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The Impact Of Demographic Factors on the Purchasing Intent of the Local Food Product

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Abstract

The purpose of this paper is to identify the effect of demographic factors on the purchasing intent of the local food product, based on the analytical descriptive approach by distributing a questionnaire on a random sample of 440 food consumers in the city of Bechar-Algeria. The data obtained by SPSS version 21 were analyzed. The study found that there is no effect of demographic factors on the purchasing intent of the domestic food product.

Introduction

Demographic factors are one of the most important factors influencing the behavior of the consumer towards the acquisition of products, whether in terms of the impact of sex on the purchasing decision or the age of the consumer, the level of education and occupation, or consumer income ... The importance of this study is to know the most important demographic factors affecting to the consumer in the acquisition of local food product and the need to pay attention to them during the formulation of any marketing strategy. These include a number of objectives:

1. Knowledge of the most important demographic factors influencing the purchasing intent of the domestic food product;
2. Contribute to providing a study on the impact of demographic factors on the purchasing intent of the local food product.

The objective of these research objectives is to find the following main problem:

What is the demographic factors impact on the purchasing intent domestic food product?

To answer this problem, the following main hypothesis was adopted: There are no statistically significant differences between the purchasing intent of the local food product according to their demographic characteristics. A series of sub-hypotheses are derived from it:

1. There are no statistically significant differences between the purchasing of the food product according to the sex of the consumer.
2. There are no statistically significant differences between the purchasing of the food product according to the age of the consumer.
3. There are no statistically significant differences between the purchasing of the food product according to the occupation of the consumer.
4. There are no statistically significant differences between the purchasing of the food product according to the level of the study.
5. There are no statistically significant differences between the purchasing of the food product according to the consumer's income.

In order to answer these hypotheses, the research was divided into two axes, one relating to the theoretical literature, and the second to the case study.

Theoretical Literature: From the theoretical side, this study will deal with each of the demographic factors affecting the consumer towards the acquisition of certain products, and it was addressed the intention to purchase products and their concept and then identify what the local product and definition.

Demographic Factors: There are many demographic factors that affect the consumer and determine its behavior, perhaps the most important of which are the following:

Gender: One of the most important demographic factors measured by a male / female scale. Gender differences begin at an early age. When a baby is born, the color of the male and the pink color of the female are selected (Solomon, 2009, p. 38). The influence of both husband and wife can also differ from the purchasing decisions. In some societies, the decision maker is the female and in the second societies the male is. And others, the purchasing decision is gender-related (سويدان و حداد، 2006، صفحة 165).

Age: One of the most important determinants used in the description of the members of the community, although most individuals belong to one age group differ in their needs and desires, due to their different cultural and social experiences ... (Solomon, 2009, p. 37) The individual purchases many goods and services in accordance with his wishes, so the marketer must deal with each age group in a different way from the other (البكري، 2006، صفحة 83).

Level of Study: The most important cornerstone in the description of the society of the study, which is used as a major variable by marketers when studying the behavior of the purchase as a result of changing and changing the needs and tastes of individuals at different stages of age (بركات، 2005).

Income: is one of the most influential factors in purchasing behavior and the process of acquiring products. Income and the amount of money available to consumers affect how they spend their income (سويدان و حداد، 2006، صفحة 163).

Profession: The profession is one of the important determinants in the description of the sample of the study. The behavior of the purchaser varies according to their different functions, so the marketing men give great attention to the professions of the individuals when conducting the market study.

The Intention to Purchase: Goods and services are one of the main means used to satisfy the desires of the prospective consumer. The need for products is discovered through the interaction of external stimuli and the internal motives that create a need for the consumer to satisfy them. The individual has a sense of need (Kotler, 2006, p. 146).

The intention to purchase is defined as the pattern used by the consumer in his or her behavior to research, purchase, use, or evaluate the products that are expected to satisfy his needs and desires (عبد الحميد و طلعت ، 2002) , and also include the decisions that precede such behavior (Hair, Robert, & David, 2002, p. 2002). The consumer purchasing mentality does not come from a vacuum, but stems from the variables and internal factors in itself and the surrounding environment that leads to the decision to buy. The behavior of young consumers is different from that of older persons. The behavior of males differs from females when they go to acquire products, in addition to that income and the level of education (eg, sex, age, educational level, income, occupation). And profession. These demographic characteristics help marketers to effectively identify and respond to consumers' needs and desires.

