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### Buying behaviour of urban consumer toward food and beverages products in Raipur city, Chhattisgarh

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#### Abstract

The study aims to investigate the buying behavior of urban consumer toward food and beverages products. The research will explore various elements such as price, quality, convenience, brand loyalty, discount and social influence that impact decision making process when choosing a different grocery outlet. Additionally, the study will examine how demographic factors such as majority of age (37.67%) 30-39 years, gender (58.67%) in female, and income level may influence consumer preferences. The findings of this study will provide valuable insights for grocery outlets to better understand their target audience and tailor their marketing strategies accordingly. Consumer buying pattern mostly preferred in evening time (59.67%) and monthly shopping (48.67%). Consumer mostly influence by advertising media like Internet and Television. Ultimately, this research will contribute to enhancing the overall shopping experience and satisfaction of consumers in the Grocery outlets. Urban consumers in Raipur prefer convenient, organized retail formats like hypermarkets and shop mostly in the evening. Retailers should align their offerings and promotions with working professionals' schedules and preferences to boost engagement.

**Keywords:** Consumer buying behaviour, buying decision, buying pattern, consumer satisfaction, price, quality and brand loyalty

#### 1. Introduction

The data gathered from 300 respondents is used in this study to analyse the food shopping habits and patterns of urban consumers in Raipur City, Chhattisgarh. According to the results, 41.33% of the respondents were men and 58.67% of the respondents were women. People between the ages of 30-39 made up the majority (37.6%), followed by people between the ages of 20-29 (33%). With 96.33% of respondents being literate and 32.67% having a graduate degree, a high literacy rate was noted, indicating a knowledgeable customer base. Government workers made up the largest occupational group (29.67%) followed by workers in the private sector (24.33%) and students (15.67%), indicating that steady income groups have an impact on consumer choices. Hypermarkets were identified as the most preferred place for food purchases by 37% of the respondents, indicating a shift towards organized retail. Additionally, 59.67% of consumers preferred shopping in the evening, aligning with working hours and daily routines. In terms of shopping frequency, 48.67% of respondents purchased food on a monthly basis, suggesting planned or bulk purchasing behaviour. These patterns highlight that demographic factors such as age, gender, education, and occupation, along with lifestyle elements like time of shopping and store preference, significantly influence food buying behaviour among urban consumers in Raipur. The visual stimulation of food packaging leads consumer to

produce taste reaction. So good or bad packaging directly influences the product sales (Ramasamy *et al.*, 2005) <sup>[1]</sup>. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer (Vijayalakshmi and Mahalakshmi, 2013) <sup>[8]</sup>. Consumer buying behaviour is considered to be an inseparable part of marketing and packaging outlooks (Dudovskiy, 2013). Found that trust and safety significantly influence consumer purchases of branded processed foods in India, based on a study conducted across major southern cities (Baskar and Sundaram, 2014) <sup>[2]</sup>. Similarly, observed that while consumers are aware of instant food products, high prices are a concern, and time-saving is the main driver for purchase (Srinivasan and Nirmala, 2014) <sup>[4]</sup>. The role of in-store factors like layout, ambiance, and sales staff in triggering impulsive buying (Ching *et al.* 2014) a growing preference for ready-to-eat food products among urban consumers, most of whom planned their purchases (Priyadarshini S., 2015) <sup>[5]</sup>. Focusing on rural Coimbatore, found no significant link between consumer opinion and health drink purchases, though some still preferred home-prepared alternatives (Sekar and Thangavel, 2016) <sup>[6]</sup>.

#### 2. Objectives

1. To study of socio-economic profile on urban consumer's preferences for major food and beverages products.

2. To examine the buying pattern of major food and beverages products in Raipur city.

### 3. Methodology

The objectives of the study are to work out the consumer perception and buying behaviour towards major food and beverages in Raipur city. The present study is completely based on the primary data. The secondary data collected from the books, journals and magazines were used to write the conceptual framework of the study and also the review of literature. A pilot study with 300 participants was done by the researcher the results of the pre-test assisted the researcher in finalising the questionnaire and planning the data collection procedures. The data collected during the period of inquiry were compiled and analyzed systematically through tabulation and graphical methods. Simple average and percentage method and likert scale was used to analyze the data (Gupta *et al.* 2017) <sup>[9]</sup>.

