

Revisiting the Table: Socio-Demographic Factors and Customer Return Intentions in the Food Sector

Neha¹, Dr. Jai Pal Sharma^{2*}

¹Research Scholar Department of Commerce Maharshi Dayanand University, Rohtak, Haryana India

²Principal Gaur Brahman Degree College, Rohtak, Haryana India

*Corresponding Author

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ABSTRACT

Aim/Purpose: This present study explored the relationship between customers' socio-demographic factors and customers' revisit intention in food sectors.

Methodology: For the study, data was collected from 400 participants residing in Haryana, a state in India. T-test and ANOVA were used to analyze the data with the help of SPSS software.

Results: The results showed that age, gender, and marital status significantly impact revisit intention whereas income, occupation, and qualification do not. The study's implications, limitations, and further scope for future researchers in the context have been discussed.

Originality: The present study is among the first that links socio-demographic factors to customers' intention to revisit the food outlet.

Keywords: Customer Revisit Intention, Socio-demographics, Food Sector, Customer Behaviour

INTRODUCTION

The study of (Jyoti Gogoi, 2020) showed few reasons for changing people's consumption behavior. Customers' lifestyles are drastically changing as a result of their increased disposable income and quick access to information due to increased usage of social media. The change in lifestyle due to the current work culture has resulted in the changed consumption patterns of people. Dual-income families face the challenge of a shortage of time, which leads families to depend on alternatives with which the time can be managed and cooking time can be reduced. The influence of Western culture is yet another reason to affects the consumption patterns of people. All these reasons lead customers to shift to easier modes of consumption.

The study of (Somasundaran Chakkambath & Iype Joseph, 2020) examined and found a significant association between domicile participants and the location of the food outlet whereas gender and domicile do not have an association with customer service influence. In the study of (Kim *et al.*, 2013), "the relationships between spectators' event quality perceptions and revisit intention in both men's and women's basketball events was explored by focusing on gender influence." The impact of socio-demographic impact on customers' revisit intention was examined by (Aksöz and Çay, 2022) in the context of museums. Furthermore, in the context of hybrid cars too, the role of consumers' values and sociodemographic variables were examined in the study of (Hur *et al.*, 2015). Further, the impact of socio-demographic variables on customer satisfaction in the context of the banking sector was studied by (Seiler *et al.*, 2013). Therefore, it can be concluded that the role of socio-demographic variables is crucial yet the researcher does not find any study that explores the impact of socio-demographic variables on customers' revisit intention in the food sector. Thus, the present study is among the first that links socio-demographic factors to customers' intention to revisit the food outlet.

In reference to the objectives, the existing literature has been explored and shown in section 2 of this paper. Based on the gap identified, hypotheses were formed and stated in section 3. The research methodology used has been mentioned in Section 4 whereas Section 5 focuses on the results and findings of the study. Based on the findings, Section 6 is dedicated to discussion and implications while Section 6 states limitations and future directions. The paper ends with a conclusion discussed in section 7.

REVIEW OF LITERATURE

A customer's tendency to visit again the same location/place is referred to as a revisit intention (Cole and Scott, 2004). Since it's economical to keep an existing customer as compared to acquiring a new one, service providers are more interested in their customer's intentions to return (Um *et al.*, 2006). Experience and customer satisfaction are the key factors that affect customers' decision to visit a particular place again (Chen and Gursoy, 2001). The study of (Cole and Chancellor, 2009) revealed that "revisit intention" is influenced by "customer satisfaction" and "customer satisfaction" is influenced by "customer experience". Higher customer satisfaction level lowers the customers' intention to switch to a different place which further leads to an increase in revisit intention (Han *et al.*, 2009) whereas, dissatisfaction leads customers to shift to other available alternatives (Ryu and Han, 2010). Food quality and customer satisfaction have an association with customers' loyalty and their intention to revisit and recommendation (Olsen, 2002). In the case of the medical tourism industry, eWOM significantly impacts the revisit intention of men as compared to women whereas destination trusts' impact on intention to visit again was higher in women as compared to men (Abubakar *et al.*, 2017). The study of (Mishra and Verma, 2023) explored the moderating impact of "socio-demographic factors i.e., gender, two shopping-related self-concepts as well as a shopping-context related factor" and found that men's customer experiences have a greater impact on reputation than women. In the context of recreational sports facilities and services, the study of (Ampofo-Boateng, 2009) found that males; respondents of the 18-25 age group and respondents who were single, divorced/separated expressed greater/higher satisfaction compared to females, respondents of other age groups, and married respondents respectively. The results of the study of (Hwang *et al.*, 2018) indicated that "those in their 20s or younger, women, Asians and those with a high-school or college students are more likely to prefer Korean food; this suggests that socio-demographic characteristics may be important in explaining differences in people's reasons for preferring Korean food".

For the examination, the following hypotheses were formulated:

H1: Statistically, there is no difference among respondents of different categories of age for revisit intention at food outlets.

H2: Statistically, there is no significant difference between respondents of different genders for revisit intention at food outlets

H3: Statistically, there is no significant difference between respondents of different income levels for revisit intention at food outlets.

