



A study of the buying characteristics of farm families in the Livingston, Montana, trade area
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A THESIS Submitted to the Graduate Committee in partial fulfillment of the requirements for the
Degree of Master of Science in Agricultural Economics at Montana State College
Montana State University
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Abstract:

This study is an attempt to determine the rural consumer buying characteristics in the retail market. It deals specifically with problems related to the reasons why farm people patronise certain retail stores and is based on the opinions of rural persons.

A survey of 85 farm families was conducted in November, 1941 in the rural trade area of Livingston, Montana. It is believed that the sample cases interviewed were representative for the area in terms of certain indexes. Forty-six commodities purchased for farm, household and personal use were included in the survey. Normal or typical buying characteristics of these farm families were analysed.

The families studied patronised 198 retail stores in making 2,440 purchases. They made 40 percent of their choices between stores on the basis of price advantage, 34 percent on the basis of convenience, and 26 percent for social, personal and merchandising reasons. Type of commodity purchased, type of store patronised, and site and location of trading centers influenced farm family choice of retail store patronage. Gross farm income, size of farm and family, distance from trading center, type of farm enterprise and tenure status of the farm operator were other factors influencing choices among stores.

In the opinion of the interviewer, the farm families surveyed, as a group, did not desire fundamental changes in their retail buying market. They tended to regard their patronage problems as individual matters and sought to adjust themselves as best they could. It is doubtful whether, in the near future, group pressure for more efficient buying opportunities will come from these buyers. Social reasons appeared to be strong underlying factors in determining the particular store and trading center patronized. Social accommodations such as convenient rest rooms and waiting and visiting room facilities would meet certain needs of farm buyers. Retailers who wish to adapt their sales facilities to the needs and desires of farm families must consider rural family attitudes and other factors involved.

A STUDY OF THE BUYING CHARACTERISTICS OF FARM FAMILIES
IN THE LIVINGSTON, MONTANA, TRADE AREA.

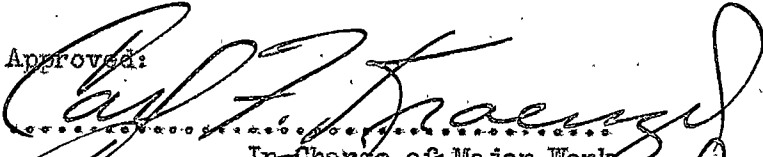
by

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for the Degree of Master of Science
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Approved:



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Bozeman, Montana
May, 1942

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A STUDY OF THE BUYING CHARACTERISTICS OF FARM FAMILIES

IN THE LIVINGSTON, MONTANA, TRADE AREA.

ABSTRACT

This study is an attempt to determine the rural consumer buying characteristics in the retail market. It deals specifically with problems related to the reasons why farm people patronize certain retail stores and is based on the opinions of rural persons.

A survey of 85 farm families was conducted in November, 1941, in the rural trade area of Livingston, Montana. It is believed that the sample cases interviewed were representative for the area in terms of certain indexes. Forty-six commodities purchased for farm, household and personal use were included in the survey. Normal or typical buying characteristics of these farm families were analyzed.

The families studied patronized 198 retail stores in making 2,440 purchases. They made 40 percent of their choices between stores on the basis of price advantage, 34 percent on the basis of convenience, and 26 percent for social, personal and merchandising reasons. Type of commodity purchased, type of store patronized and size and location of trading centers influenced farm family choice of retail store patronage. Gross farm income, size of farm and family, distance from trading center, type of farm enterprise and tenure status of the farm operator were other factors influencing choices among stores.

In the opinion of the interviewer, the farm families surveyed, as a group, did not desire fundamental changes in their retail buying market. They tended to regard their patronage problems as individual matters and sought to adjust themselves as best they could. It is doubtful whether, in the near future, group pressure for more efficient buying opportunities will come from these buyers. Social reasons appeared to be strong underlying factors in determining the particular store and trading center patronized. Social accommodations such as convenient rest rooms and waiting and visiting room facilities would meet certain needs of farm buyers. Retailers who wish to adapt their sales facilities to the needs and desires of farm families must consider rural family attitudes and other factors involved.

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PART I: INTRODUCTION

Farm Family Retail Buying

The modern farm family has available a large number of retail stores from which to purchase commodities. ^{1/} Some of these stores emphasize price in selling their goods, while others emphasize service or quality as their chief sales appeal. There probably are few farm families who base their choice of retail stores upon any single one of these major appeals. The three tend to go together. In some stores lower price means a lower quality so that price alone would be an inadequate guide in deciding where to buy.

The decision where to buy cannot easily, nor always, be measured in money. Unlike the industrial buyers, the rural consumer does not buy only where a money profit is available. The rural consumer may select certain stores because of friendship for the proprietor or clerks, or because of the quick and cheerful service rendered. The variety and quality of commodities offered, or the size and arrangement of the display room may be important to the buyer. Some stores solicit trade upon a basis of social prestige. Some consumers place savings of time and effort above savings of money. Others emphasize price above any other considerations, at least, for certain types of commodities.

The many retailers whose business is made up in large part of farm trade are vitally affected by the extent and intensity of these various rural consumer desires. Retailers need to know how these desires affect their businesses. They also try to influence consumer desires. Most

^{1/} The term "retail stores" as used in this study includes mail order houses, agencies, private sellers, and all other retail outlets.

retailers who sell to rural families try to adapt their sales practices and services to the needs and desires of their customers. Knowledge concerning the factors which are important to farm families in making retail store selections is valuable to retailers in making adjustments to the needs of these buyers. This study is an attempt to obtain some knowledge of the buying characteristics of farm families as these characteristics affect their choices of retail stores.

Review of Literature

A major first attempt to bring together in book form the available facts concerning rural standards of living was made by Ellis Lore Kirkpatrick. His book, The Farmer's Standard of Living, was published in 1929. Dr. Kirkpatrick found that of the value of household goods used in one year by farm families in 11 states, an average of 57 percent was purchased and 43 percent was furnished by the farm. ^{2/} Dr. Jessie E. Richardson, of the Department of Home Economics, Montana Agricultural Experiment Station, found similar results from a study of 40 Montana farm families during 1929-30. ^{3/} Several other studies show comparable results. ^{4/}

^{2/} Kirkpatrick, Ellis Lore, The Farmer's Standard of Living, The Century Company, New York, 1929. p. 62

^{3/} Richardson, Jessie E., The Quality of Living in Montana Farm Homes, From Accounts Kept by Forty Families During the Year 1929-30. Montana Agricultural Experiment Station Bulletin No. 260, 1932. p. 19.

^{4/} Von Tungen, G. H., Thaden, J. E., Kirkpatrick, E. L., Cost of Living on Iowa Farms, Iowa Agricultural Experiment Station Bulletin No. 237, 1926.

Black, J.D., and Zimmerman, G.C., Family Living on Successful Minnesota Farms, Minnesota Agricultural Experiment Station Bulletin No. 240, 1927.

Fish, Marion, Buying for the Household as Practiced by 368 Farm Families in New York, 1928-29, Cornell University, Agricultural Experiment Station Bulletin 561, Ithaca, New York, 1933

These findings, therefore, indicate that the major part of the commodities used in farm family living is being purchased in the retail market. The rural standard of living, then, is closely connected with rural consumer buying. One important aspect of consumer buying is the problem of where to buy.

During the past four years several important college texts on consumer education have been published. Among these are Margaret G. Reid's Consumers and the Market, from Iowa State College, and Jessie V. Coles' The Consumer-Buyer and the Market, from the University of Missouri; other books which recently have appeared include, The Consumer and the Economic Order, by Warren C. Waite and Ralph Cassidy, Jr., of the Universities of Minnesota and California, and Consumption and Standards of Living, by Carl C. Zimmerman of Harvard University.

The two books, Consumers and the Market, and The Consumer-Buyer and the Market were found to be more useful in the present study than were the others. Each of these books contained a short section dealing with the consumer problem of where to buy. Dr. Reid emphasized the three major appeals of quality, service and price which retail stores use to attract customers. In addition, she emphasized the consumer's difficulty in determining the quality of commodities offered for sale.

Dr. Coles compared the types and quantities of commodities purchased in chain stores and in independently owned stores. She also analyzed the effects of store and trading center locations upon the types and quantities of commodities bought.

Another recent book in the field of consumer education is entitled,

Does Distribution Cost Too Much?, published by the Twentieth Century Fund.

This book included a review of the costs involved in present marketing methods. However, it contained little information that had a direct bearing upon the problem of where to buy. Other books, bulletins and consumer education materials furnished additional information of a general nature only. It is, therefore, apparent that more detailed information is necessary on the factors involved in rural consumer choices of where to buy.

The general objective of this study was to assist in finding such additional information.

Purpose of the Study

This study, undertaken in November 1941, is a specific attempt to obtain information concerning the buying characteristics of a group of farm families. ^{5/} This meant obtaining information on the place of purchase and the reasons why certain stores were selected by farm families. The factual data, therefore, were secured from the buyers. The reasons for patronizing certain stores were the opinions of the buyers. This study is, therefore, in the nature of a case description.

A second purpose of this study was to discover what relationship, if any, existed between certain farm and family factors, on the one hand, and farmer retail buying characteristics on the other. Such questions as the following were considered: Do high income farm families buy at

^{5/} The term "buying characteristics" as used in this study means only those habits or methods of buying which related to the decision of where to buy and to the reasons why certain stores were patronized.

many retail stores, and do farm families always seek price advantages? What are the general attitudes of farm families concerning the retail marketing system and suggestions for improvements? What other phases of farm family store patronage need detailed study?

Eighty-five farm families in the trade area of Livingston, Montana, cooperated in the survey. Forty-six commodities were included in the schedules used for interviewing these farm families.

Methodology

Commodities Included in the Farm Schedules. -- An attempt was made to obtain data on the normal or typical buying characteristics of farm people. 6/ For this reason, and in order to simplify the schedules used, no attempt was made to obtain data on articles or commodities outside of the 46 which were believed to include the major part of farm family commodity purchases. In addition, only the usual place of purchase for any single commodity was included in the data. If there was no usual place of purchase, information was obtained on the retail store most recently patronized.

