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EAST SIKKIM CONSUMERS ANALYSIS IN REFERENCE TO LIFESTYLE GOODS AND FOOD & BEVERAGES

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ABSTRACT
The demography is considers as the measuring tool for the attitude & attributes of population. This paper tried to analyze one of the northeastern demography of India, i.e- East Sikkim. The study tries to identify the preferences of population towards lifestyle products. In this work, the researcher used time tested chi-square method to analyze the categorical discrete data, collected through 5-point scale. The outcome suggested that the East-Sikkim population is more inclined towards lifestyle products irrespective of their age & income. However, the study identified certain variations in terms of occupation.

KEYWORDS: Attitude Measurement, Consumer perception, Need Assessment, Consumerism

INTRODUCTION

Sikkim is one of the states in northeast India. The state of Sikkim is having its border shared with Bhutan, Tibet and Nepal. The state of Sikkim consists of four administrative districts viz, East Sikkim, West Sikkim, North Sikkim and South sikkim. The Headquarters for East Sikkim is Gangtok, which is also the state capital and also is the hub of all administrative activity in the state. Geographically, the south-east corner of the state Sikkim is occupied by East Sikkim. The capital of East Sikkim is Gangtok, which is also the state capital. It is the hub of all administrative activity in the state. As per The Registrar General & Census Commissioner of India, the population of East Sikkim is 2,81,293 (2011 Census). The total geographical area of East sikkim is 954 sq. km. As per the census of 2011 it is the most populous of the four four districts of Sikkim. The people of Nepalese origin are the major residents of Sikkim. Some other ethnic groups that occupy Sikkim are Bhutias and Lepchas.

OBJECTIVES

1. To study the East Sikkim Consumer demography
2. To study the Lifestyle Goods consumption pattern of East Sikkim Consumer
3. To study the Food & Beverages consumption pattern of East Sikkim Consumer

LITERATURE REVIEW

Sikkim, northeastern state of India, is situated at the eastern mountain series of Himalaya.Shneiderman, S (2006) in his research work identified that in the early 19th century, the ruling Britishers encouraged migrant laborers from Nepal to cultivate the fertile hills that now make up the state of Sikkim and the Darjeeling district of West Bengal. Some of these labourers quickly returned home satisfied with cash in hand and others chose to settle permanently in this booming region, where a level of economic success and social mobility appeared within reach that would be unimaginable in Nepal's caste-constrained midhills. A. Chakrabarti (2015) in his study found that there is widespread unrecorded alcohol consumption in Sikkim. Stakeholders agreed that unrecorded alcohol is cultural, but accepted harmful effects and need for intervention and legal provisions. Richard L. Divine (2005) identified that, people who maintain a healthy lifestyle tend to be female, older, more educated, place less importance on the value of "excitement", have a greater tendency to plan ahead and tend to experience less role overload. Ruixing, Y. (2007) studied the association in between demographics with lifestyle & food habit in China. He found that, the differences in the lipid profiles between the two ethnic groups were associated with different dietary habits, lifestyle choices, and levels of physical activities. Moreover Wang, E. T. (2006) studied the effect of lifestyle differences, identified that respondents who preferred variety and excited lifestyle put more weights on these three Internet fundamental objectives than consumers with other lifestyles. However, principle lifestyle individuals put more weight on other factors, such as shopping enjoyment, environmental impacts, time to receive products, and less weight on cost and convenience.

HYPOTHESIS

1. Lifestyle Goods are uniformly consumed among various age groups of East Sikkim Consumer (H_{01}: $P_e=P_o$)
2. Lifestyle Goods are uniformly consumed among various income groups of East Sikkim Consumer(H_{02}: $P_e=P_o$)
3. Lifestyle Goods are uniformly consumed among various occupations of East Sikkim Consumer (H_{03}: $P_e=P_o$)

