respondents from age group 18-30 and 31-45 respectively. The producer/seller is of importance to all respondents from age group 18-30, but it is important to 82% and 80% to the respondents from age group 31-45 and 46-60 respectively.

What are the parameters which decide whether to buy online or offline?

Sr. No.	Products	No. of respondents age group 18-30	No. of respondents age group 31-45	No. of respondents age group 46-60
1	Product	50	50	50
2	Delivery time	48	46	40
3	Price	44	47	45
4	Delivery charges	45	49	48
5	Payment options	49	50	49

6	Availability of the product	47	42	43
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The most important parameter which decides whether to buy offline or online is the product itself as per all the respondents irrespective of the age group which they belong to. Second most important factor which is considered is the payment method options which are offered by the seller. 98-100% of the respondents do consider payment method option as an important factor. 98% and 96% respondents from age group 31-45 and 46-60 respectively consider delivery charges as an important factor where in this percentage drops to 90% for the respondents from age group 18-30. Delivery time is a factor which is considered important by 96% respondents from age group 18-30, 92% respondents from age group 31-45 and 80% respondents from age group 46-60. Availability of the product also plays important role in deciding whether to go online or offline. 94% respondents from the age group 18-30 consider availability factor important as against 82% and 86% of the respondents from age group 31-45 and 46-60 respectively.

Conclusion:

1. It is observed that more and more customers have inclination towards online buying, be it convenience goods, be it grocery or be it shopping goods. It all started during COVID and now people are so very used to it, that they themselves have not realized. Moreover with so many competing service providers it has improved to an extent that sitting at home we can get anything and everything home delivered in just 10 to 30 minutes time at max.

2. For this convenience people are willing to pay a little extra as well. But generation gap or age gap plays an important role here. Based on the inferences drawn, it can be concluded that the parameters which are considered while shopping do differ based on age group which respondents belong to, and so their buying behaviour as well.
3. On one side we have people who buy everything online and on the other hand we have people who still prefer going to the market even for buying vegetables and day to day requirements.
4. In this online shopping era, people in the age group of 46 to 60 years still prefer buying offline. The major factor for going offline being trust related issues. This age group people do prefer seeing things, checking quality and then buying. Younger generation people prefer getting things conveniently, faster and they are choosy as well. Hence they buy things online from whichever site, where the specific products/brands are available and are delivered quickly. Middle age group people 31-45, they do prefer convenience but they give equal importance to quality, price and the delivery charges as well. They don't prefer paying delivery charges extra. Many of them are habitual to buying day to day requirements on the way while coming back from office. Also people from age group 46-60 go for a stroll in the evening and get their daily needs on the way coming back home. However for grocery items people from all age groups prefer home delivery.
5. Apart from all these factors, respondents also gave situational factors as a reason for going online as well as offline. In a situation when things are required immediately respondents from age group 31-45 talked about getting things from nearby unorganised retail shop either by themselves or by sending their kids. However exactly opposite happens in case of respondents from age group 46-60, they prefer ordering things from mobile apps like blink it and swiggy instamart, which deliver products in 10-15 minutes

time. Respondents from the age group 18-30, be it a situation or not prefer buying things online conveniently and do not bother much for paying delivery charges as well.

Overall behavioural pattern for 18-30 age group people : We can say this consumer segment

prefers convenience. Going to brick and mortar shops and buying things – they find it waste of time and efforts. Hence order everything online. They are very choosy, need specific products/brands etc. and so do look out for specifications.

Overall behavioural pattern for 31-45 age group people : People from this consumer segment are comparatively price sensitive, they do prefer convenience but are not willing to pay high prices for convenience. Instead they find it convenient to buy daily needs on the way from nearby local vendors.

Overall behavioural pattern for 46-60 age group people : People from this consumer segment are also price sensitive, they do prefer convenience and are willing to pay extra for that in some cases. Have trust related issues with online options, and prefer transactions with cash on delivery payment mode for online shopping.