



# A STUDY ON THE GROCERY SHOPPING FACTORS INFLUENCING ON DEMOGRAPHIC CHARACTERISTICS IN HYDERABAD CITY, TELANGANA STATE

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## ABSTRACT

*The grocery market in India will increase 8.02% by 2025 as per the techno. With the competence of in the market fragmentation the grocery market entertained by online markets. The growing the urbanisation and rising the personal products the using of the flexible payment and delivery modes and changeling life the consumer behaviour will hang e by day to day. The study undertaken to know the consumer behaviour of grocery products in organised retail stores.*

**KEYWORDS:** Grocery product, Consumer shopping behaviour, types of grocery shops, customer satisfaction

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## 1. INTRODUCTION

An activity that involves selling of goods to an individual customer is called retail. the business started with barter system where goods and services. the industrial production scale of goods increased to large extent which crated a need for more consumes for the goods and small grocery shops come into existence. The multiple products were stored for the customers slowly converted in to departmental stores and organised stores. The grocery marketing has become a competition in terms of price, quantity and shopping experience. A few reasons for increased competition are have introduced own brands and groceries are facing new players from both local and international qualities.

### Grocery Product

Grocery items are the products which are useful for day-to-day life like rice, pulses, oil, soaps, brushes, toothpaste and breads. Grocery products are the non-perishable foods which are packed in can bottles and boxes. It is food stuff and also a house hold item.

### Consumer Shopping Behaviour

In the present era, consumer is the king of the market. Shopping behaviour has a rich and diverse body of literature in the field of marketing. The theoretical shopping behaviour has been studied at both integrated level and attribute level. At integrated level, the study focuses on store (within the shop) and staff. At attribute level, it focuses on the service quality given by the shop. In this study, the focus is on finding the influence of store, staff and service quality on the consumer.

**The grocery retailers try to identify consumers' shopping behaviour:** what products & brands they buy, where and how often they shop, how much they spend and study the consumer mindset about product duration and quality of the product. According to these, the grocery retailer makes decision to offer fresh products, proper product mix, design target, advertisement, and coupon schemes and provide customer amenities to meet proactively the consumer needs and desire.

### Types of grocery shop

1. Convenience stores
2. Discount stores
3. Supermarkets
4. Departmental stores



## 2. IMPORTANCE OF STUDY

The present research will help to detailed picture of consumer preferences towards grocery shopping in emerging retail formats like convenience stores, department stores, supermarkets. The research would help in segmenting the customers on the basis of their preferences of retail formats for purchasing grocery products. The proposed work will also help and guide the consumers to improve their level of awareness in terms of expiry date, quality of the products, price and customer satisfaction towards the products.

## 3. SCOPE OF THE STUDY

The study is to grocery shopping behaviour of consumers in Hyderabad districts.

The study focuses on the major factors influencing the purchase of grocery products.

The scope of stores attributes like location, service, price, quality and stores facility.

## 4. REVIEW OF LITERATURE

**Rupa Gunaseelan & R. Chitra's (2014)** —Customer 's Expectation towards Shopping Behaviour in Retail Outlets| said that store attributes were important to consumers when they made the decision where to shop. This study identified the store attributes which influenced the customers for shopping behaviour. The retail segments selected for this study were food and grocery, apparels, jewellery and consumer durables and home appliances. The research data were collected by using questionnaire and validated to the present study. The study was descriptive in nature with the sampling method being multi-phase sampling. In this study simple correlation analysis was performed using t-test and Analysis of variance is adapted to test whether there existed significant difference between different classifications of respondents on the level of opinion towards various aspects relating to the study. Based on the statistical techniques the current study had found that the store attributes 'influence towards the customers was also found to be high. The research proved that there existed a positive relationship between store attributes towards the customers.

**Aniali Panda's (2013)** —Customer Patronage towards Food and Grocery Retail- A Case Study said that Indian retail was witnessing a tremendous growth with the changing demographics and increase in income and quality of life of urban people. The study tried to find out the patronage behaviour of the customers towards traditional and modern food and grocery retailers.