4. Food & Beverages are uniformly consumed among various age groups of East Sikkim Consumer (H_{04}: $P_e=P_o$)
5. Food & Beverages are uniformly consumed among various income groups of East Sikkim Consumer (H_{05}: $P_e=P_o$)questionnaire composed of close ended questions. To describe the sample descriptive stats was used whereas to test the adopted hypothesis Chi-Square test was used.
6. Food & Beverages are uniformly consumed among various occupations of East Sikkim Consumer (H_{06}: $P_e=P_o$)

RESEARCH METHODOLOGY

Researcher used exploratory research design to generate the hypothesis and to test them Descriptive Research Design was used. The secondary data was collected from various electronic & printed resources like journals, magazines & newspapers. The primary data was collected from 138 respondents of East Sikkim Area. The Simple Random Sampling Technique was adopted for sample selection. The primary data was collected through structured questionnaire composed of close ended questions. To describe the sample descriptive stats was used whereas to test the adopted hypothesis Chi-Square test was used.

FINDINGS & RECOMMENDATIONS

The randomly selected sample include majority of respondents from 26 to 35 year age (58.9%), persons in monthly income of Rs 40,000 to Rs 60000 (21%). The majority of sample units are found private employee (60.7%). Prima face the data shows that the majority of respondents spend usual on lifestyle product (46.4%) and Food & Beverages (37.5 %).

DATA ANALYSIS & INTERPRETATION

Hypothesis Test 1

Lifestyle Goods are uniformly consumed among various age groups of East Sikkim Consumer (H_{01}: $P_e=P_o$)

The test shows that the p-value is much higher from 0.05, which retains the null hypothesis & proves that Lifestyle Goods uniformly consumed among various age groups. The phi value shows 49% association in between these variables.

Table-1: Age groups Vs Life Style Shopping Behavior

		Life-style shopping Behavior					Total
		Very Much	Good	Usual	Lesser	Very Less	
Age Group	Less than 25 years	3	1	7	2	0	13
	26 to 35 Years	6	9	14	3	1	33
	36 years to 45 years	0	3	5	0	0	8
	More than 45 years	1	0	0	1	0	2
Total		10	13	26	6	1	56

Table-2: Chi-Square Test-Age groups Vs Life Style Shopping Behavior

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.959	12	.449
Likelihood Ratio	14.505	12	.270
Linear-by-Linear Association	.007	1	.932
N of Valid Cases	56		

Hypothesis Test-2

Lifestyle Goods are uniformly consumed among various income groups of East Sikkim Consumer(H_{02}: $P_e=P_o$)

The test statistics shows that calculated p-value is higher (0.057) than the critical value (0.05), which retains the null hypothesis that lifestyle Goods are uniformly, consumed among various income groups of East Sikkim Consumer.

Table-3: Family Monthly Income * Life-style shopping Behavior

		Life-style shopping Behavior					
		Very Much	**Good**	**Usual**	**Lesser**	**Very Less**	**Total**
Family Monthly Income	**Up to 20,000**	0	3	4	3	0	10
	20,000 to 40,000	2	5	6	0	1	14
	40,000 to 60,000	3	5	12	1	0	21
	More than 60,000	5	0	4	2	0	11
Total		10	13	26	6	1	

Table-4: Chi-Square Tests- Family Monthly Income * Life-style shopping Behavior

	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	20.550	12	.057
Likelihood Ratio	23.531	12	.024
Linear-by-Linear Association	2.425	1	.119
N of Valid Cases	56		

Hypothesis Test-3:

Lifestyle Goods are uniformly consumed among various occupations of East Sikkim Consumer (H_{03}: $P_e=P_o$)

The chi-square test concludes the p value 0.423, which is much higher than significant p-value (0.05). The observed value retains the null hypothesis that lifestyle goods are uniformly consumed among various occupations of East Sikkim Consumer.