A preliminary study of the farm records from several different types of Montana farms and ranches was made in order to determine which commodities were being purchased generally by farm families. 7/

6/ The term "normal or typical buying characteristics" as used in this study means those buying practices usually followed by the families studied in deciding where to buy certain commodities.

7/ The terms "farm families" and "farms" will hereafter be used to designate both farms and ranches in the study.

The completed list of commodities was divided into three classifications for convenience and comparison purposes. These classifications were as follows: (1) commodities for farm use; (2) commodities for household or home use, and, (3) commodities for individual or personal use. (See Appendix B).

The commodities purchased for farm use were: building materials, fencing materials, farm machinery, farm tools, automobiles, trucks, auto and truck supplies, auto fuels, truck and tractor fuels, feed grains, concentrates, hay, seeds, and miscellaneous farm equipment. 8/

Included in the classification of commodities purchased for household or home use were: furniture, kitchen equipment, fresh and canned vegetables, fresh, canned and dried fruits, breakfast foods, sugar, flour, meats, beverages, finished drygoods, tableware, kitchenware and silverware. 9/ Kitchen equipment included such items as stoves and refrigerators. Finished drygoods included curtains and bed sheets.

The commodities purchased for individuals or personal use were: smoking articles, clothing for men, women, and children, personal articles for men, women, children and the family, unfinished drygoods, personal display items, gifts and tonsorial services. Unfinished drygoods in-

8/ Farm income tax reports permit the listing of automobile cost partially or wholly as farm expense. Many farm families use their automobiles extensively for farm business. Consequently, automobiles were included in the above list of commodities.

9/ A variety of grocery items was listed in order to find out whether or not individual families tended to purchase all or most grocery items at one store.

cluded dress and pajama materials, and personal display items included watches and jewelry.

Reasons for Patronage. -- The first objective of the survey was to obtain information upon where farm family purchases usually were made, and the second was to determine the reasons for patronizing certain retail stores. Before any field work was done, a list was compiled of all the reasons why a farm operator or adult members of his family might purchase at one retail outlet in preference to another. (See Appendix A) In no case are these the reasons for purchasing the commodity, but are the reasons for purchasing the commodity at a certain retail store. Thus, a reason of lower price in the purchase of a hammer did not mean that the hammer was purchased at a lower price in preference to a shovel. It meant, instead, the hammer was purchased at a certain store because the buyer believed it to have been lower priced there than at competing stores.

This list of reasons for purchasing at one retail store rather than at another was unwieldy. Therefore, the reasons were classified under five major headings. These five were designated as price, convenience, social, personal and merchandising classifications. Definitions of each class heading were necessary. Store patronage on the basis of price was used to mean those store selections by farm buyers involving price advantages as the deciding factor. For example, if the price of the commodity purchased, or its price-quality relationship was considered by the purchaser to have been the chief factor in deciding where to buy, the store selection was assumed to have been determined on a price basis. Where the price may have been considered but was less important than

convenience of time or effort on the part of the buyer in choosing between stores, store selection was considered to have been made on a convenience basis.

Store patronage by the buyer was classified as determined by social factors where social considerations such as friendship for the proprietor were decisive in deciding where to buy. If personally recognized likes, dislikes and vagaries of the buyer decided which retail store was selected, choice of store was considered to have been determined on a personal basis. Where the buyer recognized that sales appeal, or merchandising inducements by the retailer were decisive in choosing the place of purchase, the merchandising basis was considered to have been the basis for store selection by the buyer.

Commodity price was the basis for the first nine reasons listed in Appendix A. The next ten reasons were based primarily upon convenience. Social relationships between the buyer and the store proprietors, clerks, or other buyers were the basis for the succeeding ten reasons.

The nine reasons following these classified on a social basis were classified on a personal basis since they involved personal likes, dislikes and vagaries. Reason No. 34 included those buyers who felt they had been cheated at one store, and made subsequent purchases at another or other stores. Reason No. 35 involved price, but was primarily a problem of personal desires. It included those buyers who felt an intense desire to secure bargaining "victories" over the seller. Reason No. 38 included such situations as the following: (1) red apples

were accepted while yellow apples were rejected, and, (2) white-shelled eggs were preferred to brown-shelled eggs.

Reasons numbered 39 through 46 were included in the merchandising classification because they dealt primarily with efforts of the store owner or clerks to sell their commodities. It might be argued that the most clever and efficient merchandising was not recognized as such by consumer buyers. This study, however, is not designed to measure whether or not the reasons given by rural retail buyers were the motives that the merchants intended to develop or convey to their patrons by way of store selection. We are here concerned with only those reasons which the rural buyers felt were their chief motives in choosing retail stores.

Certain internal checks upon the data, and certain comparisons with the results of other studies similar to this were possible, and these comparisons are discussed later. Reason No. 47 was the only reason classified under habit, and was, in reality, a duplicate reason, though an important one. In each case of "habit", the chief reason for the original purchase at that store was secured and included in the data under another classification.

The enumerated reasons, even though classified under five headings, still were awkward to use in the survey. Consequently, a code was attached to the list, each class heading corresponding to a letter of the alphabet. Each reason under a class heading corresponded to a number. This code was used in recording data on the farm schedules.

Additional Information. -- It was recognized that various farm and family factors might have an influence upon the place of purchase and

upon the reasons for purchasing at certain retail stores. This necessitated obtaining information on the estimated gross income, the size of family, the distance from the nearest trading center, the type of farming enterprise, the tenure status of the farm operator, and the size of farm, for each farm family interviewed. The gross cash income was derived by totalling the cash amounts received from the sales of various farm products. 10/

Description of the Survey

Area Surveyed. -- The trade area of Livingston, Montana, was chosen as the survey locale because: (1) it presented several different types of farms and ranches; (2) the total number of farm families in the rural trade area was sufficiently small that a limited sample could be used; (3) there were two small towns in the area and comparisons with Livingston, the county seat, were possible.

Livingston, Montana, a small city of about 6,600 population, is located at the eastern foot of the Rocky Mountains. It is a maintenance center for the Northern Pacific Railroad and the chief source of urban employment is in the railroad shops. Located on U. S. Highway 10 at its nearest point to the Yellowstone National Park, tourist trade is an important factor in summer retail business. Livingston merchants, however, are not dependent primarily upon this source of trade. Their chief trade comes from the railroad workers and farmers.

10/ The gross cash income was used chiefly because total purchases were made from the gross income rather than the net income available. In addition, the total cash income from farm marketings was believed to be a more accurate figure than an estimate of the net income.

The rural trade area of Livingston is well defined by the boundaries of Park County, which covers an area of 2,627 square miles and borders on the north side of the Yellowstone Park. The trade area extends about 35 miles east, 50 miles south, 10 miles west, and almost 40 miles north of the city. (See figure 1).

The Absaroka and Gallatin National Forests cover about 60 percent of the county. This leaves approximately 1, 116 square miles of agricultural land. The chief agricultural areas are located in the Yellowstone River Valley, south and east of Livingston, and the Shield's River Valley north of the county seat. The rural trade area tends to be limited on the east, the south and the west by mountain ranges. Consequently, the largest number of families in the sample were found north of Livingston, where the density of the total rural farm population of Park County also was greatest.

In the river valleys are large and small irrigated farms, and the range lands back from the rivers are utilized by large scale livestock ranching. Dryland wheat farming is the principal type of agriculture in the northern part of Park County.

Two small towns, Clyde Park and Wilsall, located 20 and 28 miles, respectively, north of Livingston, were included in the survey as primary trading centers. Each had a population of about 300 people. Their farm trade was largely local since it was derived from farm families located a lesser distance from them than from Livingston. The chief services which these towns performed for rural retail buyers included the furnishing of staple commodities. Many of these commodities were

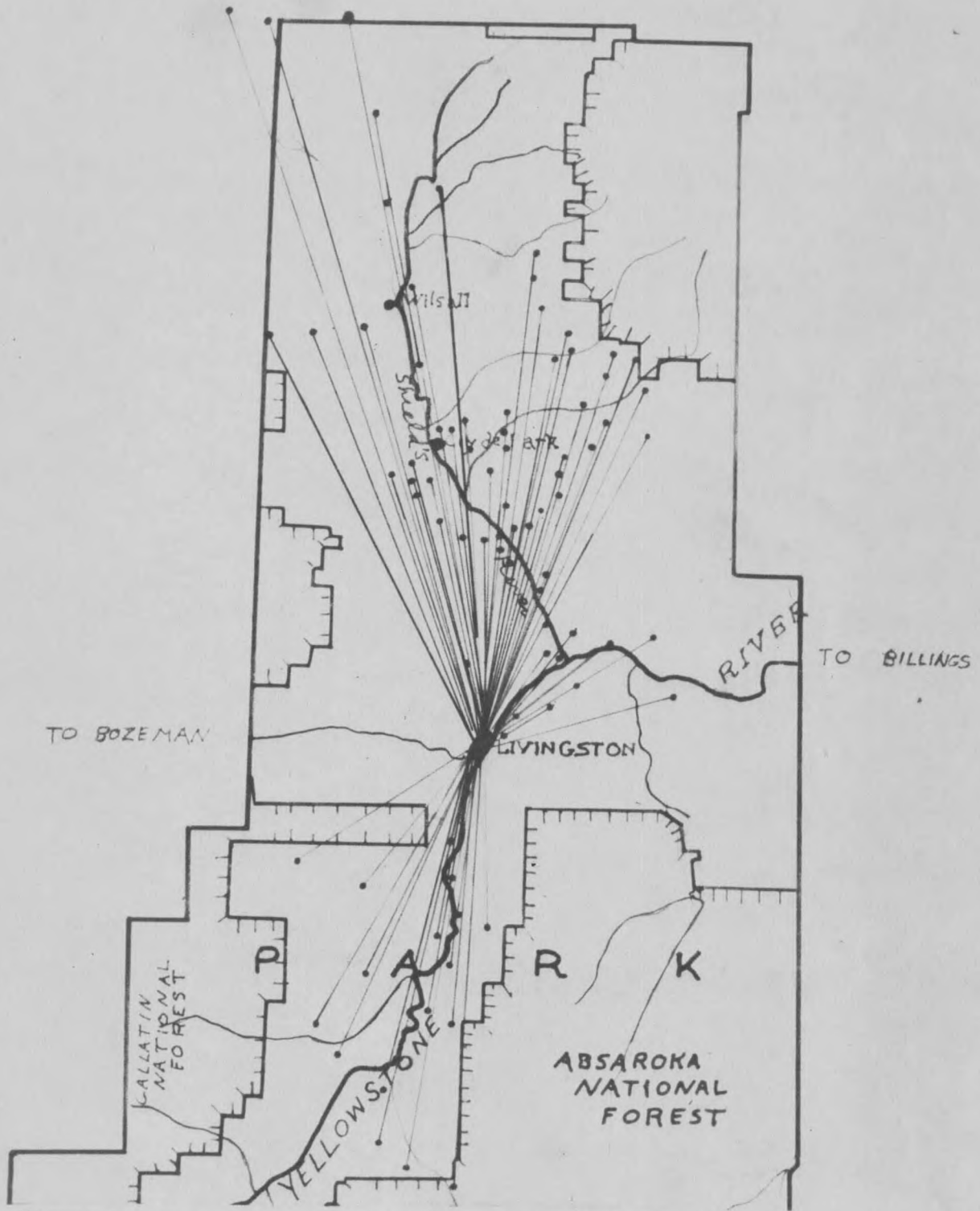


Figure 1. Map showing the location of the families studied in the Livingston, Montana, trade area.

furnished by general stores located in these towns: 11/

Two other small towns, Gardiner and Cooke City are also located in Park County. However, both of these towns are dependent largely upon tourist trade. They were patronized, along with towns and cities in other counties and other states as trading centers by but a small number of the families in the sample.