## 4. Results and Discussion

### 4.1 Socio economic factors of respondents

#### 4.1.1 Gender wise classification of respondent

**Table 1:** Gender wise classification of respondents (n=300)

S. No.	Gender	No. of respondents	Percentage
1	Male	124	41.33
2	Female	176	58.67

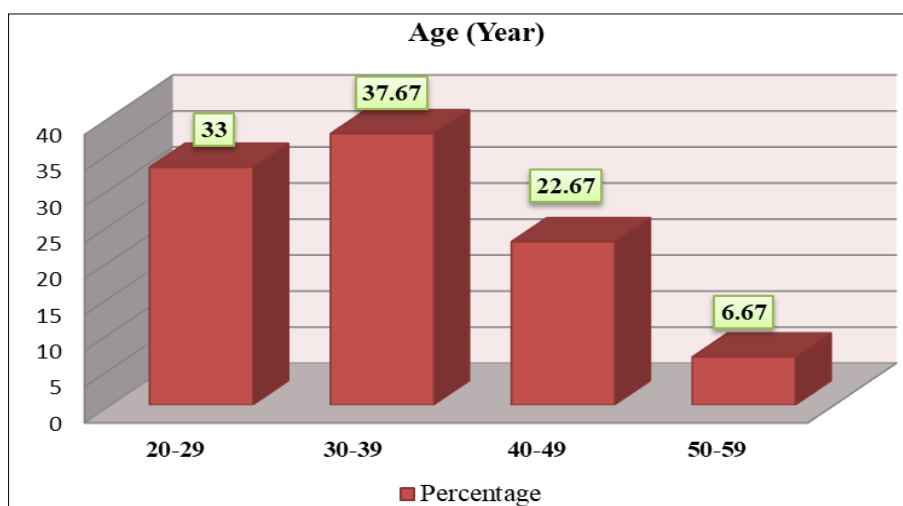
The table presents the gender-wise distribution of the 300 respondents who participated in the study on consumer buying behaviour. It shows that out of the total sample, 124 respondents (41.33%) were male, while 176 respondents (58.67%) were female. This indicates that female respondents formed the majority of the sample group. The higher participation of females suggests their active involvement in household food shopping decisions, which is significant when analysing consumer behaviour patterns in urban areas like Raipur.

#### 4.1.2 Age wise classification of respondent:

**Table 2:** Classification of respondent's age (Years) (n=300)

S. No.	Age(Years)	No. of respondents	Percentage
1	20-29	99	33.00
2	30-39	113	37.67
3	40-49	68	22.67
4	50-59	20	6.67

Hence it's clear that most (37.67 percent) of the respondents belong to the age category of 30-39 years. Consumers belonging to the young and middle-aged groups (less than 40 years old) prefer frequent purchases of the food products as compared to consumers belonging to the older age groups.



**Fig 1:** Age wise classification of respondent

**4.1.3 Education qualification of respondent of respondents:** Out of 300 respondents, 96.33% were literate and only 3.67% were illiterate. Among the literate group, 32.67% had completed graduation, making it the most common qualification. Additionally, 27.67% were

postgraduates, 18.33% completed higher secondary, 11% completed middle school, and 6.67% studied up to primary school. This indicates that the majority of respondents possessed at least an undergraduate degree, reflecting a relatively well-educated sample.