Table -5: Occupation * Life-style shopping Behavior

		Life-style shopping Behavior					
		Very Much	**Good**	**Usual**	**Lesser**	**Very Less**	**Total**
Occupation	**Self-Employed/ Businessman**	2	0	3	1	0	6
	Govt. Employee	2	1	5	0	1	9
	Private Employee	6	10	15	3	0	34
	Students	0	1	3	1	0	5
	Others	0	1	0	1	0	2
Total		10	13	26	6	1	56

Table -6: Chi-Square Test- Occupation * Life-style shopping Behavior

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.441	16	.423
Likelihood Ratio	17.675	16	.343
Linear-by-Linear Association	.324	1	.569
N of Valid Cases	56		

Hypothesis Test-4:
Food & Beverages are uniformly consumed among various age groups of East Sikkim Consumer (H_{04}: $P_e=P_o$)

The test shows that observed p-value is much higher (0.597) than the critical value (p=0.05), which retains the null hypothesis- : Food & Beverages uniformly consumed among various age groups of East Sikkim Consumer.

Table-7: Age Group * Foods & Beverage Shopping Behavior

		Foods & Beverage Shopping Behavior					
		Very Much	**Good**	**Usual**	**Lesser**	**Very Less**	**Total**
Age Group	**Less than 25 years**	2	3	6	2	0	13
	26 to 35 Years	5	15	9	2	2	33
	36 years to 45 years	1	1	5	1	0	8
	More than 45 years	1	0	1	0	0	2
Total		9	19	21	5	2	56

Table-8: Chi Square Test-Age Group * Foods & Beverage Shopping Behavior

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.216	12	.597
Likelihood Ratio	11.325	12	.501
Linear-by-Linear Association	.079	1	.779
N of Valid Cases	56		

Hypothesis Test -5:
Food & Beverages are uniformly consumed among various income groups of East Sikkim Consumer (H_{05}: $P_e=P_o$)

The chi-square test of association of Family monthly income of respondent over food & beverages shopping behavior declares that Food & Beverages are uniformly consumed among various occupations of East Sikkim Consumer (p=0.164 >0.05).

Table 8: Family Monthly Income * Foods & Beverage Shopping Behavior

		Foods & Beverage Shopping Behavior					
		Very Much	**Good**	**Usual**	**Lesser**	**Very Less**	**Total**
Family Monthly Income	**Up to 20,000**	0	3	4	2	1	10
	20,000 to 40,000	1	8	3	1	1	14
	40,000 to 60,000	4	4	11	2	0	21
	More than 60,000	4	4	3	0	0	11
Total		9	19	21	5	2	56

Table 9: Chi-Square Test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.636	12	.164
Likelihood Ratio	18.892	12	.091
Linear-by-Linear Association	6.275	1	.012
N of Valid Cases	56		

Hypothesis 6

Food & Beverages are uniformly consumed among various occupations of East Sikkim Consumer (H_{06}: $P_e=P_o$)

The chi-square test statistics shows that the Food & Beverages are not uniformly consumed among various occupations of East Sikkim Consumer (p =0.05). Thus it rejects the null hypothesis.

Table 10: Occupation * Foods & Beverage Shopping Behavior

		Foods & Beverage Shopping Behavior					
		Very Much	**Good**	**Usual**	**Lesser**	**Very Less**	**Total**
Occupation	**Self-Employed/ Businessman**	**3**	**1**	**1**	**1**	**0**	**6**
	Govt. Employee	**1**	**4**	**2**	**1**	**1**	**9**
	Private Employee	**5**	**11**	**16**	**2**	**0**	**34**
	Students	**0**	**2**	**2**	**1**	**0**	**5**
	Others	**0**	**1**	**0**	**0**	**1**	**2**
Total		**9**	**19**	**21**	**5**	**2**	**56**

Table 11: Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.273[a]	16	.050
Likelihood Ratio	19.296	16	.254
Linear-by-Linear Association	2.345	1	.126
N of Valid Cases	56		

CONCLUSION

Demographic factors play vital role in defining the attitude of the population towards any product or services. The northeastern location of India is lesser studied so far. The study concludes that the population is more inclined towards life style products. This study indicates that there is further need to elaborate the demography of the population to identify the opportunities lying in this less focused region of Indian Market.

The study is limited to an overview concerning age, income & occupation, there are immense scope to explain the other demographic variables as well as sub segments of these variable.

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