Sampling Method. -- A sample of ten percent of the farm families, or 65 families, in the Livingston trade area was secured through random sampling. A random selection method seemed best adapted to the problem, since it was known that many factors influence farm family buying. A stratified sample, based on a proportional representation of the characteristics found in the parent population would have been a biased sample since the factors influencing buying characteristics were unknown.

After the ten percent sample, or 65 cases, was obtained, it appeared that high gross income and long distance from Livingston were important factors influencing the farm family's decision on where to buy. To get sufficient cases for comparison of these two groups, it was decided to visit 20 more farm households. They were selected from those families

11/ "The general store meets the day-to-day needs of the people of the immediate community. It, therefore, carries many non-related kinds of goods. Groceries are usually the most important part of the stock. Shoes and the more common items of clothing as overalls, work shirts, socks, underwear, house dresses, staple yard goods, and notions may also be important items. Hardware and ordinary drugs and toiletries, tobacco, feed, coal, gasoline, and sometimes furniture are carried by many general stores. Dissemination of fashion information through magazines, newspapers and the radio has practically eliminated the distribution of fashion goods in general stores." Coles, Jessie V., The Consumer Buyer and the Market, John Wiley and Sons, Inc., New York, 1938. p. 169

having higher incomes and living greater distances from Livingston.

Table I gives some indication of the degree of representativeness of the sample for the area as a whole. Census data were used to describe the whole trade area. Wherever the census data are different from the data obtained in the study, the difference can be explained by the addition of 20 farm families to the original 65. The additional 20 households had a larger proportion with higher gross farm incomes. This usually meant larger farms. It is, therefore, believed that the sample is representative of the rural areas of Park County in terms of the indicated indexes.

Survey Procedure. -- Retail buying for the farm, for the household or home and for individual or personal use normally was done by one or both of the parents in the family. Wherever possible, data were secured from both parents, but in a few cases it was necessary to accept data from one parent or adult buyer.

Since the question of how much of each commodity was purchased was not of primary concern in this study, all commodities were given equal weight in the questionnaire. The place of purchase of a refrigerator was counted equal to the place of purchase of an automobile. This equal weighting of commodities might seem to be to the disadvantage of the more expensive, seldom-purchased commodities, and some consideration is given later to commodity differences.

The rural buyer was asked where each commodity usually was purchased, and why the purchase was made at the store mentioned rather than at a competing store. Information regarding purchases made more than a year

TABLE I.— THE FARM AND FAMILY CHARACTERISTICS OF THE 85 FARM FAMILIES STUDIED IN THE LIVINGSTON, MONTANA, TRADE AREA COMPARED WITH CENSUS DATA FOR PARK COUNTY, MONTANA.

Farm and family characteristics	Farms studied	Census data
	Percent	Percent
Gross farm incomes		
\$0-11,99	30	44.2 ^{a/}
\$1500-5999	47	47.5
\$6000-above	23	8.5
Size of family		
1-2 persons	34	- b/
3-4 persons	44	"
5-more persons	22	"
Composition of family		
Men ^{c/}	35	39 ^{d/}
Women ^{e/}	28	26
Children	37	35
Type of farm		
Livestock	50	- b/
Diversified	33	"
Grain	17	"
Tenure status		
Owners	46	43 ^{e/}
Part-owners	19	20
Renters	35	37

^{a/} For 1939. Source: The Sixteenth Census of the United States, Agriculture, Montana, Third series, p. 23.

^{b/} Not available on a comparable basis.

^{c/} Twenty-one years of age or over

^{d/} Includes all persons living on farms for 1940. Source: Ibid., Census, Population, Montana, Second Series, p. 65.

^{e/} Source: Ibid., Census, Agriculture, Montana, First Series, p. 19.

previously was regarded as being less reliable than that for more recent purchases, and was excluded from the data.

There were no accurate records available of how many purchases of various commodities each family made during the year. Therefore, only one purchase of each commodity listed in the farm schedule was accepted.

In order to secure a more complete picture of where farm families were buying, there were listed two or more items under many of the commodity classes. Thus, under the building materials classification were listed lumber, cement, and paint, (See Appendix B) and under the gifts classification were listed books, flowers and candy. If the family had not purchased lumber or the first items under other commodity classes during 1941, the next items under the respective class headings were suggested. If neither cement nor other items listed in second places had been purchased, third place items were suggested. In no case was more than one item under each class of commodities taken.

After the survey was completed, a check was made of all of the retail stores mentioned in Livingston, Clyde Park and Wilsall, as well as in other trading centers. In some instances a single outlet was known by several different names, and duplication of stores was avoided through this check. Mail order houses and retail agents were checked in a like manner.

PART II: THE BUYING CHARACTERISTICS OF FARM
FAMILIES IN THE LIVINGSTON, MONTANA, TRADE AREA

Total Purchases Made by 85 Farm Families

The 85 farm families who cooperated in the study patronized 198 retail stores in buying the 46 commodities listed in the farm schedules. (See Table II). ^{12/} A total of 2,440 purchases was recorded. The farm family, on the average, purchased 28.7 of the 46 commodities listed, and used 15.5 retail stores in making these purchases. In addition, the family purchased these commodities in 2.7 trading centers.

The farm families patronized retail stores because of various reasons as follows: because of price advantage, 40 percent; for convenience, 34 percent; for social reasons, 11 percent; for personal reasons, five percent; and for merchandising reasons, ten percent. One-fourth of the store selections were made because of habit.

Price and convenience, in that order, were the important bases for choices among stores for all types of purchases. However, when comparisons were made among different types of purchases, several differences were noted in the distribution of reasons for store patronage.

^{12/} These retail stores were located in 31 cities and towns of 12 states. The cities and towns included: Big Timber, Billings, Bozeman, Butte, Clyde Park, Columbus, Gallatin Gateway, Great Falls, Helena, Laurel, Livingston, Martinsdale, Missoula, Red Lodge, Ringling, Toston, White Sulphur Springs, and Wilsall in Montana; Boston, Cheyenne, Chicago, Denver, Kansas City, Los Angeles, Minneapolis, Portland, Salt Lake City, San Diego, Seattle, Sioux Falls, and Spokane in other states.

TABLE II.--THE TOTAL NUMBER OF PURCHASES OF 85 FARM FAMILIES IN THE LIVINGSTON, MONTANA,
TRADE AREA, CLASSIFIED BY TYPE OF PURCHASE AND PERCENT DISTRIBUTION OF
REASONS FOR STORE PATRONAGE

Type of purchase	Number of purchases	Percent of reasons given as habit a/	Percent distribution of reasons for store patronage other than habit					
			Price	Convenience	Social	Personal	Merchandising	Total
Farm	687	17	42	28	14	01	15	100
Household	1,046	33	49	34	07	04	06	100
Personal	707	19	25	35	15	12	13	100
All purchases	2,440	24	40	34	11	05	10	100

a/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit was given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

Thus, almost 50 percent of the patronage of stores selling household goods was based upon price, in the buyers' opinions. For stores selling personal goods this figure was 25 percent. Habit appeared to exert a strong influence in the case of household purchases. Social and merchandising reasons were influential in store patronage for farm and personal purchases.

Credit may have been considered by many of the retail buyers in selecting stores. Few, however, believed it was the most important factor in their own decisions of where to buy. Less than one percent of the purchases recorded were made at certain stores because credit was the most important conception. 13/

The emphasis given by farm family retail buyers to the individual reasons for store patronage showed extreme variations. (See Appendix A.) The data showed that 25 percent of the farm families patronized certain stores because of Reason A1, or lower price for the commodity purchased. Reason B3, or convenient store location, accounted for 20 percent of the store patronage. 14/ Reason C6, or friendship for the store proprietor or clerks, accounted for nine percent. Reason D1, or the pleas-

13/ "As a rule, these families were not using installment credit to finance their purchases. They preferred to buy on cash terms. When they had the cash available they bought the household articles which they wanted; but when cash was not available, they preferred to do without the commodities rather than mortgage their future income with a debt contracted by installment buying." Fish, Marion, op. cit., p.81.

14/ "Trade in the smaller communities, even in drygoods stores, is coming more and more to be trade in middle-grade goods bought on a convenience basis", Bigelow, Howard F., Family Finance, J. B. Lippincott Company, 1936, pp. 37-38.

ing style of the commodity purchased, accounted for five percent, and Reason E6, or availability of the brand of product wanted, accounted for six percent of the store selections made. Reasons A2 and A7, or high quality of commodity, and high trade-in-value, also were important.

The Relationship of Types of Commodities Purchased
and Farm Family Buying Characteristics

Farm Commodities. -- There was considerable variation in the proportion of farm families purchasing the various farm commodities listed. (See Table III). This variation was indicative of the extent of use of a commodity, and the length of its use. For example, 96 percent of the families purchased automobile fuel at least once during 1941, while 16 percent purchased trucks.