**Ali, Kapoor and Janakiraman's (2010)** —Buying behaviour of consumers for food products in an emerging economy| is a study conducted on households of Gomti Nagar area of Lucknow city. It analyzed a marketing strategy for a modern food and grocery market based on consumer preferences and behaviour. The researchers personally surveyed a total of 101 households having sufficient purchasing power using structured questionnaire. The results indicated that preferences of the consumers were their priority for cleanliness and freshness of food products followed by price, quality, variety, packaging, and availability of non-seasonal fruits and vegetables. It was found that the consumers' preferences of marketplace largely depend on the convenience in purchasing at the marketplace along with the availability of additional services, attraction for children, basic amenities, and affordability.

**Chakraborty's (2010)** —A Study of Selected Discount Store Retail in Hyderabad for the Purpose of Identifying Factors in Regards to Shopping Motives, Store Attributes, Shopping outcomes and Perceived Shopping Cost|, a study conducted in Hyderabad, India identified the driving shopping motives of Indian consumer for Discount store formats. Factor analysis extracted three shopping motives, two of which related to hedonic shopping motive and one to utilitarian. The factors were named as diversion, socialization and utilitarian. Other three dimensions of the study were store attributes, shopping outcomes, and shopping perceived cost. Under each dimension, factors related to Discount store were identified. The identified factors could be the key for discount stores for understanding their shoppers.

**Ghosh, Tripathi and Kumar (2010)** in their study —Customer expectations of store attributes: A study of organized retail outlets in Indian conducted in Indian context, attempted to address issues related to store attributes and their relevance in the store format selection. Eleven variables (store attributes) had been identified based on theory and judgment. Factor analysis had yielded three factors: Convenience and Merchandise Mix, Store Atmospheric, and Services. The factors identified and recommendations made would be of use to retailers in designing their outlets with store attributes that would meet the expectations of shoppers and thus motivate them towards store patronage decisions.

**Mittal (2009)** in his —Store Attitude Salience: A Comparison of Grocery and Apparel Shopping Scenario| compared the consumer evaluation of store attributes for grocery and apparel retail segment. The author emphasized that the retail format which represented the right mix of various store dimensions, would eventually depend upon the interplay between various store attributes. This study used a research instrument developed by the author in an earlier study for the comparative analysis. A very significant pointer from this research was that



while there was some commonality of attributes between retail sectors, the precise importance and mix was, arguably, determined more by the motivation of the customer behind each specific shopping excursion. The grocery and apparel store attributes dimensions that had emerged from this study proved that the factors were different in terms of their composition and importance.

**Indumathi V.M, S.D.Sivakumar, N.Raveendaran, P.Balaji (2007)** in their study —Consumer buying behaviour of processed spice products found that consumers generally purchased 200g pack size of powders and masalas, while a small share of consumers purchased 100g packets. In the case of paste, a major share of consumers purchased 100g pack size. Generally, consumers purchased spice products once in a month. Occupational status of the women in households, income of the households and time saving while cooking were the major factors that influenced purchase of processed spice products. About one third of the consumers were skeptical that continuous consumption of processed spices which had preservatives might cause harmful effects in the long run. The processors must take into consideration these aspects while formulating their strategies.

**Carpenter and Moore (2006)** in a study —Consumer demographics, store attributes, and retail format choice in the US grocery market conducted in US marketplace, provided a general understanding of relationship of grocery consumers' demographics with their retail format choice. A random sample of US grocery consumers (N=454) was surveyed using a self-administered questionnaire. Descriptive and inferential statistical techniques (regression, ANOVA) were used to evaluate the data. The finding identified demographic variables specific to formats (Specialty Grocers, Traditional Supermarkets, Supercentres, Warehouse Clubs, and Internet Grocers) and examined store attributes (e.g., price competitiveness, product selection, and atmosphere) as drivers of format choice.