Domestic Product: We find the local product names, including the national product, regional product, products of the region ... Perhaps this is due primarily to the historical development witnessed by the term or term "local" or the Latin word "Localisme"; The early 20th century with the writings of Leopold Kohr, Ernst Friedrich Schumacher, Wendell Berry and Kirkpatrick Sale ... and a British start led by Alan Miblum on "Responsibility for Local Services ...". In the 1980s, attitudes towards the philosophy of local product in America began, thanks to the organic agriculture movement; the dissatisfaction that followed the intensification of chemical use and the damage to some small farmers*.

Not to mention the consequences of pollution and the trend towards "domestic consumption reduces pollution" (Martin, 2010).

The term has witnessed several developments in line with regional and international local developments, most notably the philosophy or concepts of "Néo-Localisme". Which have emerged as a result of growing calls for the reorientation and organization of community life through an economic and social administration that is politically close (Crawford, 2001). (Reterritorialisé) in which social and personal relations are strengthened and social interaction is intensified; it requires participation in the social effort of production and requires a focus on the value of work. In this context, the French philosopher Pascal Engel believes that "today's philosophy must be driven by local efforts before they reach universality" (Schwimmer, 1994, pp. 157-175). A philosophy that requires real will at all levels; all efforts must be combined to serve as an alternative to globalization and its consequent change in consumption patterns, as well as The maximum levels of pollution in the world of consumption. But in the context of that local characteristic that has no geographic boundaries**, because the maximum or maximum is the sovereignty of the principle of convergence (Relocalisation).

* Some references and sources suggest that the word was first observed 10 years ago (in 2005) coinciding with the World Environment Day; it was due to an isolated American initiative (Jessica Pentrice) of San Francisco, where the people of the town consumed only the only food produced 100 miles 160 km) from their homes. After which success and widespread spread are likely to become the method of consumption per se. For more details (Birlouez, 2015)

** The domestic particularity that is achieved by the distance between the product and the consumer or the product market may be eliminated if this principle prevails. In this regard, we refer to a specialized study (in 2014) for the

The linguistic concept: is derived from the shop, meaning the place or location; so that the Latin pronunciation is derived from the localisme source referring to the locus of Locus in Greek and the Dalu Lie (Schwimmer, 1994), meaning locality or locality which has a local characteristic in accordance with the doctrine which focuses on What is local and has not changed the borders of the border.

Conceptualization: In a way that does not depart from linguistic significance, specialized dictionaries define the local product as the product that was manufactured in the same shop without infringing or changing the boundaries (linternaute, s.d.). The region or region (reverso dictionnaire, 2017) products promote social cohesion and participatory democracy (Crawford, 2001), support the local economy and maintain its environmental footprint when transferred.

The local characteristic of the products is focused on the consumer to be influenced by the other as "the local consumer"; the latter is the other multiple concepts associated with it, some of which are convergent and divergent opinions about it. Specialized dictionaries define him as a "person who searches for locally produced goods and services," according to the New Oxford American Dictionary (Stevenson & Lindberg, 2015). French dictionary Petit Larousse is "the person who decides to consume local products to contribute to sustainable development".

Literature Review

1. (Omar, Nazri, Osman, & Ahmad, 2016), The effect of demographic factors on consumer intention to purchase organic products in the Klang Valley: An empirical study

The main purpose of this study is to investigate the effect of demographic factors towards purchase intention of organic food. A total of 150 completed questionnaires was collected via convenience sampling from customers of a shopping-mall in Malaysia's Klang Valley. Five demographic variables were used in this study, including gender, age, level of income, level of education and presence of children in the household. The findings revealed that, gender, age, level of education did have significant impacts on the consumer intention to buy organic food. These findings will appeal to those interested in consumer behaviour regarding organic food consumption and the continued development of Malaysia's organic food industry.

