



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON CONSUMER BUYING BEHAVIOR AT BHAWSAR CHEMICALS

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Abstract

India is a country where Ayurveda was born. And extend its goodwill across the globe. Earlier Ayurveda was been used in India to cure illness and diseases. As time changed, the business environment became more competitive for companies due to heavy competition within the market. In such a scenario, customers select Ayurvedic products and medicines very carefully and by analyzing various factors. Current research work is an attempt to understand the consumer buying behavior towards Ayurvedic medicines. For this research, primary data is collected through a questionnaire survey method of 110 respondents. It is found that people still believe in Ayurvedic medicines/products more than any other.

Keywords: Ayurvedic Medicines, Consumer Buying Behavior

INTRODUCTION

Consumer Buying Behaviour

Consumer buying behavior is that the total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior within the marketplace. The study of consumer behavior draws upon science disciplines of anthropology, psychology, sociology, and economics.

The study of consumer behavior formally investigates individual qualities like demographics, personality lifestyles, and behavioural variables. Also investigated are the influences on the buyer, from social groups like family, friends, sports, and reference groups.

LITERATURE REVIEW

1. Vikrant Arya, Raneev Thakur, Suresh Kumar, Sanjeev Kumar, (2012) studied consumer buying behavior towards ayurvedic medicines/products in Joginder Nagar - a survey. The data are predominantly compiled by face-to-face conversation, based on the questionnaire, with a sample of 500 consumers. The objective of this research survey was to study consumer behavior in consuming/purchasing Ayurvedic medicines/products. It has been concluded that the people of Joginder Nagar are more curious about the Ayurvedic OTC products as compared to the product/medicine recommended by Physicians.
2. Prateek Chopra and Dr. Belur O Baxi, (2019) studied consumer buying behavior towards Ayurvedic Products in Ahmedabad city. The objective of this research is to know the consumer behavior towards various OTC Ayurvedic products. Both primary and secondary data were used in the research. The data was collected through a structured questionnaire method. The Chi-square test was used as the data analysis tool. It is concluded that consumer behavior towards OTC products of Ayurvedic, keep changing also promotional tools affect consumer behavior.
3. Kruti Bhatt and Peenal Sankhla, (2017) studied consumer buying behavior towards Cosmetic Products. The purpose of the paper is to review consumer buying behavior towards cosmetics. 100 samples were taken from Navsari city, Gujarat. Both Primary and secondary data were used in the research. One sample t-test, frequency analysis, and multiple response analysis were used as data analysis statistical tools. It is concluded that people consider quality as the most important factor to purchase cosmetics.
4. Hema Khanal, (2019) studied factors affecting Consumers Buying Behaviour towards Ayurvedic products in Butwal Sub Metropolitan City. This paper aims to analyze whether the product information, price, place, and promotion have a significant effect on consumers' buying behavior towards the ayurvedic product in Nepal. A convenient sample of 230 respondents approached the self-administered questionnaires survey. It is concluded that the price of the ayurvedic product does not affect consumer's behavior for purchasing ayurvedic in Nepal.
5. Dr. J. Balamurugan, (2020) studied consumer buying behavior on Ayurvedic Product in Dindigul District of Tamil Nadu. The study is descriptive supported a survey method covering both primary and secondary data in Ayurvedic Product. The present study adopted convenience sampling of the non-probability method in the Dindigul District of Tamil Nadu. 150 samples

have been selected based on simple random techniques. It is concluded that people are gradually using ayurvedic products to enable their healthy life pattern by consuming ayurvedic products.

RESEARCH OBJECTIVES

- To know the consumer buying behavior.
- To know the most preferable product of the company.
- To find out the association between gender and preference factors.