**Table 3:** Classification of respondents according to Education level (n=300)

S. No.	Education qualification	No. of respondents	Percentage
1	Illiterate	11	3.67
2	Literate	289	96.33
I	Primary school	20	6.67
II	Middle school	33	11.00
III	Higher secondary school	55	18.33
IV	Graduate	98	32.67
V	Post graduate	83	27.67

#### 4.1.4 Occupational status wise classifications of respondents

**Table 4:** Occupational status of respondents (n=300)

S. No.	Gender	No. of respondents	Percentage
1	Student	47	15.67
2	Private job	73	24.33
3	Govt. job	89	29.67
4	Business	34	11.33
5	Other	44	14.67
6	Home maker	13	4.33

The occupational status of respondents plays a role in influencing food purchasing behaviour. As per Table 4.4, the majority (29.67%) of respondents are employed in government jobs, followed by 24.33% in private jobs and 15.67% who are students. Additionally, 11.33% are engaged in business, 14.67% belong to other occupations, and 4.33% are homemakers. This indicates that government employees form the largest occupational group among respondents purchasing food products.

#### 4.2 Buying Pattern of consumer

**4.2.1 Place of purchase of food products:** The places under place of purchase of food products chosen by the respondents are presented in the following Table no 4.5

**Table 5:** Place of purchase of food products

S. No.	Place of purchase	Frequency	Percentage
1	Super market	93	31
2	Hyper market	111	37
3	Departmental store	18	6
4	Retail outlets	78	26
	Total	300	100

The data shows that most consumers in Raipur prefer organized retail outlets for food and beverage purchases. Hypermarkets are the most popular (37%), followed by supermarkets (31%). Retail outlets like kirana stores still serve a significant portion (26%), while departmental stores are the least preferred (6%). This indicates a strong consumer shift toward modern retail formats, though traditional outlets remain relevant for many.

#### 4.2.2 Classifications of Consumer Time to shop

**Table 6:** Consumer Time to shop (n=300)

S. No.	Time to shop	Frequency	Percentage
1	Morning	54	18.00
2	Afternoon	67	22.33
3	Evening	179	59.67

It reveals that the majority of consumers (59.67%) prefer to shop in the evening, likely due to work schedules and convenience after daily commitments. 67 respondents (22.33%) shop in the afternoon, while only 54 respondents (18%) prefer shopping in the morning. This suggests that evening hours are the peak shopping time for urban consumers in Raipur, indicating that retailers should focus their staffing, promotions, and product availability during this period to maximize sales and customer engagement

#### 4.2.3 Frequency of visit to food stores

**Table 7:** Frequency of food shopping (n=300)

S. No.	Frequency of food shopping	Frequency	Percentage
1	Alternate Day	12	4
2	Weekly	79	26.33
3	Fortnight	63	21
4	Monthly	146	48.67

The frequency of food shopping among respondents varies, with the majority (48.67%) shopping monthly. As shown in Table 4.7, 26.33% shop weekly, 21% shop biweekly (fortnightly), and only 4% shop on alternate days. This indicates that monthly shopping is the most common practice among respondents, suggesting a preference for planned and bulk purchases

#### 5. Conclusion

Based on the demographic and behavioural analysis of the 300 respondents, it is evident that female consumers constitute the majority of food and beverage buyers in the study area, accounting for 58.67%. The age group of 30-39 years is the most dominant, followed closely by those aged 20-29 years, indicating a young and active consumer base. Literacy levels are significantly high, with 96.33% of respondents being literate, and graduation being the most common educational qualification. Occupation-wise, government employees form the largest segment of consumers, followed by those in private employment and students. A considerable number of respondents purchase food products from hypermarkets, suggesting a preference for modern retail outlets over traditional ones. Most respondents prefer shopping in the evening, aligning with post-work hours, and a large proportion (48.67%) shops on a monthly basis, indicating planned and bulk purchasing behaviour. All of these data point to the dominance of urban, middle-aged, working-class, literate customers in the research area when it comes to food and beverage purchases. They also show a significant preference for modern retail formats and evening shopping patterns. Investigating how brand preferences and fulfilment are impacted by digital purchasing is warranted given the expanding significance of online grocery platforms.

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