2. (Mehra, 2016), Effect of Demographic Factors on the Purchase of Private Label Brands of Food Products from Organized Retail Stores in Chandigarh

The present study examines the effect of demographic factors of age and monthly household income on the proneness to buy private label brands of instant noodles and milk and milk products from the organized retail stores amongst customers in Chandigarh. It is an exploratory study based on data gathered using questionnaire. It has been concluded that the demographic factor of income does not create any positive impact on the proneness to buy private label brands of instant noodles and milk and milk products sold by the organized retail outlets. Age has been

French community. The sample included 1008 consumers over the age of 18 years. One of the results showed that 46% prefer the geographical proximity of the product; 4 out of 10 children usually buy the same local products that maintain their characteristics or environmental markings. For more details see:

(rapport IPSOS Public Affairs- The social resaerch and corporation reputation specialists (etudes de marche, etude sociales et d'opinion ISO20252), Février2014)

(Merle, Hérault-Fournier, Prigent-Simonin, Graciantte, & Montet, 2011).

identified as the factor that positively influences the proneness to buy private label brands of milk and milk products but not those of instant noodles.

3. (Rezai , Mohamed, Shamsudin, & Zahran , 2013), Effect of Consumer Demographic Factors on Purchasing Herbal Products Online in Malaysia

The purpose of this study is to evaluate the influence of the Malaysian demographic factors and selected attitudinal characteristics in relation to the online purchasing of herbal products. In total, 1054 internet users were interviewed online and Chi-square analysis was used to determine the relationship between demographic variables and different aspects of online shopping for herbal products. The overall results show that the demographic variables such as age, gender, education level, income and ethnicity were significant when considering the online shopping antecedents of trust, quality of herbal products, perceived risks and perceived benefits.

4. (Ahmad & Juhdi , 2010), Organic Food: A Study on Demographic Characteristics and Factors Influencing Purchase Intentions among Consumers in Klang Valley, Malaysia

This study attempted to gain knowledge about consumers' intention to purchase organic food products and their demographic characteristics. Data were collected in supermarkets within 3 different areas in Klang Valley, Malaysia using mall-intercept approach. A total of 177 respondents were generated. The data obtained from the survey were analyzed using chi-square test, ANOVA, correlation analysis and multiple linear regression tests. Result indicated that the intention to purchase organic products were heavily influenced by the perception on organic product worth of purchase and the belief on the safety and health aspect of the product. Respondents were divided into organic buyers and non-buyers categories. Among the organic buyers majority consumers believed organic food to be healthier, tastier and better for environment compared to conventional food.

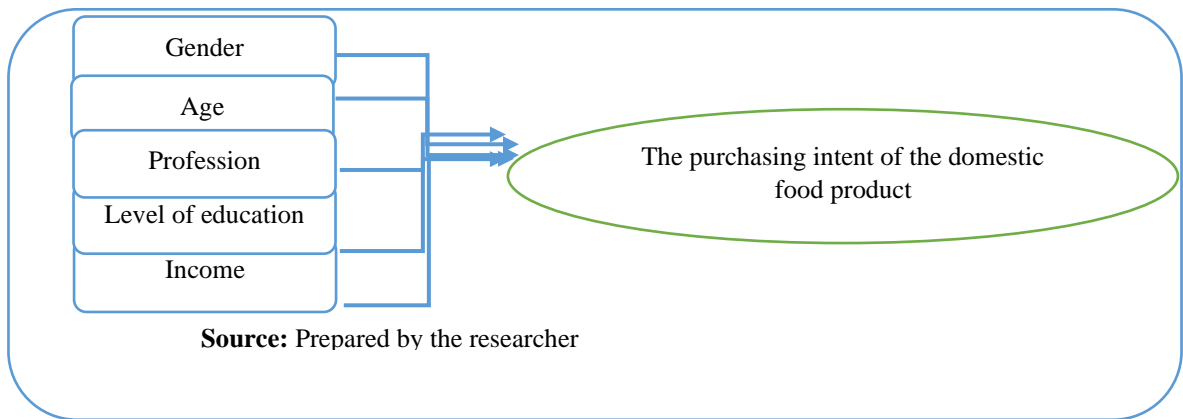
II. Case study: After the theoretical coverage of the aspects of the subject and the search for an answer to the problem that was built on a general hypothesis and a number of sub-hypotheses it was necessary to drop the subject on the ground and to strengthen it beside my application, which is in a survey according to the analytical descriptive approach depends on the statistical packages of social programs, The spss version number 21. As long as the topic examines the effect of demographic factors on the purchasing intent of the local food product, a questionnaire was distributed to a group of consumers. The random sample included a group of consumers in the center of Bechar.