The number of stores patronized varied between commodity classes in much the same manner as did the number of families purchasing each type of commodity. A small number of stores were patronized by farmers purchasing farm tools, while automobile fuel was purchased at many retail outlets.

The price basis for store patronage was most important in the case of stores selling automobiles and tractor fuel. High trade-in values for automobiles, and wholesale prices for tractor fuel influenced this tendency. Farmers bought concentrates, such as stock salt, and hay chiefly on a convenience basis. Social reasons were important to farm buyers in patronizing automobile fuel and building material stores. Personal reasons were unimportant except to automobile buyers, and merchandising reasons were influential primarily for truck and machinery

TABLE III.--FARM FAMILY RETAIL BUYING OF 16 FARM COMMODITIES
CLASSIFIED BY TYPE OF COMMODITY AND PERCENT DISTRIBUTION
OF REASONS FOR STORE PATRONAGE

Farm commodities	Number of purchases	Percent of reasons given as habit <u>b/</u>	Percent distribution of reasons for store patronage other than habit					Total
			A	B	C	D	E	
Building materials	63	24	41	25	20	--	14	100
Fencing materials	52	21	40	33	18	--	15	100
Farm machinery	50	08	38	08	02	02	50	100
Farm tools	46	17	45	38	10	--	07	100
Automobile	23	12	64	05	05	10	16	100
Truck	14	15	48	07	07	08	30	100
Auto supplies	47	15	46	21	21	--	12	100
Truck supplies	5	--	--	--	--	--	--	--
Fuel (automobile)	82	22	27	29	28	4	12	100
Fuel (truck)	2	--	--	--	--	--	--	--
Fuel (tractor)	63	16	60	18	16	--	06	100
Feed (grain)	36	15	37	37	13	--	13	100
Feed (concentrates)	78	11	40	50	04	--	06	100
Feed (hay)	22	--	27	61	--	--	12	100
Seed	40	22	49	18	15	03	15	100
Misc. equipment	64	20	38	32	15	--	15	100
All purchases	687	17	42	28	14	01	15	100

a/ A--Price C--Social E--Merchandising
B--Convenience D--Personal

b/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

store patronage. Farm machinery was bought largely on a brand basis.

Household Commodities. -- Household commodities, largely grocery items, were purchased at least once in 1941 by more of the families studied than were either farm or personal goods. (See Table IV). Store patronage for reasons of price and habit also was higher. Store patronage for fresh fruits and vegetables was determined primarily on the basis of high quality for similar prices. Higher trade-in values for farm produce accounted for but ten percent of the price reasons for grocery store patronage.

Social reasons, generally, were less important to buyers of household goods than to buyers of other types of commodities with regard to their choice of stores. Personal and merchandising reasons were influential in store patronage for furniture, equipment, drygoods and tableware, or wherever pattern and style were important.

Personal Commodities. -- The farm families studied indicated that they considered certain of the commodities purchased for individual or personal use to be luxury goods, while others were staple necessity goods. Consequently, a wide variation was shown between commodities as to the number of stores patronized and the emphasis given different reasons for store patronage. (See Table V).

Price was considered by the buyers to be less important, generally, as a basis for determining where to buy personal goods than as a basis for either farm or household goods patronage. Fifty percent or more of the store patronage for cigarettes and personal items was determined

TABLE IV.--FARM FAMILY RETAIL BUYING OF 17 HOUSEHOLD COMMODITIES
CLASSIFIED BY TYPE OF COMMODITY AND PERCENT DISTRIBUTION
OF REASONS FOR STORE PATRONAGE

Household commodities	Number of purchases	Percent of reasons given as habit <u>b/</u>	Percent distribution of reasons for store patronage other than habit					Total
			A	B	C	D	E	
Household furniture	25	04	52	12	04	16	16	100
Household equipment	35	09	46	05	--	12	37	100
Vegetables (fresh)	77	44	56	31	10	--	03	100
Vegetables (canned)	72	45	50	38	08	--	04	100
Fruit (fresh)	83	41	50	37	06	03	04	100
Fruit (canned)	72	45	48	40	07	02	03	100
Fruit (dried)	80	45	45	42	08	02	03	100
Breakfast food	80	41	48	44	06	--	02	100
Sugar	83	46	50	41	06	01	02	100
Flour	82	42	51	39	06	--	04	100
Meats	76	12	52	28	10	--	10	100
Beverages	77	32	43	43	10	--	04	100
Spices	80	24	51	37	10	--	02	100
Dry goods (finished)	53	10	46	15	03	22	14	100
Tableware	28	07	33	25	--	31	11	100
Kitchenware	41	10	40	27	02	20	11	100
Silverware	2	--	--	--	--	--	--	--
All purchases	1,046	33	49	34	07	04	06	100

a/ A--Price C--Social E--Merchandising
B--Convenience D--Personal

b/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

TABLE V.--FARM FAMILY RETAIL BUYING OF 13 PERSONAL COMMODITIES CLASSIFIED BY TYPE OF COMMODITY AND PERCENT DISTRIBUTION OF REASONS FOR STORE PATRONAGE

Personal commodities	Number of purchases	Percent of reasons given as habit <u>b/</u>	Percent distribution of reasons for store patronage other than habit					Total
			A	B	C	D	E	
Smoking	52	16	12	82	03	--	03	100
Personal (man)	63	32	27	43	21	03	06	100
Personal (woman)	63	15	27	43	17	03	10	100
Personal (children)	39	15	20	53	02	03	17	100
Personal (family)	77	24	21	51	19	01	08	100
Clothing (man)	82	17	43	28	05	04	20	100
Clothing (woman)	70	09	28	19	10	40	03	100
Clothing (children)	51	18	43	31	02	08	16	100
Dry goods(unfinished)	41	22	35	05	05	40	15	100
Personal display	16	12	37	19	06	19	19	100
Gifts	49	25	03	26	14	06	51	100
Haircuts	56	20	11	24	34	25	06	100
Hair dressings	48	18	19	10	49	20	02	100
All Purchases	707	19	25	35	15	12	13	100

a/ A--Price C--Social E--Merchandising

B--Convenience D--Personal

b/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

on a convenience basis. These were commodities having uniform retail prices between stores. Social reasons influenced patronage of barbershops and beauty parlors to a considerable degree. Personal and merchandising reasons were important in farm family store patronage for women's clothing and gifts, respectively. Price reasons were important in store patronage for personal display goods because inexpensive watches generally were purchased on a price basis for farm use. Gift items included flowers, for which there was but one retail store in Livingston during most of 1941. This explained the emphasis given merchandising reasons for gift store patronage.

Store and Trading Center Factors as
Related to Farm Family Buying Characteristics

Although chain stores were but seven percent of all stores patronized by the farm families in the survey, they were the usual place of purchase for 29 percent of the listed commodities purchased. (See Table VI).

15/

Since chain grocery stores in the Livingston trade area were located only in Livingston, farm families living a short distance from Clyde Park or Wilsall tended to purchase their groceries at independently

15/ Purchases made at mail order houses and from agents were too infrequent to warrant separate study. This type of buying accounted for about three percent of the store patronage for which data were secured.

TABLE VI.--FARM FAMILY RETAIL BUYING OF 46 COMMODITIES CLASSIFIED BY OWNERSHIP OF STORE PATRONIZED AND PERCENT DISTRIBUTION OF REASONS FOR STORE PATRONAGE

Ownership of store	Number of purchases	Percent of reasons given as habit a/	Percent distribution of reasons for store patronage other than habit					Total
			Price	Convenience	Social	Personal	Merchandising	
Independent stores	1,710	23	30	37	15	06	12	100
Chain stores	693	27	64	21	02	06	07	100
Mail order houses	9	11	45	22	-	11	22	100
Agents	28	03	63	22	06	03	03	100
All stores	2,440	24	40	33	11	06	10	100

a/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

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owned stores in those towns.

The farm buyers in the Livingston trade area patronized chain stores for reasons of prices and habit, largely, measured in terms of their recorded opinions. Convenience, price, habit and social reasons were stressed as reasons for buying at certain independent stores.

A classification of retail stores by major commodities sold showed the price was stressed chiefly in the patronage of grocery, hardware and clothing stores. (See Table VII). Convenience was most important for general stores and for variety stores. Friendship and other social reasons seemed most effective in attracting drug store rural trade, with habit a strong additional incentive. Retail stores for women's clothing were selected to a large extent for personal reasons, while men, buying chiefly overalls, accorded price reasons greater importance in choosing clothing stores. In the opinions of the farm families, price and convenience were of primary importance in getting them to buy at feed and seed stores, with brand buying, or merchandising reasons, stressed to a lesser degree.

The differences between towns and cities in the distribution of reasons for store patronage, as shown in Table VIII, were the result chiefly of town and city size. The farm family buyers traded at the small towns for convenience, social and habit reasons. Larger trading centers were used chiefly because of lower commodity prices or other price reasons, with brand availability, and larger assortments of goods of some importance.

TABLE VII.--FARM FAMILY RETAIL BUYING OF 46 COMMODITIES CLASSIFIED BY TYPE OF STORE PATRONIZED AND PERCENT DISTRIBUTION OF REASONS FOR STORE PATRONAGE

Type of store	Number of purchases	Percent of reasons given as habit a/	Percent distribution of reasons for store patronage other than habit					Total
			Price	Convenience	Social	Personal	Merchandising	
Grocery	668	34	60	30	06	02	02	100
Hardware	153	18	47	28	12	02	11	100
Drug	96	33	17	32	35	03	13	100
General	339	37	12	72	08	01	07	100
Variety	102	26	20	53	01	13	13	100
Clothing	253	17	47	15	07	18	13	100
Grain and feed	104	15	38	32	11	01	18	100
All above stores	1,715	29	41	38	09	05	07	100
Others	725	13	37	21	17	08	17	100
All stores	2,440	24	40	33	11	06	10	100

a/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

TABLE VIII.--FARM FAMILY RETAIL BUYING OF 46 COMMODITIES CLASSIFIED BY TRADING CENTERS PATRONIZED AND PERCENT DISTRIBUTION OF REASONS FOR PATRONAGE OF STORES LOCATED IN THESE TRADING CENTERS

Trading center	Number of purchases	Percent of reasons given as habit a/	Percent distribution of reasons for store patronage other than habit					Total
			Price	Convenience	Social	Personal	Merchandising	
Livingston	1,866	24	46	28	11	06	09	100
Clyde Park	240	33	23	62	11	02	03	100
Wilsall	145	27	10	64	10	02	14	100
Bozeman	68	03	38	12	09	10	31	100
Ringling	53	24	15	34	26		25	100
Billings	27	08	36	15	15	04	30	100
Other trading centers	41	02	27	32	15	19	07	100
All trading centers	2,440	24	40	33	11	06	10	100

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a/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

Farm and Family Factors as Related to Farm

Family Buying Characteristics

Type and ownership of store were not the only factors that exerted an external influence on consumer choice of store patronage. They were discussed in connection with the type of commodity purchased, and reasons for such purchases because type and ownership of store are related to the commodity sold.