## 5. RESEARCH GAP

The literature review has helped in identifying the research gap in domain of the present study. The previous studies influence of limited factor like price, quality, location, loyalty and product mix, and purchasing behaviour. There is a gap to explore the study the factors influencing the awareness and group, perception of grocery products. Earlier products focusing on the all concepts of products. The present study has focused on the awareness and purchasing behaviour of the consumers in the retail stores.

## 6. OBJECTIVES OF THE STUDY

1. To identify the awareness and preference level of consumers towards retail stores
2. To study the factors influencing towards the grocery products purchasing
3. To study the satisfaction level of consumers with grocery products and retail stores.

## 7. HYPOTHESIS OF THE STUDY

**Ho1:** There is no significant association between the demographic profile of the consumers and awareness level grocery shopping.

**Ho2:** There is no significant association between the demographic profile of the consumers and factors influencing grocery shopping.

**Ho3:** There is no significant association between the demographic profile of the consumers and satisfaction level of consumers with grocery products purchasing

## 8. RESEARCH METHODOLOGY OF THE STUDY

The study is intended to analyse the grocery shopping behaviour of consumers in Hyderabad city. the methodology includes type of research, methods of sampling, sample size and statistical tools.

### Type of Research

The present study under taken as descriptive research. The study of descriptive research is to representing the characteristics of a particular group or statement or facts.

### Types of Data

The study used both primary and secondary data. The primary data was collected by using the structured questionnaire.

The secondary data was collected from various books, journals and websites.

### Sample Size

The study has used a sample size of 500 from the Hyderabad district.



**Statistical tools used for the study**

The following statistical analysis are used to analyse the objectives:

- Mean
- Standard deviation
- Chi square test

**9. DATA ANALYSIS AND INTERPRETATION**

**Table: -1**

**Gender and the reasons for preferring a particular shop for buying grocery brand products**

|        |        | The reasons for preferring a particular shop for buying grocery brands based on the statements given |         |       |                | Total | Chi square value    | p value |
|--------|--------|--|---------|-------|----------------|-------|---------------------|---------|
|        |        | Disagree   | Neutral | Agree | Strongly Agree |       |                     |         |
| Gender | Male   | 31   | 37      | 216   | 78             | 362   | 15.590 <sup>a</sup> | 0.001   |
|        | Female | 4  | 26      | 91    | 17             | 138   |                     |         |
| Total  |        | 35   | 63      | 307   | 95             | 500   |                     |         |

Form the above table -1 it is observed that 500 respondents he reasons for preferring a particular shop for buying grocery brands based on the statements given out of 362 gender respondents are 78 strongly agree, 216 respondents are agreed, 37 respondents are neutral and 31 respondents are disagreed. Out of 138 female respondents 17 respondents are strongly agreed, 91 respondents are agreeing, and 26 respondents are neutral. And 4 respondents are disagreed.

The chi square test reveals that the value of chi square value is 15.590 with d.f 3 the p value 0.001. The calculated p value is less than 0.05 hence it concludes that there is a significant difference gender and he reasons for preferring a particular shop for buying grocery brands based on the statements given.

**Table: -2**

**Age and the reasons for preferring a particular shop for buying grocery brand products**

|       |            | The reasons for preferring a particular shop for buying grocery brands |         |       |                | Total | Chi square value   | p value |
|-------|------------|--|---------|-------|----------------|-------|--------------------|---------|
|       |            | Disagree   | Neutral | Agree | Strongly Agree |       |                    |         |
| Age   | 18-25years | 4  | 9       | 46    | 10             | 69    | 3.601 <sup>a</sup> | 0.936   |
|       | 25-35years | 10   | 14      | 67    | 23             | 114   |                    |         |
|       | 35-45years | 10   | 24      | 120   | 38             | 192   |                    |         |
|       | 45-55years | 11   | 16      | 74    | 24             | 125   |                    |         |
| Total |            | 35   | 63      | 307   | 95             | 500   |                    |         |