Study Model: This model is divided into two main variables: the first is independent and the second is as follows:

a. Independent Study Variable: Demographic Factors.

b. dependent study variable: The purchasing intent of the local food product.

Figure (1): Proposed Study Model



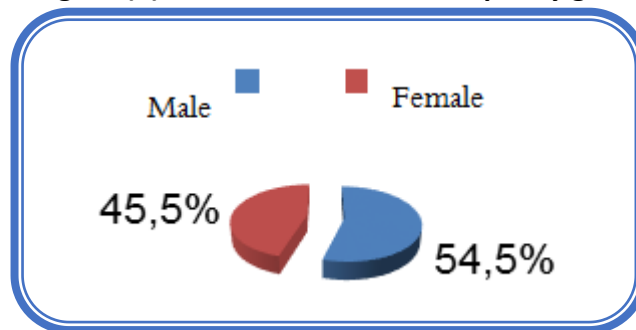
Methodology of the study: This study is based on descriptive analytical methodology, which includes the method of surveying the office, through reference to previous research and to see the literature of the subject. In addition to using the field survey method for the purpose of collecting the necessary data by distributing a questionnaire to a group of consumers, it will then be statistically analyzed using the statistical package for social sciences.

Community and sample of the study: The study population consists of a group of food products. A questionnaire was randomly distributed to about 440 individuals v21.

Analysis of the results of the study: This section includes presentation of the results of the study aimed at identifying the personal factors of the sample under study.

Gender: The questionnaire was distributed to males and females as shown in Figure (2) below:

Figure (2): Distribution of the sample by gender

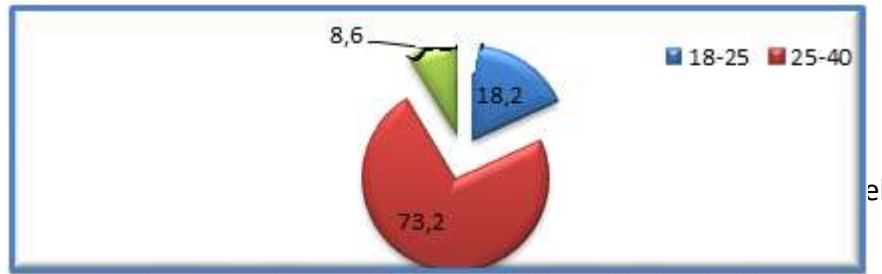


Source: By the researcher based on SPSS results and Excel

The descriptive form of the sample of the sample studied by sex indicates that the number of males is 240, or 54.5%, and the number of females is 200, which is 45.5%. There is some similarity between the number of males and females in the study sample.

Age: The age group in the study was divided into four age groups over 18; as shown in Figure (3) below:

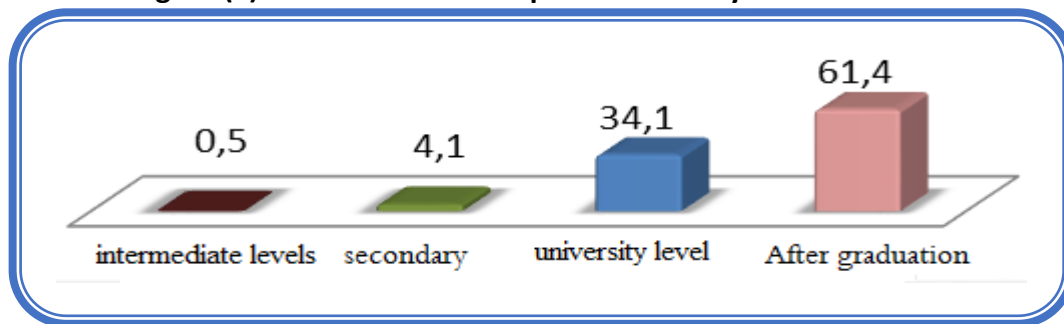
Figure (3): Distribution of the sample according to age



It is noted that the largest segment of the study sample is those aged 25-40 years (73.2%) followed by (18.2%); We note the absence of the largest group of 60 years. This may explain that this category does not use social and email sites because the questionnaire was distributed electronically.