Other factors exerting an influence on consumer choice of store patronage include farm and family characteristics such as gross income from the farm, size of family, distance from Livingston, type of farm enterprise, tenure status and size of farm.

Gross Income. -- The farm families in the sample were classified into low, medium and high income groups (See Table IX). The average number of different retail stores and trading centers patronized per family showed an upward trend as family income increased. More different kinds of articles, particularly of shopping and specialty goods, were purchased by the high income families. 16/

16/ "Distributors recognize three classes of goods based largely upon consumer's purchasing habits. Convenience goods are those which customers usually desire to purchase at frequent intervals and with a minimum of effort. Since buyers have urgent need for them, substitutes are readily accepted, and, since unit price is usually small, buyers do not feel justified in going out of their way to buy them. Shopping goods are those for which the buyer likes a variety from which to choose and, therefore, shops about for them and compares those available. Purchase is not urgent and can be deferred. Specialty goods are those which are different from others either naturally or because sellers have made them so by advertising and use of brands. Since only the particular goods in mind will satisfy the existing desires, substitution does

TABLE IX.--FARM FAMILY RETAIL BUYING OF 46 COMMODITIES IN THE LIVINGSTON TRADE AREA, IN 1941,
CLASSIFIED BY GROSS FARM INCOME AND TYPE OF PURCHASE

Item	Total purchases and gross income			Farm purchases and gross income			Household purchases and gross income			Personal purchases and gross income		
	\$0- 1499	\$1500- 5999	\$6000 above	\$0- 1499	\$1500- 5999	\$6000 above	\$0- 1499	\$1500- 5999	\$6000 above	\$0- 1499	\$1500- 5999	\$6000 above
	Number of families	25	40	20	25	40	20	25	40	20	25	40
Number of retail stores used	98	148	118	45	60	43	30	54	44	56	78	60
Retail stores per family	12.0	15.6	16.4	4.6	6.4	7.0	3.7	4.4	5.0	5.7	6.9	6.8
Number of trading centers used	13	19	14	7	12	8	5	8	9	13	12	11
Trading centers per family	2.4	2.6	3.2	1.8	2.3	2.6	1.6	1.5	1.8	1.9	1.7	2.1

Chain stores were patronized by families in all income groups but this patronage was greatest among lower income families and for purchases of household commodities. In the low income group, 33 percent of the families usually purchased the groceries listed in the survey in chain stores. Corresponding proportions for the medium and high income groups were 28 and 25 percent, respectively. Low income families made 50 percent of their recorded purchases in chain stores. The medium and high income groups made 26 and 20 percent, respectively, in these stores. This is in contrast to the findings of an urban consumer study made in Elyria, Ohio. 17/ A study of 360 farm families in New York in 1928-29 indicated that more than one-half of the families purchased staple foods in chain stores. 18/ Of the 85 families questioned in Park County, one-fourth purchased staple foods in these stores.

Store patronage was determined on a variety of bases. Between

not take place readily and buyers will go to considerable trouble to secure these goods. Since individual customers differ in their habits of buying, the same article may be purchased by one as a shopping good and by other customers as a convenience or specialty good." Coles, Jessie V., op. cit., p. 35-36.

17/ A study of consumer buying habits in Elyria, Ohio, indicated that the largest percentage of those buying little or nothing in chain stores was found in the low income group, and the highest income group contained the largest percentage of those buying most of their commodities in chain stores. The need for credit was given as a possible explanation for keeping low income families from buying at chain stores, where credit is not generally offered. See a Survey of Consumer Buying Habits in Elyria, Ohio, Department of Economics, Oberlin College, Ohio, 1930.

18/ Fish, Marion, op. cit., p. 31-32

income groups, the differences in reasons given were greatest in the price, personal and merchandising classifications. (See Table X). The high income group emphasized social reasons somewhat less than did other income groups. The lowest income families selected stores more for price and personal reasons and less for merchandising reasons than did the other groups.

Size of Family. -- The sample of 85 families was divided into three groups by size of family, containing 29, 37 and 19 families, respectively. (See Table XI).

The families of three and four persons, on the average, patronized a greater number of retail stores and fewer trading centers than did either of the other size of family groups. The small families, on the average, purchased slightly fewer of the commodities listed than did the larger families. The percentage of the commodities bought in chain stores did not vary between size of family groups.

Small families of one or two persons placed a relatively high value upon friendship for the store proprietors or clerks in deciding where to purchase (See Table XII). Merchandising reasons, principally a larger assortment of commodities and the availability of brand goods, were relatively more important to large families in determining their store selections. This was true especially in the cases of farm and household purchases. Differences appeared in the relative emphasis given other classes of reasons, but no definite trend could be discovered. These differences might have been caused by such factors as size of income or distance from the trading center.

TABLE X.--THE PER CENT DISTRIBUTION OF REASONS FOR RETAIL STORE PATRONAGE BY FARM FAMILIES CLASSIFIED BY GROSS FARM INCOME AND TYPE OF PURCHASE

Reason for store patronage	Total purchases and gross farm income			Farm purchases and gross farm income			Household purchases and gross farm income			Personal purchases and gross farm income		
	L	M	H	L	M	H	L	M	H	L	M	H
	(per cent)			(per cent)			(per cent)			(per cent)		
Price	43	40	38	47	40	42	49	51	46	30	25	21
Convenience	32	32	33	25	29	30	35	35	33	33	33	40
Social	11	10	13	16	13	14	08	04	10	12	17	14
Personal	07	06	04	02	01	01	05	04	03	12	14	08
Merchandising	07	12	12	10	17	13	03	06	08	13	11	17
Total	100	100	100	100	100	100	100	100	100	100	100	100
Habit b/	25	25	24	17	19	12	28	34	36	18	20	16

a/ L--Twenty-five low income families, \$0-\$1,499.
M--Forty medium income families, \$1,500-\$5,999.
H--Twenty high income families, \$6,000-above.

b/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit was given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

TABLE XI.--FARM FAMILY RETAIL BUYING OF 46 COMMODITIES IN THE LIVINGSTON TRADE AREA, IN 1941,
CLASSIFIED BY SIZE OF FAMILY AND TYPE OF PURCHASE

Item	Total purchases and size of family			Farm purchases and size of family			Household purchases and size of family			Personal purchases and size of family		
	1-2	3-4	5-10	1-2	3-4	5-10	1-2	3-4	5-10	1-2	3-4	5-10
	Number of families	29	37	19	29	37	19	29	37	19	29	37
Number of retail stores used	122	151	121	52	57	55	43	47	34	71	83	55
Retail stores per family	13.2	15.6	14.5	6.1	6.0	6.4	4.0	4.7	4.2	5.3	7.4	6.5
Number of trading centers used	16	12	19	6	8	12	10	6	8	16	12	12
Trading centers per family	2.8	2.4	3.0	2.2	2.0	2.5	1.5	1.4	1.6	1.8	1.8	2.0

TABLE XII.--THE PERCENT DISTRIBUTION OF REASONS FOR RETAIL STORE PATRONAGE BY FARM FAMILIES CLASSIFIED BY SIZE OF FAMILY AND TYPE OF PURCHASE

Reasons for store patronage	Total purchases and size of family			Farm purchases and size of family			Household purchases and size of family			Personal Purchases and size of family		
	S	M	L	S	M	L	S	M	L	S	M	L
	(percent)			(percent)			(percent)			(percent)		
Price	40	41	39	44	42	40	47	52	44	21	25	31
Convenience	34	31	35	31	25	30	36	32	36	36	33	35
Social	13	11	07	12	17	12	11	06	02	20	14	11
Personal	05	06	06	01	02	02	03	05	05	11	13	13
Merchandising	08	11	13	12	14	16	03	05	13	12	15	10
Total	100	100	100	100	100	100	100	100	100	100	100	100
Habit b/	25	23	24	17	18	15	35	33	30	19	15	24

a/ S--Twenty-nine small families, 1-2 persons.

M--Thirty-seven medium families, 3-4 persons.

L--Nineteen large families, 5-above persons.

b/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

Distance from the Trading Center. -- The number of stores used per family varied inversely with the distance from Livingston. (See Table XIII). Clyde Park and Wilsall were the important smaller trading centers for farm families within the Livingston trade area. These two towns had fewer retail stores, particularly fewer specialized stores, than had Livingston. Consequently, for a given list of commodities, rural buyers patronized fewer different retail stores in Clyde Park or Wilsall than they probably would have patronized in Livingston.

The total and average number of trading centers patronized by farmers tended to increase as the distance from Livingston increased. Many of the families located on the outer edge of the Livingston trade area were within the trade areas of other cities or towns. These families tended to patronize several trading centers. Even the families living but a short distance from Livingston, however, generally purchased one or more of the listed commodities in other trading centers. ^{19/}

Chain store patronage, except for groceries, did not vary significantly as distance increased. Thirty-nine percent of the low distance families usually purchased their groceries in chain stores. Of the medium and high distance groups, 31 and 28 percent, respectively,

^{19/} "A person living within the limits of a certain retail trade area does not necessarily make all his purchases within that area. If prices vary enough, he will shift his patronage from one place to another. Because of overlapping areas and the mobility of the average consumer, this usually is not difficult." The Consumer and The Economic Order, Waite, Warren C. and Cassidy, Ralph Jr., McGraw-Hill Book Company, Inc., New York, 1939, pp. 234-235.