H4: Statistically, there is no significant difference between respondents of different marital statuses for revisit intention at food outlets.

H5: Statistically, there is no significant difference between respondents of different occupations for revisit intention at food outlets.

H6: Statistically, there is no significant difference between respondents of different qualifications for revisit intention at food outlets.

RESEARCH METHODOLOGY

A three-item scale (i.e., "In the near future, I would like to visit this restaurant", "I have a strong intention to visit this restaurant with my friends and family in the near future", "I will prefer this restaurant over other restaurants") to measure customers' revisit intention was adopted from the study of (Kim and Moon, 2009). For

the data collection, a convenience sampling technique was used. Google form was used to draft the questionnaire and to collect the data from 400 respondents residing in Haryana, a state in India. The present study aimed to examine the relationship between customers’ socio-demographic variables (such as the age of the respondents, their gender, income level, marital status, occupation, and qualification) and their revisit intention.

There were two sections in the questionnaire out of which the first section had demographic details of the respondents whereas the second section had statements on customers’ revisit intention. Out of the 400 responses received, 56.25% were male whereas 43.75% were female respondents. Table I depicts the further details of demographics:

Table I Details of respondents’ demographics

Basis of Categories	Categories	N	%
Age (in years)	Younger	149	37.2
	Adults	129	32.3
	Older	122	30.5
Gender	Male	225	56.25
	Female	175	43.75
Monthly Income	<10,000	164	41.0
	10,001-25,001	72	18.0
	25,001-50,000	80	20.0
	50,001-75000	55	13.7
	>75,000	29	7.3
Marital Status	Married	185	46.25
	Unmarried	215	53.75
Occupation	Student	124	31.0
	Home Maker	44	11.0
	Servicemen	101	25.25
	Self Employed	55	13.75
	Any Other	76	19.0
Qualification	Undergraduate	44	11.0
	Graduation	104	26.0
	Post-Graduation	142	35.5
	Professional	46	11.5
	Doctorate	64	16.0

T-test and ANOVA have been conducted to check the results related to the hypothesis based on categorical variables which include Age, Gender, Residential status, and Educational qualification of the respondents. The results of the test have been used to confirm whether the mean scores of different categories are statistically equal or not. To compare the mean score of two different categories, the t-test is used. In the case of more than two categories, ANOVA is conducted. However, before applying the Parametric Tests, all assumptions related to Normality are tested. In this research, the data have been found normally distributed and hence all parametric tests can be performed on the primary data.

Table II Reliability Test

Reliability Statistics for the items of customers’ revisit intention		
“Cronbach’s Alpha”	Cronbach’s Alpha Based on Standardized Items	Number of Statements
.776	.776	3

The results of the most widely used statistical tool for the measurement of reliability i.e., Cronbach’s Alpha are represented in Table II. The value of Alpha is .776 for the three statements of customer satisfaction showing the normality in the data.

RESULTS AND FINDINGS:

Hypothesis 1:

Table III Result of ANOVA- “Age” and “Customer Revisit Intention”

ANOVA					
Age					
Sources of Variation	Sum of Squares	Degrees of freedom	Mean Square	F-ratio	Significance
Between Groups	1458.283	10	145.828	2.170	.019
Within Groups	26140.427	389	67.199		
Total	27598.710	399			

In the above table III, the result derived by the Analysis of variance (ANOVA) of different age-group customers with their revisit intention. ANOVA jointly compares the mean score of customers from various age groups and indicates an F-ratio value of 2.170 with a significance of 0.019 which is found less than 0.05. **The null hypothesis is therefore rejected. There was a significant difference between the age groups and customer revisits intention.**

Hypothesis 2:

Table IV t-test between Gender and Customer Revisit Intention

One-Sample Test						
	Test Value = 0					
	t-value	df	Significance (2-tailed)	Mean Diff.	95% Confidence Interval of the Difference	
					Lower Value	Upper Value
Gender	57.882	399	.000	1.438	1.39	1.49
RI4	135.464	399	.000	12.815	12.63	13.00

Table IV above indicates the Mean difference (1.438) between the average score with P-value (sign. = 0.00). **The P-value of the T-test was found less than 5% (p<0.05) which rejects the null hypothesis and reveals that the gender of customers creates a significant difference between the revisit intention of Male and Female customers.**

Hypothesis 3:

Table V Result of ANOVA between Income and Customer Revisit Intention

ANOVA					
Different Income groups					
Sources of Variation	Sum of Squares	Degrees of freedom	Mean Square	F-ratio	Significance
Between Groups	31.211	13	2.401	1.374	.169
Within Groups	674.567	386	1.748		
Total	705.777	399			

To confirm whether there is any significant difference in customers' revisit intention and different income groups, Analysis of variance (ANOVA) is used. Table V above presents the results derived out of the comparison for the mean score of different income groups of respondents and shows the F-ratio (i.e. F=1.374) with P-value (i.e. p=.169). **The probability value was found more than 5% (p<0.05) which gives acceptance to the null hypothesis. This states that there was no significant difference in the revisit intention of customers with different income groups.**

Hypothesis 4:

Table VI Result of t-test between Marital Status and Customer Revisit Intention

One-Sample Test						
	Test Value = 0					
	t- value	df	Significance (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower value	Upper value
MRS	62.234	399	.000	1.550	1.50	1.60
RI4	135.464	399	.000	12.815	12.63	13.00

It is clear from Table VI above that the difference between mean scores of married & unmarried customers was 1.550 and the P-value was 0.00, which was less than 0.05 **it rejects the null hypothesis. It indicates that there was a statistical difference between the revisit intention of married and unmarried customers.**

Hypothesis 5:

Table VII Result of ANOVA test between Occupation and Customer Revisit Intention

ANOVA					
Occupations					
Sources of Variation	Sum of Squares	Degrees of freedom	Mean Square	F-ratio	Significance
Between Groups	32.361	10	3.236	1.483	.143
Within Groups	848.576	389	2.181		
Total	880.938	399			

To confirm whether there is any significant difference in revisit intention and occupation, Analysis of variance (ANOVA) is used. Table VII above presents the results derived out of the comparison for the mean score of different occupations of respondents and shows the F-ratio (i.e. F=1.483) with P-value (i.e. p=.143). **The probability value was found more than 5% (p>0.05) which gives acceptance to the null hypothesis. Therefore, significant differences in the revisit intention of customers with different occupations were confirmed.**

Hypothesis 6:

Table VIII Result of ANOVA test between Qualifications and Customer Revisit Intention

ANOVA					
Qualifications					
Sources of Variation	Sum of Squares	Degrees of freedom	Mean Square	F-ratio	Significance
Between Groups	18.598	10	1.860	1.286	.236
Within Groups	562.592	389	1.446		
Total	581.190	399			

To confirm whether there is any significant difference in revisit intention and educational qualification, Analysis of variance (ANOVA) is used. Table VIII above presents the results derived out of the comparison for the mean score of the different educational backgrounds of customer satisfaction respondents and shows the F-ratio (i.e. F=1.286) with P-value (i.e. p=0.236). **The probability value was found more than 5% (p<0.05) which supports the null hypothesis and states that there was no significant difference in the revisit intention of respondents with different educational qualifications.**

DISCUSSION AND MANAGERIAL IMPLICATIONS:

This study explored the impact of “socio-demographic variables” on customers’ revisit intention. For this purpose, a total number of six hypotheses were formulated and the same was tested using SPSS software. The

reliability test was conducted using Cronbach alpha and found the value of reliability as .776 on 3 items used to measure the revisit intention. Out of those six hypotheses, two hypotheses (i.e., H3, H5, H6) were accepted whereas four hypotheses (i.e., H1, H2, H4) were rejected. Age, gender, and marital status have a significant impact on revisit intention whereas income, occupation, and qualification do not impact revisit intention. In the study of (Aguilar-Rojas *et al.*, 2015) it was found that gender has a significant impact on differentiating the revisit intention of a customer which is in line with this study too. The study of (Alrawad *et al.*, 2023) found that the relationship between “perceived risk” and “customers’ purchase intention” was not affected by the age and gender of the customer. The results of the research highlight the importance of valuing individuality. Managers of restaurants, visitors, and scholars are expected to benefit from the results of this study.

Snapshot of result of hypothesis test

Table IX Snapshot of the result of hypothesis test

Sr no	Hypothesis	Result
1	Statistically, there is no difference among respondents of different categories of age for revisit intention at food outlets.	Rejected
2	Statistically, there is no significant difference between respondents of a different gender for revisit intention at food outlets.	Rejected
3	Statistically, there is no significant difference between respondents of different income levels for revisit intention at food outlets.	Accepted
4	Statistically, there is no significant difference between respondents of different marital statuses for revisit intention at food outlets.	Rejected
5	Statistically, there is no significant difference between respondents of different occupations for revisit intention at food outlets.	Accepted
6	Statistically, there is no significant difference between respondents of different qualifications for revisit intention at food outlets.	Accepted

Limitations and Future Research Direction

This study faces the following limitations: Firstly, the study considers only one variable i.e., customer revisit intention. Future research can consider other variables such as customer perception, customer loyalty, and customer satisfaction. Secondly, the sampling area of the study was limited to Haryana only. Future studies can retest the hypothesis using a larger demographic area. Further a larger sample size for their study can also be considered by future researchers. In this study we only tried to find out the impact of socio-demographic variables, however, many other factors (such as services, prices, values, etc) affect customers’ revisit intention. Lastly, the results of this study are limited to the food sector only, future research can be performed in other sectors such as hospitality, tourism, etc)

CONCLUSION

Since it's economical to keep an existing customer as compared to acquiring a new one, service providers are more interested in their clients' intentions to return (Um *et al.*, 2006). In the present study, the researchers explored the impact of socio-demographic variables on customers’ revisit intention. For the study, a sample of 400 participants was taken from Haryana. Data was analyzed with the help of tools like t-tests and ANOVA using SPSS software. The study revealed that age, gender, and marital status significantly impact revisit intention whereas income, occupation, and qualification do not impact customers’ revisit intention. In this context, it may be concluded that the individuality of a customer should not be ignored while planning marketing strategies.

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