Level of Study: This component was divided into five levels from the primary level to the post-graduate level. The results of the analysis were as shown in Figure(4).

Figure (4): Distribution of sample members by level of education

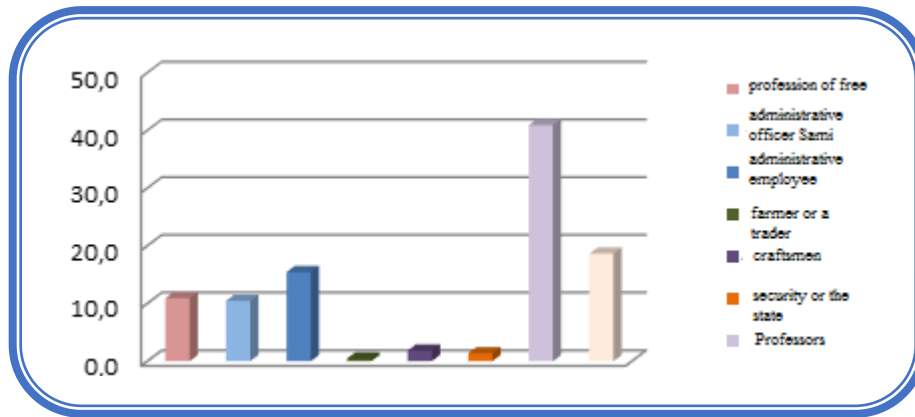


Source: Source: By the researcher based on SPSS results and Excel

It is noted from the figure that the majority of the sample items have high scientific qualifications, where the level of post graduation in the first place by more than 61%, the university level was ranked second with 34.1%, while the secondary and intermediate levels were weak and in the last 4.1% And 0.5%, respectively. There was a complete absence of the primary level. The absence of this category may explain the difficulty in understanding the use of social and email sites, especially to answer the questionnaire.

Profession: Based on the division used within the questionnaire for the profession of the sample members, it was reached to the percentages shown in Figure (5):

Figure (5): Distribution of the sample according to occupation

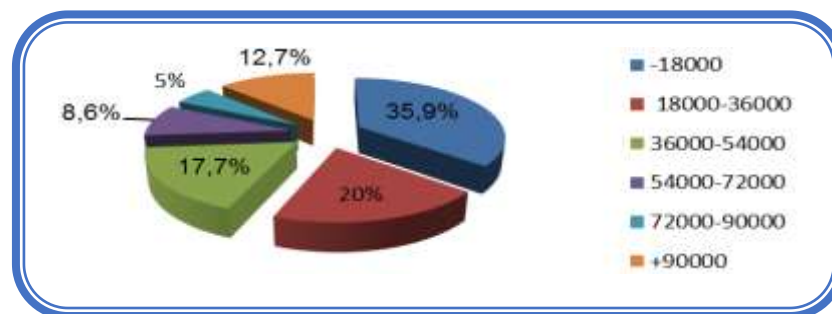


Source: Based on SPSS results based on Excel

The percentage of professors in the sample was 41%, followed by 18.6% for other professions that included a significant number of unemployed persons who had no work or religion working under the framework of an operating system ANEM, as well as a very small percentage of doctors, teachers and pharmacists. Followed by the profession of administrative employee by 15.5%, and in varying degrees comes both the profession of free, and administrative officer Sami respectively 10.9% and 10.5% and then the profession of craftsmen and the security or the state are close by 1.8% and 1.4%, respectively. And in a very small percentage, a farmer or a trader of 0.5%. When comparing these results with the results achieved at the educational level, the level obtained the highest percentage of the post-graduate level and the largest proportion here was for the profession of professor, these results are logical because most of the teachers obtain the qualifications High university degree.