TABLE XIII.--FARM FAMILY RETAIL BUYING OF 46 COMMODITIES IN THE LIVINGSTON TRADE AREA, IN 1941.
CLASSIFIED BY FARM DISTANCE FROM LIVINGSTON AND TYPE OF PURCHASE:

Item	Total purchases and distance from Livingston			Farm purchases and distance from Livingston			Household purchases and distance from Livingston			Personal purchases and distance from Livingston		
	1-14.9	15-21.9	22-50	1-14.9	15-21.9	22-50	1-14.9	15-21.9	22-50	1-14.9	15-21.9	22-50
Number of families	28	28	29	28	28	29	28	28	29	28	28	29
Number of retail stores used	135	135	130	59	59	63	37	40	36	66	69	67
Retail stores per family	15.5	15.2	12.9	6.3	5.9	5.9	4.7	4.4	3.7	6.6	6.7	6.0
Number of trading centers used	13	12	19	7	7	13	5	6	8	12	11	16
Trading centers per family	2.1	2.4	3.5	1.6	2.0	2.7	1.3	1.4	1.9	1.4	1.7	2.3

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patronized chain grocery stores. The accessibility of these stores accounted for most of the differences in patronage. They were more conveniently located for the low distance groups than for the families living more than 22 miles from Livingston.

Farm family groups classified by distance showed important differences in the emphasis given various reasons for store selections. (See Table XIV). The families located near Livingston selected a higher percentage of their retail stores for price reasons and a lower percentage for convenience reasons than did the other groups. Social reasons accounted for a relatively high percentage of store selections made by the medium distance group. This high percentage was due, in part, to Reason C10, or group pressure for buying cooperatively. In this case, farmers' cooperative oil companies, operating principally in the medium distance territory, were beneficiaries of the group pressure. Convenience became more important to farm buyers as their distance from Livingston increased.

Type of Farm Enterprise. -- The division of the 85 farm families by type of major farm enterprise gave results similar to those found in connection with distance from the trading center. Thus, data for grain farm operators were similar to those for farm families living the greatest distance from Livingston. Data for livestock operators were similar to those for families located near the county seat. The families operating grain farms patronized an average of fewer retail stores but more trading centers than did families operating livestock

TABLE XIV.--THE PERCENT DISTRIBUTION OF REASONS FOR RETAIL STORE PATRONAGE BY FARM FAMILIES CLASSIFIED BY FARM DISTANCE FROM LIVINGSTON AND TYPE OF PURCHASE

Reasons for store patronage	Total purchases and distance from Livingston			Farm purchases and distance from Livingston			Household purchases and distance from Livingston			Personal purchases and distance from Livingston		
	L	M	H	L	M	H	L	M	H	L	M	H
	(percent)			(percent)			(percent)			(percent)		
Price	46	37	37	47	38	40	58	50	40	28	19	29
Convenience	25	30	42	20	26	38	25	31	45	31	31	42
Social	12	14	07	15	18	10	08	09	04	15	19	11
Personal	07	07	05	01	03	01	05	05	03	14	12	10
Merchandising	10	12	09	17	15	11	04	05	08	12	19	08
Total	100	100	100	100	100	100	100	100	100	100	100	100
Habit b/	24	25	23	17	20	13	35	31	32	15	20	20

a/ L--Low distance from Livingston, 1-14.9 miles, twenty-eight families.
M--Medium distance from Livingston, 15-21.9 miles, twenty-eight families.
H--High distance from Livingston, 22-above miles, twenty-nine families.

b/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

ranches. (See Table XV). Families operating diversified farms were the medium group in the tendencies shown.

The type of major farm enterprise probably was less important than distance as a factor in determining where retail buying was done. Those families operating livestock ranches located 22 miles or more from Livingston, used much the same retail outlets and trading centers as did their grain farm neighbors. Likewise, the families operating diversified and grain farms were influenced to a great extent in their choice of stores by their distance from Livingston.

Grain farm operators emphasized convenience reasons more and social reasons less in store selection than did other groups. (See Table XVI). Differences other than these, were not significant, and the type of farm enterprise appeared to have relatively little influence upon the reasons given.

Tenure Status. -- The 85 farm families cooperating in the study were divided according to the tenure status of the farm operator into full owner, part owner, and renter groups. The number of part owners was smaller than either the owner or renter groups. The part owners, however, had, on the average, considerably higher gross cash farm incomes and farmed larger acreages than did full owners or renters. Full owners farmed the smallest acreages and renters received the lowest incomes of any of the tenure groups. 20/

20/ Full owners averaged \$4725 gross income in 1940 from an average farm size of 820 acres. Part owners averaged \$6915 from 2468 acres farmed. Renters averaged \$3580 gross income from 1156 acres farmed.

TABLE XV.--FARM FAMILY RETAIL BUYING OF 46 COMMODITIES IN THE LIVINGSTON TRADE AREA, IN 1941,
CLASSIFIED BY TYPE OF MAJOR FARM ENTERPRISE AND TYPE OF PURCHASE

Item	Total purchases and type of farm			Farm purchases and type of farm			Household purchases and type of farm			Personal purchases and type of farm		
	L	D	G a/	L	D	G	L	D	G	L	D	G
	Number of families	43	28	14	43	28	14	43	28	14	43	28
Number of retail stores used	171	120	95	77	55	44	47	39	26	89	63	48
Retail stores per family	15.3	13.3	12.6	6.4	6.0	5.6	4.4	4.6	3.7	6.7	6.0	6.1
Number of trading centers used	18	17	16	10	5	10	10	7	6	14	11	12
Trading centers per family	2.3	2.7	3.6	2.0	2.1	2.7	1.3	1.7	1.9	1.6	2.1	2.5

a/ L--Livestock
D--Diversified
G--Grain

TABLE XVI.—THE PERCENT DISTRIBUTION OF REASONS FOR RETAIL STORE PATRONAGE
BY FARM FAMILIES CLASSIFIED BY TYPE OF MAJOR FARM
ENTERPRISE AND TYPE OF PURCHASE

Reasons for store patronage	Total purchases and type of farm			Farm purchases and type of farm			Household purchases and type of farm			Personal Purchases and type of farm		
	L	D	G	L	D	G	L	D	G	L	D	G
	(percent)			(percent)			(percent)			(percent)		
Price	40	41	41	41	42	45	52	46	51	23	30	24
Convenience	31	32	40	25	30	36	30	38	40	36	25	44
Social	12	12	06	16	15	05	07	08	01	16	15	13
Personal	05	06	04	02	01	01	03	05	02	11	16	10
Merchandising	12	09	09	16	12	13	08	03	06	14	14	09
Total	100	100	100	100	100	100	100	100	100	100	100	100
Habit b/	25	23	25	18	13	12	35	32	35	16	19	24

a/ L—Livestock farms, forty-three families

D—Diversified farms, twenty-eight families

G—Grain farms, fourteen families

b/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

The large-scale livestock ranch operators constituted 30 percent of the part owner classification, and 14 and ten percent, respectively, of the full owner and renter classes. The part owners tended to buy a greater total number of farm commodities than did the renters. (See Table XVII). In addition, they patronized, on the average, a greater number of retail stores, but relatively fewer different trading centers. The owner group occupied a medium position in these trends. The owners and part owners, on the average, made 26 percent of their recorded purchases in chain stores. The renters, a lower income group, made 34 percent of their recorded purchases in these stores.

The farm owners emphasized social reasons to a greater extent and merchandising and habit reasons to a lesser extent in store patronage than did the families in other tenure classifications. (See Table XVIII). Renters made a greater percentage of their store selections on the basis of convenience and a lesser percentage on a social basis. The tenure status of the farm operator exerted some influence upon decisions where to buy, but a part of the variations shown in Table XVIII appeared to be caused by the gross income and distance factors.

Size of Farm. -- The size of farm was related, to some extent, to tenure status and the amount of gross cash farm income. It was noted previously that the larger farms were operated primarily by part owners.

The gross cash income from these farms also was high. The smallest farms were associated with lower incomes, although a few small farms operated by owners showed relatively high returns. The number of retail

TABLE XVII.--FARM FAMILY RETAIL BUYING OF 16 COMMODITIES IN THE LIVINGSTON TRADE AREA, IN 1941,
CLASSIFIED BY TENURE STATUS OF THE FARM OPERATOR AND TYPE OF PURCHASE

Item	Total purchases and tenure status			Farm purchases and tenure status			Household purchases and tenure status			Personal purchases and tenure status		
	O	P	R ^{a/}	O	P	R	O	P	R	O	P	R
Number of families	39	16	30	39	16	30	39	16	30	39	16	30
Number of retail stores used	155	119	131	64	45	52	48	33	41	88	49	66
Retail stores per family	14.4	15.3	14.1	6.3	6.3	5.8	4.0	4.6	4.7	6.2	7.2	6.4
Number of trading centers used	20	13	14	12	8	8	9	5	7	14	9	10
Trading centers per family	2.6	2.7	2.7	2.1	2.1	2.3	1.3	1.6	1.7	1.7	1.9	1.9

^{a/} O--Owners
P--Part-owners
R--Renters

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TABLE XVIII.--THE PERCENT DISTRIBUTION OF REASONS FOR RETAIL STORE PATRONAGE OF FARM FAMILIES CLASSIFIED BY TENURE STATUS OF THE FARM OPERATOR AND TYPE OF PURCHASE

Reasons for store patronage	Total purchases and tenure status			Farm purchases and tenure status			Household purchases and tenure status			Personal purchases and tenure status		
	O	P	R	O	P	R	O	P	R	O	P	R
	(percent)			(percent)			(percent)			(percent)		
Price	40	41	40	42	45	41	52	48	45	20	26	31
Convenience	32	30	35	27	23	33	31	33	39	38	33	31
Social	13	11	08	14	17	12	08	06	04	19	14	11
Personal	06	05	06	01	01	01	04	05	04	12	11	13
Merchandising	09	13	11	16	14	13	05	08	08	11	16	14
Total	100	100	100	100	100	100	100	100	100	100	100	100
Habit b/	23	26	27	17	16	16	24	40	40	19	20	18

a/ O--Owner, thirty-nine families
P--Part-owners, sixteen families
R--Renters, thirty families

b/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

stores and of trading centers patronized by the families in the survey showed an upward trend as the size of farm increased. (See Table XIX).