Form the above table -2 it is observed that 500 respondents the reasons for preferring a particular shop for buying grocery brands out of 69 respondents Age 18 - 25years respondents are 10 strongly agree, 46 respondents are agree, 9 respondents are neutral, 4 respondents are disagree, out of 114 respondents Age 25 - 35years respondents are 23 strongly agree, 67 respondents are agree, 14 respondents are neutral, 10 respondents are disagree, Out of 192 respondents Age 35 - 45years respondents are 38 strongly agree, 120 respondents are agree, 24 respondents are neutral, 10 respondents are disagree, out of 125 respondents Age 45 - 55years respondents are 24 strongly agree, 74 respondents are agree, 16 respondents are neutral, 11 respondents are disagree

The chi square test reveals that the value of chi square value is 3.601 with d.f 3 the p value 0.936 the calculated p value is greater than 0.05 hence it concludes that there is no significant difference age and the reasons for preferring a particular shop for buying grocery brands



**Table: -3**  
**Occupation and rank the reasons for preferring a particular shop for buying grocery brand products**

|            |                | Rank the reasons for preferring a particular shop for buying grocery brands based on the statements given |         |       |                | Total | Chi square value   | p value |
|------------|----------------|---|---------|-------|----------------|-------|--------------------|---------|
|            |                | Disagree  | Neutral | Agree | Strongly Agree |       |                    |         |
| Occupation | Govt. Employee | 8   | 11      | 72    | 22             | 113   | 6.488 <sup>a</sup> | 0.69    |
|            | Pvt. Employee  | 10  | 14      | 62    | 25             | 111   |                    |         |
|            | Business man   | 17  | 37      | 166   | 44             | 264   |                    |         |
|            | Housewife      | 0   | 1       | 7     | 4              | 12    |                    |         |
| Total      |                | 35  | 63      | 307   | 95             | 500   |                    |         |

Form the above table -3 it is observed that 500 respondents rank the reasons for preferring a particular shop for buying grocery brands based on the statements given out of 113 respondents Govt Employee respondents are 22 strongly agree, 72 respondents are agree, 11 respondents are neutral, 8 respondents are disagree, out of 111 respondents Pvt Employee respondents are 25 strongly agree, 62 respondents are agree, 14 respondents are neutral, 10 respondents are disagree, Out of 264 respondents Business man respondents are 44 strongly agree, 166 respondents are agree, 37 respondents are neutral, 17 respondents are disagree, out of 12 respondents House wife respondents are 4 strongly agree, 7 respondents are agree, 1 respondents are neutral, 0 respondents are disagree.

The chi square test reveals that the value of chi square value is 6.488 with d.f 3 the p value 0.690s the calculated p value is greater than 0.05 hence it concludes that there is no significant difference occupation and the reasons for preferring a particular shop for buying grocery brands

**Table: -4**  
**Education Qualification and Rank the reasons for preferring a particular shop for buying grocery brand products**

|                         |               | the reasons for preferring a particular shop for buying grocery brands based on the statements given |         |       |                | Total | Chi square value    | p value |
|-------------------------|---------------|--|---------|-------|----------------|-------|---------------------|---------|
|                         |               | Disagree   | Neutral | Agree | Strongly Agree |       |                     |         |
| Education Qualification | SSC           | 1  | 4       | 32    | 11             | 48    | 21.423 <sup>a</sup> | 0.045   |
|                         | Intermediate  | 4  | 6       | 26    | 12             | 48    |                     |         |
|                         | Graduate      | 17   | 23      | 148   | 28             | 216   |                     |         |
|                         | Post Graduate | 12   | 30      | 100   | 42             | 184   |                     |         |
|                         | Others        | 1  | 0       | 1     | 2              | 4     |                     |         |
| Total                   |               | 35   | 63      | 307   | 95             | 500   |                     |         |