Monthly Income: Figure (6) shows the relative distribution of the sample of the study according to the different level of monthly income as follows:

Figure (6): Distribution of sample members according to monthly income



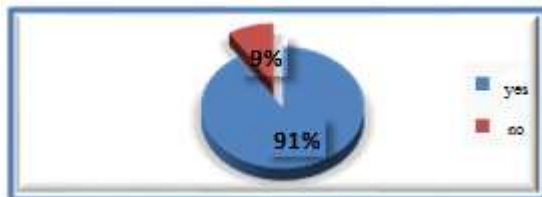
Source: Based on SPSS results based on Excel

The descriptive statistical analysis of the sample of the study sample shows that 35.9% receive a monthly income lower than the guaranteed minimum wage (SMIG), 20% low income (18000- 36000 DA), and 17.7% and 8.6% The average (36000- 72000 DA). High income earners

(over 90,000 algerian dinars) account for 12.7% and fairly high incomes (72,000-90000 DA) have the lowest percentage of 5%.

The descriptive analysis of respondents' responses to the satisfaction of their needs by purchasing the local product: Figure (7) shows the relative distribution of the sample of the sample to satisfy their needs by purchasing the local food product, as shown in the following figure:

Figure (7): Respondents' responses to satisfy their needs by purchasing local food products



Source: By the researcher based on SPSS results and Excel

The responses from the sample to the satisfaction of their needs and desires with the local food product were obtained from the sample, where the percentage of the answer to the local food products was very high at 90%, while the responses to "no" were low and estimated at 9.1%. The local food product satisfies the needs of the Algerian consumer. This is what has been observed in the high response rates. Yes, which explains the consumer's lack of confidence in the foreign food product for the possibility of containing harmful components of health or haraam (pork or its derivatives). The local is fresh and distinctly Taste and good taste, and smell good compared to foreign counterparts-and this is confirmed by a study (Merle & Piotrowski, 2012) -, and the foreign need time and days to retrieve, which reduces the quality and high proportion of preservatives in which to extend the expiry date.

Hypotheses Testing: This component is examined through a basic hypothesis hypothesis:

- H_0 : There are no statistically significant differences between the purchasing intent of the local food product according to their demographic characteristics.
- H_1 : There are statistically significant differences between the purchasing intent of the local food product according to their demographic characteristics.

To answer this hypothesis, one-way analysis of Anova One-Way was used to verify the differences between the averages; in addition to the remote tests, Tukey analyzed these differences. Where the rule of the decision states that the null hypothesis is accepted if $P\text{-value} \geq \alpha$, and rejects the nihilistic hypothesis if $P\text{-value} \leq \alpha$ and all the results are grouped in the following table:

Table (1): Results of the analysis of the unilateral variance of purchasing intention and demographic characteristics

Study variable	Sources of variation	Mean total squares	Exam f	Moral level
Purchasing intent	Between the genders	0.045	0.182	0.670
	Between the individuals of the same gender	0.250		
	Between ages	0.525	2.028	0.156
	Between the individuals of the same age	0.259		
	Between functions	0.116	0.018	0.894
	Between the individuals of the same function	6.589		
	Between levels of education	0.590	1.657	0.199
	Between the individuals of the same level of education	0.356		
	Between income levels	7.920	2.697	0.102
	Between the individuals of the same income level	2.936		

F value at degree of freedom (1-438) = 3.84

Source: Based on SPSS results.

The final results of the table indicate that the value of the significance level of sex, age, occupation, educational level, monthly income is greater than the significance level of 0.05, and the calculated F value is less than the value of the table F; ie, there is no significant difference between the purchasing intention for local food product and demographic factors.

Conclusion

Through this study, the most important demographic factors that affect the consumer were identified. It is clear that the consumer is highly influenced by them, such as gender, age, occupation, level of education and income. After the tabulation and analysis of the data obtained from 440 questionnaires, in which results obtained support or negate the hypotheses underlying the research. The results of the analysis showed that:

1. There are no statistically significant differences between the purchasing intent of the local food product and the demographic factors;
2. It was found that the consumer preferred the local food product to the foreign products. In light of the above findings, the following recommendations could be proposed:
 1. The need to pay attention to the factors affecting the consumer, especially the demographic impact of it;
 2. The need to focus on the diversification of local food products and increase their quality to influence the minority that prefers the foreign product to the local.

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