



The Influence of Demographic Structure Factors on Buying Decisions: A Study on Locally Grown Vegetable Crop

Vikram Baliga

Assistant Professor, Senior Scale, Department of Commerce, Manipal University, Manipal
Karnataka - India

Dr. H.G. Joshi

Professor, School of Management, Manipal University, Manipal, Karnataka - India

Dr. Sandeep Shenoy

Associate Professor, Department of Commerce, Manipal University, Manipal, Karnataka - India

1.1 Introduction: India occupies prime position in the production of vegetables across the globe and is next only to China in the production of Cauliflower. India is second in the production of Onion and third in the production of cabbage in the world. The other horticulture crops that it pre-dominantly grows are Brinjal, Tomato, Potato, Okra and Peas (Source: National Horticulture Board).

Many research papers and articles on buying decision of consumers towards vegetables and fruits have employed marketing models and tools that focus on marketing efficiency, consumer intentions and preferences, nutritional value and consumption utility. The association and influence of Socio-Economic and Demographic factors of respondents on the Buying decision criteria has not been explained in the full sense. Gender (2009) income (2007,2009, and 2013), age (2007, 2013), and size of the family (2007,) marital status (2013) have been explored and tested in detail. Factors like level of education (2007, 2009) of the respondents and their food habits, which play a significant part in influencing buying decision of the respondents can provide further insights on buying decision criteria. The study of demographics is a unique and distinct concept. Many research studies have evidenced that buying behavior of consumers is influenced by socio-demographic and economic properties of the buyer. This study focuses on explaining the nature and degree of relationship existing between socio-economic and demographic properties of the respondents on Buying Decision Criteria towards Mattu Brinjal, a Brinjal (*Solanum melongena* Linn) variety grown in Udupi District of Karnataka state in India. The research was carried out by contacting 384 respondents by administering responses face-to-face through a well-structured questionnaire. Pearson's chi square statistic indicates that correlation between age, gender, occupation and income of the respondents and Buying Decision criteria is statistically significant at 5% significance. Difference in the Buying Decision proportions between male and female is revealed by Fishers Exact Test and is found to be statistically meaningful. Furthermore, findings of the research reveal that the degree of association between socio-economic and demographic structure factors and buying decision criteria is weak for age and food habits and moderate for gender, income and occupation.