The families operating small farms made 39 percent of their recorded purchases in chain stores. Corresponding proportions for the families operating medium and large farms were 28 and 22 percent, respectively.

The percentage distribution of reasons for store patronage also was similar for size of farm and size of gross income classifications. (See Table XX). Families operating small farms emphasized price reasons to a greater extent and merchandising reasons to a lesser extent than did families on medium or large farms. These differences were the result, largely, of causes similar to those influencing the differences shown by gross income groups.

In summary, the data gathered showed that farm family choice of store patronage was influenced by type of commodity purchased, by type of store patronized and by size, as well as location of trading center. Farm and family factors also influenced farm family buying characteristics, but to a lesser extent than the above factors. Based on the opinion of the farm families interviewed, it can be said that commodity price advantage was the major reason influencing their store patronage in 40 percent of the purchases recorded. Price and convenience, together, were the bases of store patronage for 74 percent of the purchases recorded. Social, personal and merchandising reasons also were important influences in store patronage for certain commodities, and for some stores, especially in the case of certain trading centers.

TABLE XIX.--FARM FAMILY RETAIL BUYING OF 46 COMMODITIES IN THE LIVINGSTON TRADE AREA, IN 1941,
CLASSIFIED BY SIZE OF FARM AND TYPE OF PURCHASE

Item	Total			Farm			Household			Personal		
	purchases and size of farm			purchases and size of farm			purchases and size of farm			purchases and size of farm		
	20- 299	300- 799	800 over	20- 299	300- 799	800 over	20- 299	300- 799	800 over	20- 299	300- 799	800 over
Number of families	24	30	31	24	30	31	24	30	31	24	30	31
Number of retail stores used	127	154	154	54	64	73	30	46	43	57	68	74
Retail stores per family	12.3	15.2	15.6	4.8	6.6	6.7	3.8	5.2	4.0	5.9	6.3	7.0
Number of trading centers used	15	19	15	9	10	14	4	8	9	14	15	15
Trading centers per family	2.3	3.0	3.0	1.8	2.3	2.3	1.3	1.6	1.6	1.7	1.7	2.1

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TABLE XX--THE PERCENT DISTRIBUTION OF REASONS FOR RETAIL STORE PATRONAGE BY FARM FAMILIES CLASSIFIED BY SIZE OF FARM AND TYPE OF PURCHASE

Reasons for store patronage	Total purchases farm and size of			Household purchases farm and size of			Personal purchases farm and size of		
	S	M	L	S	M	L	S	M	L

Price	43	41	38	46	44	38	49	51	49	51	23	23
Convenience	32	35	30	29	30	28	33	38	32	35	37	33
Social	11	08	15	16	10	16	07	02	09	11	13	19
Personal	06	06	05	01	01	01	05	04	03	12	14	11
Merchandising	08	10	12	08	15	17	06	05	07	11	13	14
Total	100	100	100	100	100	100	100	100	100	100	100	100

a/ S--Small farm size, 0-299 acres, twenty-four families
 M--Medium farm size, 300-799 acres, thirty families
 L--Large farm size, 800-above acres, thirty-one families
 b/ Habit, as a reason for purchase, is a duplicate of the other reasons. If habit were given as a reason, the interviewer obtained the reason for the original purchase of the item at a particular store and included the reason under another classification.

Gross farm income and distance from the trading center were the most important of the farm and family factors influencing store patronage of farm families. Families with lower gross incomes patronized a greater proportion of stores for reasons of price advantage than did families in the higher income brackets. Convenience reasons for store patronage increased in importance as the distance of farm from Livingston increased.

Phases of The Problem Meriting Additional Study

This study of farm family buying characteristics, with emphasis on where buying is done, deals only with a very limited part of the whole problem. Information on other phases is necessary to understand more fully the buying characteristics of farm families. Some of these other phases are discussed in the succeeding section.

Underlying Reasons. - The data obtained for this study dealt only with the opinions given by farm retail buyers concerning their reasons for patronizing certain stores when buying a representative list of goods and services. Furthermore, to expedite the study, it was necessary to obtain information on only one reason, rather than several, and an attempt was made to obtain the major reason, in the opinion of the person interviewed. In order to gain further knowledge regarding farm family buying characteristics these other less basic reasons, influencing choice of store patronage should be studied and analyzed. It might well be that a combination of several minor reasons is as

important as a single major reason in causing farm families to patronize a certain store.

Conveniences. -- It is known from the answers given by farm retail buyers in the Livingston trade area that "Convenient store location" involved several types of convenience. There was convenience of the store location within the town or city and convenience of location of one town or city over another. There was also convenience of time and convenience of effort, resulting in savings of effort. A more complete study of the convenience factor alone, as it relates to farm family buying characteristics, should prove valuable to retail sellers in meeting the needs and desires of rural retail buyers.

Additional Farm and Family Factors. -- The six farm and family factors which were selected for analysis were known to be only a part of the total factors affecting farm family buying characteristics. During preliminary analysis of the data that were gathered, it became evident from remarks included in the farm schedules that the length of residence of the farm family in the trade area exerted an influence upon family buying characteristics.

Families which were known to have lived in the Livingston trade area between one and two years only, appeared to have carried over buying characteristics from their previous residence. In addition, they apparently had not yet established store loyalties in Livingston. Consequently, they had fewer regularly patronized places for purchasing in Livingston, and such families occasionally patronized certain stores

in their former home towns, particularly if they were located relatively near to Livingston. This factor, length of residence, appeared to merit study as an influence on the buying characteristics of the families surveyed. These cases might have been excluded from the study, which would have reduced the number of cases analyzed. However, it was felt better to include them in the analysis and to call attention to this problem.

Distance. -- Since distance is an important factor, influencing farm patronage of retail stores, as shown by the data, it seemed apparent that farm families located some distance from Livingston, could save time and effort through cooperative buying trips to Livingston. A question arising immediately was, "Do trips to town have social value for the farm families?" The data secured did not measure this possible value. However, in the opinion of the interviewer, buying trips to Livingston did have considerable social value to the families studied. This value should be added to the value of the opportunity to personally examine the articles purchased. These values, possibly, were as great or greater to the families than were the values of possible, time, effort and money savings which might be secured through pooled purchasing and cooperative buying trips to Livingston.

General Attitudes. -- The 85 farm families, as a group, did not appear to desire fundamental changes in their retail buying market. They tended to regard their patronage problems as individual matters and sought to adjust themselves as best they could. A prevailing attitude appeared to

be as follows: "We can't do anything about getting more for our money, anyway."

A major part of the low income families felt that their inability to secure goods and services they wanted from retail stores was due to their low incomes and not to difficulties in buying. The general retail marketing system appears to have encouraged this belief, for it is evident that all commodities offered for sale can be obtained provided the buyer has sufficient money. In their own opinions, the lower income families studied were patronizing stores on the basis of price advantage to a greater degree than were the higher income families.

Certain farm families insisted that retail selling should have a minimum of regulation; that they would accept any risks of possible unfair selling methods. Retailing was one important occupational field still open to anyone who wished to enter and these families felt it should be kept open.

The farm families studied did not appear to recognize the importance of the patronage choices they made as retail buyers. Most of them had not seriously considered, nor analyzed purchasing characteristics. The average gross incomes of the families studied were relatively high, and it is possible that these families were, as a group, buying effectively in terms of obtaining the greatest satisfaction from the time, effort and money spent. The attitude of some of the buyers was expressed as follows: "Well, if I do waste a little money, whose business is that but my own?"

Retail Merchant-Farm Family Relationships. -- Personal acquaintance and other social reasons basically affect retail trade in Livingston.

Clyde Park and Wilsall. The major part of the farm retail buyers who patronize Livingston stores were personally acquainted with numerous store proprietors and clerks in that city. All of the merchants in Clyde Park and Wilsall generally were known to the farm families who patronized those villages. This meant that, in many instances, social reasons were an important secondary factor when they may not have been considered to have been primary by the buyer. Many of the farm families studied relied on the advice of the merchant with regard to commodity quality. Much of the retail patronage of Livingston, Clyde Park and Wilsall is "repeat business", and merchants, as a group, attempt to advise retail buyers accurately for greater buyer satisfaction. A study of social factors as they affect the total farm family retail trade of Livingston should provide valuable additional information concerning the problem of farm family choices between stores.

Retail Merchant-Farm Family Opportunities. -- There is need for closer relationships between retailers and farm family buyers in the Livingston trade area. The low income families studied could benefit considerably from such innovations as pooled purchasing, cooperative trips to town, and low cost, low service stores in a greater number of merchandise lines. However, it is doubtful whether, in the near future, group pressure for such changes will come from these buyers. Not all low income families will patronize stores primarily because of price advantages. Certain low income families received greater satisfaction from selection stores on the basis of quality and service than from selections for price reasons. This is true especially for certain commodities.

The farm families studied traveled to trading centers, in part, to visit with neighbors and to obtain other social and recreational advantages. Comfortable waiting rooms, equipped with rest rooms and other accommodations, might attract farm patronage to trading centers as well as to individual stores. Large fellowship dinners or picnics attended jointly by merchants and farmers can establish better understandings between town and country people.

The retailers who attempt to establish closer relationships with farm family buyers to benefit both seller and buyers must consider all of the above factors, and many more, in addition. Only in this way can retailers more nearly meet the needs and desires of the greatest number of farm family retail buyers.

PART III: SUMMARY AND CONCLUSIONS

Summary

A summary of the findings in this study brings out the following characteristics of the farm family choice of store patronage:

1. The farm families gave many different reasons for patronizing certain retail stores. Price and convenience were considered by them to be the most important bases for choosing the store to be patronized.
2. The total group of families bought 46 classes of commodities at certain stores on the basis of reasons classified as follows: price advantage, 40 percent; convenience reasons, 34 percent; for social reasons, 11 percent; for personal reasons, five percent; and merchandising reasons, ten percent. One-fourth of the store selections were made because of habit, though for the original selection one of the other above reasons applied. The range of minor reasons varied considerably.
3. Under each of the above reasons for store patronage were minor and more specific reasons. Some minor reasons were considerably more important than others. Lower commodity price was the most important of the minor reasons under price advantage, and convenience of the store location was the most important under the major reason of convenience. These two minor reasons accounted for almost one-half of the store selections made by the farm families studied. Other minor reasons of some

importance were, friendship for the store proprietor or clerk, quality and style of the commodity purchased, high trade-in value, and brand availability (See Appendix A).

