A study on Consumer Demographic influences on Health Oriented Buying behavior- Referring to Ready – To- Eat (RTE) breakfast Cereals

Food markets across the world are getting more and more complex and competitive. Health oriented consumer buying behavior is a broad and appealing area of study that would integrate consumer market orientation and product development process for successful innovation policy in the food market. It is very vital to study how demographic factors influence purchase behavior of consumers. The purpose of the survey is to examine the impact of demographic factors on health oriented buying behavior. The product selected for the study is RTE (Ready – To- Eat) Breakfast cereals. The results of the study on 150 Indian consumers revealed that consumer demographic profile could influence the health-oriented buying behavior. Six variables were identified such as gender, age, monthly income, educational qualification, occupation, and status. The results show that all variables except monthly income do affect the consumer's health oriented buying behavior. In this study data collected is tested using Z test and ANOVA statistical tools. The results of the study would provide insights to retailers and marketers of RTE breakfast cereal products on the effect of the demographic profile of prospective consumers.