Form the above table -4 it is observed that 500 respondents Rank the reasons for preferring a particular shop for buying grocery brands based on the statements given out of 48 respondents of SSC 11 respondents are strongly agree, 32 respondents are agree, 4 Respondents are Neutral, 1 respondents are Disagree, out of 48 respondents of Intermediate 12 respondents are strongly agree, 26 respondents are agree, 6 Respondents are Neutral, 4 respondents are Disagree, out of 216 respondents of Graduate 28 respondents are strongly agree, 148 respondents are agree, 23 Respondents are Neutral, 17 respondents are Disagree, out of 184 respondents of Post graduate 42 respondents are strongly agree, 100 respondents are agree, 30 Respondents are Neutral, 12 respondents are Disagree, out of 4 respondents of Post graduate 2 respondents are strongly agree, 1 respondents are agree, 0 Respondents are Neutral, 1 respondents are Disagree.

The chi square test reveals that the value of chi square value is 21.423 with d.f 12 the p value 0.045 the calculated p value is less than 0.05 hence it concludes that there is no significant difference education qualification and rank the reasons for preferring a particular shop for buying grocery brands.



**Table: -5**  
**Gender and factors influencing the purchase of branded grocery by products**

|        |        | Factors influencing the purchase of branded grocery by products |         |       |                | Total | Chi square value    | p value |
|--------|--------|---|---------|-------|----------------|-------|---------------------|---------|
|        |        | Disagree  | Neutral | Agree | Strongly Agree |       |                     |         |
| Gender | Male   | 26  | 72      | 203   | 61             | 362   | 10.426 <sup>a</sup> | 0.015   |
|        | Female | 3   | 40      | 80    | 15             | 138   |                     |         |
| Total  |        | 29  | 112     | 283   | 76             | 500   |                     |         |

Form the above table -5 it is observed that 500 respondents influencing the purchase of branded grocery by products out of 362 gender respondents are 61 strongly agree, 203 respondents are agreed, 72 respondents are neutral and 26 respondents are disagreed. Out of 138 female respondents 15 respondents are strongly agreed, 80 respondents are agreeing, and 40 respondents are neutral. And 3 respondents are disagreed.

The chi square test reveals that the value of chi square value is 10.426 with d.f 3 the p value 0.015. The calculated p value is greater than 0.05 hence it concludes that there is a significant difference gender and influencing the purchase of branded grocery by products.

**Table: -6**  
**Age and factors influencing the purchase of branded grocery by products**

|       |               | Factors Influencing the Purchase of Branded Grocery by Products |         |       |                | Total | Chi square value   | p value |
|-------|---------------|---|---------|-------|----------------|-------|--------------------|---------|
|       |               | Disagree  | Neutral | Agree | Strongly Agree |       |                    |         |
| Age   | 18 - 25 years | 3   | 14      | 42    | 10             | 69    | 4.520 <sup>a</sup> | 0.874   |
|       | 25 - 35 years | 7   | 31      | 56    | 20             | 114   |                    |         |
|       | 35 - 45 years | 10  | 42      | 112   | 28             | 192   |                    |         |
|       | 45 - 55 years | 9   | 25      | 73    | 18             | 125   |                    |         |
| Total |               | 29  | 112     | 283   | 76             | 500   |                    |         |

Form the above table -6 it is observed that 500 respondents factors influencing the purchase of branded grocery by products given out of 69 respondents Age 18 - 25years respondents are 10 strongly agree, 42 respondents are agree, 14 respondents are neutral, 3 respondents are disagree, out of 114 respondents Age 25 - 35years respondents are 20 strongly agree, 56 respondents are agree, 31 respondents are neutral, 7 respondents are disagree, Out of 192 respondents Age 35 - 45years respondents are 28 strongly agree, 112 respondents are agree, 42 respondents are neutral, 10 respondents are disagree, out of 125 respondents Age 45 y- 55years respondents are 18 strongly agree, 73 respondents are agree, 25 respondents are neutral, 9 respondents are disagree

The chi square test reveals that the value of chi square value is 4.520 with d.f 3 the p value 0.874 the calculated p value is greater than 0.05 hence it concludes that there is no significant difference age and factors influencing the purchase of branded grocery by products.