4. The type of commodity purchased showed considerable influence on the reasons for which store choices were made. Price advantage was important for staple commodities bought chiefly for their usefulness and was less important for commodities bought for style reasons. Convenience was desired for standard-priced commodities not involving any particular services. Examples are cigarettes and pencils. Social reasons were important for standard-priced commodities whose purchase involved special services. Examples are tensorial services and auto fuel. Personal reasons were important for commodities where style was desired. Merchandising advantage was desired for commodities bought largely on a brand basis. Habit was more important in determining grocery store patronage than in determining patronage of other types of stores.
5. Chain stores composed seven percent of the total number of stores but received 29 percent of the patronage recorded in the data. Price and habit were important factors in chain store patronage. Price, convenience, social and habit reasons were important to rural customers of independent stores.
6. In their patronage of grocery, hardware and clothing stores, farm families stressed price reasons. They stressed convenience reasons for general and variety stores, social reasons for drug

stores, and price and convenience reasons for feed and seed stores.

7. Stores in Livingston and other cities were patronized largely for reasons of price and larger assortments of goods, particularly those where style was important. Stores in the villages of Clyde Park and Wilsall were patronized for convenience, social and habit reasons.
8. The trade area of Livingston, a small city, included the trade areas of the villages, Clyde Park and Wilsall. Farm families living near these two villages were some distance from Livingston and convenience was primary in determining their store patronage. They tended to buy what commodities they could at these villages, particularly low price, bulky, and standard-price articles. Larger purchases of household goods were made in Livingston or other cities. Farm commodities and staple products generally were available in the villages.
9. The gross cash farm income and the distance from Livingston of the farm location were found to be the most important of the farm and family factors considered in the study.
10. High income families, on the average, patronized a greater number of retail stores and trading centers, than did lower income groups. In addition, they made proportionately fewer purchases in chain stores. The low income families emphasized price, convenience and personal reasons for store patronage. Price, convenience and social reasons were the most important to high

income families.

11. Families of three and four persons, on the average, patronized a greater number of stores, but fewer trading centers than did either larger or smaller families. Small families valued social reasons for store patronage more highly than did the larger families. Large families gave greater relative emphasis to merchandising reasons for store patronage. No consistent trend of influence upon patronage could be found for the size of family factor.
12. The distance of the farm location from Livingston was an important influence on family buying characteristics. The families located near Livingston patronized a greater number of stores but fewer trading centers than did those living farther from the county seat. Convenience reasons for store patronage became more important as the distance increased, while other reasons became less important.
13. Store patronage of farm families classified by type of farm enterprise was similar to that of families classified by distance from Livingston. Grain farms were located the greatest average distance from Livingston, and livestock ranches the smallest average distance. Convenience reasons were most important for store patronage by grain farm operators.
14. Part-owners, having the highest incomes of any of the tenure groups, patronized the largest number of retail stores. Owners

emphasized social reasons relatively more and merchandising and habit reasons relatively less in store patronage than did other tenure groups.

15. Store patronage of farm families classified by size of farm corresponded closely to that of families classified by size of gross income. Small farms were, in general, associated with low gross incomes, and large farms with high gross incomes. Price advantage was relatively more important and merchandising reasons relatively less important to families on small farms than to those on large farms.

Conclusions

In conclusion, it can be stated that:

1. The farm families studied ranked the reason classifications for choices among stores as follows: price advantage, convenience, habit, social, merchandising and personal.
2. They ranked the important specific reasons in the following order of importance: lower commodity price, convenient store location, friendship for the store proprietor or clerks and style of the commodity purchased.
3. Based on the opinion of farm families, credit was relatively unimportant as an influence in determining which stores were patronized.
4. The farm families, as a rule, patronized more than one trading

center.

5. Their buying characteristics were influenced by many factors.

These factors ranked as follows in importance: the type of commodity purchased, the type of store patronized, the size and location of the trading center patronized, and farm and family factors. The important farm and family factors were gross farm income and distance of the farm from the trading center.

ACKNOWLEDGMENTS

The author is indebted to the farm families in the Livingston trade area who, through their answers to numerous questions, furnished the material for this study. He would also like to express his gratitude and appreciation to Dr. C. E. Kraenzel for his valuable criticisms and suggestions throughout the study. Recognition is also due many others who aided in checking the factual material, typing, and editing the manuscript.

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Appendix A

The reasons for patronizing certain stores were listed as follows:

- A1 1. The commodity was lower in price.
- A2 2. The commodity was of higher quality per unit cost.
- A3 3. Credit was less expensive, or obtainable only here.
- A4 4. This was a second-hand commodity available at a low price.
- A5 5. Quantity buying permitted lower prices.
- A6 6. Fewer sales services meant lower prices, or higher quality at identical prices.
- A7 7. A trade-in had a higher value.
- A8 8. Better bargains were obtained by shifting patronage.
- A9 9. Farm commodities were useful only in trade.
- B1 10. Credit was established and was convenient.
- B2 11. The entire order could be purchased with maximum convenience.
- B3 12. The store had a convenient location.
- B4 13. Orders were speedily filled.
- B5 14. Articles purchased were returnable at the buyer's convenience.
- B6 15. The trade-in was more convenient.
- B7 16. Delivery service was available.
- B8 17. Loading and parking facilities were more convenient.
- B9 18. Sizes and amounts of commodities were more convenient.
- B10 19. Telephoned orders were filled.
- C1 20. Friends advised purchasing there.
- C2 21. Relatives owned, or worked in the store.

- C3 22. The store was selected because of the religious status of the owner, or clerks.
- C4 23. The store was selected because of the organizational status of the owner or clerks.
- C5 24. The store was selected because of the political status of the owner or clerks.
- C6 25. Friends owned, or worked in the store.
- C7 26. Neighbors purchased there and opportunities to meet and visit were available.
- C8 27. It was customary for members of the community to purchase there.
- C9 28. There was prestige in purchasing there.
- C10 29. There was group pressure for buying cooperatively.
- D1 30. The style of the commodity available was to the customer's liking.
- D2 31. The commodity purchased matched other furnishings.
- D3 32. The purchaser liked variety and newness in retail stores used.
- D4 33. The purchaser disliked to leave the store without purchasing.
- D5 34. The purchase was made for revenge upon a competing store.
- D6 35. The desire for perfection in economic buying induced purchasing there.
- D7 36. The desire to possess the best regardless of price.
- D8 37. The purchase was merely for the purpose of buying something.
- D9 38. Buyer superstition required purchasing there.
- E1 39. Steady customers were given advice and preference.
- E2 40. Obvious salesmanship by the staff induced purchasing there.
- E3 41. The largest assortment of commodities were available.
- E4 42. The store had a friendly atmosphere.

- E5 43. The store proprietor and clerks had reputations for honest dealing.
- E6 44. The brand or kind of article wanted was available only there.
- E7 45. Obvious advertising appeal induced purchasing there.
- E8 46. The store was neater and cleaner.
- F1 47. Pure habit was responsible for purchasing there.

Appendix B

Buying Characteristics of Farm Families in the
Livingston, Montana Trade Area

Field Schedule

Name	Ownership of farm--	Owned	_____
Number in family--Men (over 21)		Rented	_____
Women (over 21)			_____
Boys (15 - 21)	Type of farm---	Irrigated	_____
Girls (15 - 21)		Dryland	_____
Children (under 15)		Range	_____
Distance from town			_____
Annual gross income		Livestock	_____
		Grain	_____
		Diversified	_____

Class	Type of Commodity	Code No.	Store
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Buildings: Lumber, cement, paint

Fencings: Wire, posts, staples

Farm Machinery: Tractor, combine, plow

Farm Tools: Pitchfork, hammer, basket

Automobiles:

Trucks:

Auto Supplies: Tire, battery, repairs

Truck Supplies: Tire, battery, repairs

Fuel (car): Gasoline, oil

Fuel (truck): Gasoline, oil

Fuel (tractor): Gasoline, oil

Feed (grain): Corn, oats, barley

(concentrates): Tankage, salt,
minerals

(hay): Alfalfa, clover, sw. clover

Seeds: Alfalfa, sw. clover, wheat

Farm Schedule Class	Page Type of Commodity	Name	Code No.	Store
Misc. Farm Equip.:	Rope, stock dip, <u>nails</u>			
Smoking:	Tobacco, <u>cigarettes</u> , pipe			
Personal (man):	Razor or <u>blades</u> , guns fishing equipment			
Clothing (man):	Suit, <u>overalls</u> , shoes			
Clothing (woman):	Formal dress, <u>house-</u> <u>dress</u> , hats			
Clothing (children):	<u>Shoes</u> , underwear, stockings			
Household Furniture:	<u>Bed</u> , table, chairs			
Household Equipment:	Stove, refriger- ator, <u>washing machine</u>			
Vegetables (fresh):	<u>Cabbage</u> , lettuce, carrots			
Vegetables (canned):	<u>Corn</u> , peas, beans			
Fruits (fresh):	<u>Oranges</u> , bananas, apples			
Fruits (dried):	<u>Raisins</u> , apricots, prunes			
Fruits (canned):	<u>Peaches</u> , pears, plums			
Breakfast Foods (prepared):	Any kind			
Sugar:				
Flour:				
Meats:	<u>Bacon</u> , steak, pork chops			
Beverages:	<u>Coffee</u> , tea, soft drinks			
Spices:	<u>Cinnamon</u> , nutmeg, pepper			
Dry Goods (finished):	Curtains, table cloth, pajamas			
Dry Goods (unfinished):	<u>Dress goods</u> , table cloth, pajamas			
Tableware:	<u>Plates</u> , cups, serving bowls			
Kitchenware:	<u>Pots and pans</u> , paring knife measuring cup			

Form Schedule	Page	Name	Code No.	Store
Class	Type of Commodity			
Personal Displays	Jewelry, watches, pictures			
Silverware	Knives, forks, spoons			
Personal (women)	Face powder, hair curlers, hand lotions			
Personal (children)	School supplies toys, dolls			
Personal (family)	Tooth paste, shoe polish, comb			
Gifts	Books, chocolates, flowers			
Tonsorial	Haircut			
Tonsorial	Hair dressing			

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