**Table: -7**  
**Occupation and factors influencing the purchase of branded grocery by products**

|            |                | Factors influencing the purchase of branded grocery by products |         |       |                | Total | Chi square value    | p value |
|------------|----------------|---|---------|-------|----------------|-------|---------------------|---------|
|            |                | Disagree  | Neutral | Agree | Strongly Agree |       |                     |         |
| Occupation | Govt. Employee | 6   | 25      | 67    | 15             | 113   | 11.759 <sup>a</sup> | 0.227   |
|            | Pvt. Employee  | 9   | 20      | 62    | 20             | 111   |                     |         |
|            | Business man   | 14  | 66      | 148   | 36             | 264   |                     |         |
|            | Housewife      | 0   | 1       | 6     | 5              | 12    |                     |         |
| Total      |                | 29  | 112     | 283   | 76             | 500   |                     |         |





Form the above table -7 it is observed that 500 respondents the reasons for preferring a particular shop for buying grocery brands based on the statements given out of 113 respondents Govt Employee respondents are 15 strongly agree, 67 respondents are agree, 25 respondents are neutral, 6 respondents are disagree, out of 111 respondents Pvt Employee respondents are 20 strongly agree, 62 respondents are agree, 20 respondents are neutral, 9 respondents are disagree, Out of 264 respondents Business man respondents are 36 strongly agree, 148 respondents are agree, 66 respondents are neutral, 14 respondents are disagree, out of 12 respondents House wife respondents are 5 strongly agree, 6 respondents are agree, 1 respondents are neutral, 0 respondents are disagree

The chi square test reveals that the value of chi square value is 11.759 with d.f 3 the p value 0.227 the calculated p value is greater than 0.05 hence it concludes that there is no significant difference occupation and the reasons for preferring a particular shop for buying grocery brands

**Table: - 8**  
**Education Qualification and factors influencing the purchase of branded grocery by products**

|                         |               | Factors influencing the purchase of branded grocery by products |         |       |                | Total | Chi square value    | p value |
|-------------------------|---------------|---|---------|-------|----------------|-------|---------------------|---------|
|                         |               | Disagree  | Neutral | Agree | Strongly Agree |       |                     |         |
| Education Qualification | SSC           | 1   | 13      | 25    | 9              | 48    | 17.755 <sup>a</sup> | 0.123   |
|                         | Intermediate  | 4   | 7       | 27    | 10             | 48    |                     |         |
|                         | Graduate      | 13  | 46      | 136   | 21             | 216   |                     |         |
|                         | Post Graduate | 11  | 45      | 94    | 34             | 184   |                     |         |
|                         | Others        | 0   | 1       | 1     | 2              | 4     |                     |         |
| Total                   |               | 29  | 112     | 283   | 76             | 500   |                     |         |

Form the above table -8 it is observed that 500 respondents factors influencing the purchase of branded grocery by products given out of 48 respondents of SSC 9 respondents are strongly agree, 25 respondents are agree, 13 Respondents are Neutral, 1 respondents are Disagree, out of 48 respondents of Intermediate 10 respondents are strongly agree, 27 respondents are agree, 7 Respondents are Neutral, 4 respondents are Disagree, out of 216 respondents of Graduate 21 respondents are strongly agree, 136 respondents are agree, 46 Respondents are Neutral, 13 respondents are Disagree, out of 184 respondents of Post graduate 34 respondents are strongly agree, 94 respondents are agree, 45 Respondents are Neutral, 11 respondents are Disagree, out of 4 respondents of Post graduate 2 respondents are strongly agree, 1 respondents are agree, 1 Respondents are Neutral, 0 respondents are Disagree.

The chi square test reveals that the value of chi square value is 17.755 with d.f 12 the p value 0.123 the calculated p value is greater than 0.05 hence it concludes that there is no significant difference education qualification and factors influencing the purchase of branded grocery by products.

**Table: -9**  
**Gender and satisfaction towards various factors provided by the branded grocery products**

|        |        | Satisfaction towards various factors provided by the branded grocery products |         |           |                  | Total | Chi square value   | p value |
|--------|--------|---|---------|-----------|------------------|-------|--------------------|---------|
|        |        | Dissatisfied  | Neutral | Satisfied | Highly Satisfied |       |                    |         |
| Gender | Male   | 7   | 106     | 218       | 31               | 362   | 1.229 <sup>a</sup> | 0.746   |
|        | Female | 2   | 46      | 81        | 9                | 138   |                    |         |
| Total  |        | 9   | 152     | 299       | 40               | 500   |                    |         |

Form the above table -9 it is observed that 500 respondents' satisfaction towards various factors provided by the branded grocery products out of 362 gender respondents are 31 highly satisfied, 218 respondents are satisfied, 106 respondents are neutral, 7 respondents are dissatisfied and 0 respondents are strongly disagreed. Out of 138



female respondents 9 respondents are highly satisfied, 101 respondents are satisfied 18 respondents are neutral 4 respondents are dissatisfied and 0 respondents are strongly disagreed.

The chi square test reveals that the value of chi square value is 1.229 with d.f 3 the p value 0.746. The calculated p value is greater than 0.05 hence it concludes that there is a significant difference gender and satisfaction towards various factors provided by the branded grocery products

**Table: -10**

**Age and satisfaction towards various factors provided by the branded grocery products**

|       |               | Satisfaction towards various factors provided by the branded grocery products |         |           |                  | Total | Chi square value   | p value |
|-------|---------------|---|---------|-----------|------------------|-------|--------------------|---------|
|       |               | Dissatisfied  | Neutral | Satisfied | Highly Satisfied |       |                    |         |
| Age   | 18 - 25 years | 1   | 21      | 41        | 6                | 69    | 9.159 <sup>a</sup> | 0.423   |
|       | 25 - 35 years | 4   | 39      | 63        | 8                | 114   |                    |         |
|       | 35 - 45 years | 2   | 49      | 121       | 20               | 192   |                    |         |
|       | 45 - 55 years | 2   | 43      | 74        | 6                | 125   |                    |         |
| Total |               | 9   | 152     | 299       | 40               | 500   |                    |         |

Form the above table -10 it is observed that 500 respondents satisfaction towards various factors provided by the branded grocery products out of 69 respondents Age 18 - 25years respondents are 6 highly satisfied, 41 respondents are satisfied, 21 respondents are neutral, 1 respondents are dissatisfied, out of 114 respondents Age 25 - 35years respondents are 8 Highly satisfied, 63 respondents are satisfied, 39 respondents are neutral, 4 respondents are dissatisfied, Out of 192 respondents Age 35 - 45years respondents are 20 highly satisfied , 121 respondents are satisfied, 49 respondents are neutral, 2 respondents are dissatisfied , out of 125 respondents Age 45 - 55years respondents are 6 strongly satisfied, 74 respondents are satisfied, 43 respondents are neutral, 2 respondents are dissatisfied

The chi square test reveals that the value of chi square value is 9.159 with d.f 3 the p value 0.423 the calculated p value is greater than 0.05 hence it concludes that there is no significant difference age and satisfaction towards various factors provided by the branded grocery products

**Table: -11**

**Occupation and satisfaction towards various factors provided by the branded grocery products**

|            |                | Satisfaction Towards Various Factors Provided by The Branded Grocery Products |         |           |                  | Total | Chi square value   | p value |
|------------|----------------|---|---------|-----------|------------------|-------|--------------------|---------|
|            |                | Dissatisfied  | Neutral | Satisfied | Highly Satisfied |       |                    |         |
| Occupation | Govt. Employee | 2   | 33      | 71        | 7                | 113   | 8.688 <sup>a</sup> | 0.467   |
|            | Pvt. Employee  | 2   | 36      | 62        | 11               | 111   |                    |         |
|            | Business man   | 4   | 82      | 156       | 22               | 264   |                    |         |
|            | Housewife      | 1   | 1       | 10        | 0                | 12    |                    |         |
| Total      |                | 9   | 152     | 299       | 40               | 500   |                    |         |

Form the above table -11 it is observed that 500 Satisfaction Towards Various Factors Provided By The Branded Grocery Products out of 113 respondents Govt Employee respondents are 7 Highly satisfied, 71 respondents are satisfied, 33 respondents are neutral, 2 respondents are dissatisfied , out of 111 respondents Pvt Employee 11 respondents are highly satisfied , 62 respondents are satisfied, 36 respondents are neutral, 2 respondents are disagree , Out of 264 respondents Business man 22 respondents are Highly satisfied, 156 respondents are agree, 82 respondents are neutral, 4 respondents are dissatisfied, out of 12 respondents House wife respondents are 0 Highly Satisfied, 10 respondents are satisfied, 1 respondents are neutral, 1 respondents are disagree





The chi square test reveals that the value of chi square value is 8.688 with d.f 9 the p value 0.467 the calculated p value is greater than 0.05 hence it concludes that there is no significant difference occupation and Satisfaction Towards Various Factors Provided by The Branded Grocery Products.

**Table: -12**  
**Education Qualification and satisfaction towards various factors provided by the branded grocery products**

|                         |               | Satisfaction towards various factors provided by the branded grocery products |         |           |                  | Total | Chi square value   | p value |
|-------------------------|---------------|---|---------|-----------|------------------|-------|--------------------|---------|
|                         |               | Dissatisfied  | Neutral | Satisfied | Highly Satisfied |       |                    |         |
| Education Qualification | SSC           | 0   | 14      | 27        | 7                | 48    | 7.944 <sup>a</sup> | 0.789   |
|                         | Intermediate  | 1   | 15      | 27        | 5                | 48    |                    |         |
|                         | Graduate      | 6   | 64      | 133       | 13               | 216   |                    |         |
|                         | Post Graduate | 2   | 57      | 110       | 15               | 184   |                    |         |
|                         | Others        | 0   | 2       | 2         | 0                | 4     |                    |         |
| Total                   |               | 9   | 152     | 299       | 40               | 500   |                    |         |

## 10. FINDINGS

1. Majority of respondents out of 500 gender male respondents are 362 and female respondents are 138.
2. Majority of respondents out of 500 age group 35 – 45years respondents are 192
3. Majority of respondents out of 500 occupation business man respondents are 264
4. Majority of respondents out of 500 education qualification graduate respondents are 216

## 11. RESULTS OF TESTING OF HYPOTHESIS

- There is a significant difference gender and he reasons for preferring a particular shop for buying grocery brands.
- There is no significant difference age and the reasons for preferring a particular shop for buying grocery brands
- There is no significant difference occupation and the reasons for preferring a particular shop for buying grocery brands
- There is no significant difference education qualification and rank the reasons for preferring a particular shop for buying grocery brands
- There is a significant difference gender and influencing the purchase of branded grocery by products.
- There is no significant difference age and factors influencing the purchase of branded grocery by products
- There is no significant difference occupation and the reasons for preferring a particular shop for buying grocery brands
- There is no significant difference education qualification and factors influencing the purchase of branded grocery by products
- There is a significant difference gender and satisfaction towards various factors provided by the branded grocery products
- There is no significant difference age and satisfaction towards various factors provided by the branded grocery products
- There is no significant difference occupation and satisfaction towards various factors provided by the branded grocery products.

## 12. CONCLUSION

This study has analysed the predominant factors influencing the consumers, their attitude towards the quality and price of the products, awareness of the consumers about the expiry date of the products, and the satisfaction level of the consumers with their grocery products. Suggestions are offered based on the finding and scope for further research in this field also is given. By this research, the research gap related to this field is bridged and the suggestions will be helpful for the grocery shop owners and grocery producers. It will be helpful to the government also, in its plans to make quality products available to the consumers.



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