RESEARCH METHODOLOGY

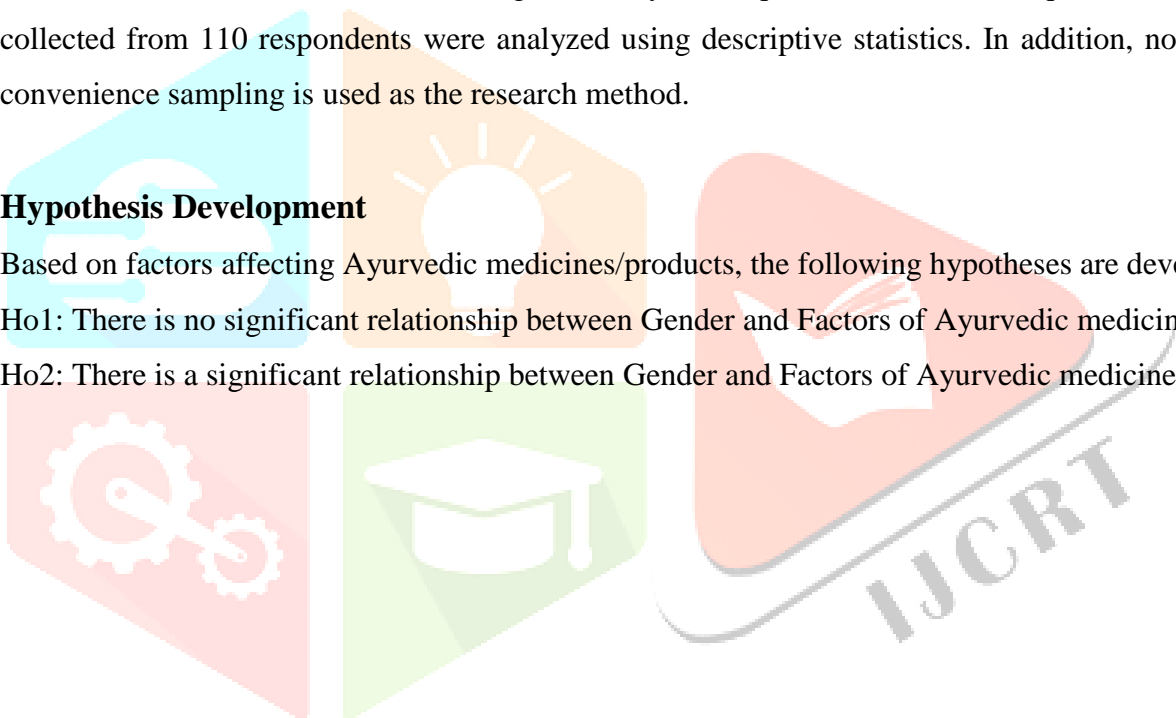
Descriptive research design has been used for this research. Primary data have been used for this research. Data has been collected through a survey technique with a structured questionnaire. The data collected from 110 respondents were analyzed using descriptive statistics. In addition, non-probability convenience sampling is used as the research method.

Hypothesis Development

Based on factors affecting Ayurvedic medicines/products, the following hypotheses are developed.

Ho1: There is no significant relationship between Gender and Factors of Ayurvedic medicines.

Ho2: There is a significant relationship between Gender and Factors of Ayurvedic medicines.



FINDINGS OF THE STUDY

A. Demographic Profile

Table 1: Demographic Profile of the Respondents

Variable	Frequency	Percentage (%)
Gender (n=110)		
Male	59	53.6
Female	51	46.4
Age (n=110)		
Less than 20	1	9
21 to 40	53	48.2
41 to 60	48	43.6
Above 60	8	7.3
Number of members in the family (n=110)		
2	1	0.9
3	18	16.4
4	45	40.9
5	35	31.8
6	8	7.3
7	1	0.9
8	1	0.9
9	1	0.9
Occupation (n=100)		
Professional	27	24.5
Self-Employed	15	13.6
Farmer	1	0.9
Housewife	11	10
Salaried Employee	34	30.9
Government Employee	11	10
Other	11	10
Household Income (annually) (n=100)		
Below 1,50,000	18	16.4
1,50,000 to 3,00,000	16	14.5

3,00,000 to 4,50,000	33	30
4,50,000 to 6,00,000	29	26.4
Above 6,00,000	14	12.7

The demographic profile of respondents is shown in the above table. 1. About 54% of respondents were male and 46% were female. The profile shows that there are only 9% of people less than 20 years of age and the maximum number of respondents is of the age between 21 to 40 years. The profile of respondents represents that there are only 0.9% of respondents have two members in their family while a majority of them have four members. 31% of respondents are salaried employees while least is farmers. Only 13% of respondents get salary above 6, 00,000 while majority gets salary between 3, 00,000 to 4, 50, 000.

B. Regression Analysis

Table 2: Mean and Mode of the most preferable product of the company

Variable	Mean	Mode
Jakhmeruz	1.19	1
Balm	2.71	2

From the above table, the mean and mode of Jakhmeruz are less than that of Balm. Hence, we can say that the most preferable product of the company is the balm used for headaches.

Chi-Square Test

Table 3: Factor 1 with Gender

Factor		Value	df	Sig.	Accepted/ Rejected
Ayurvedic medicines have less or no side effects	Pearson Chi-square	6.999	4	.136	Rejected

Here from the table, it is observed that the significance test value for the ayurvedic medicines that have fewer or no side effects is greater than significance level 0.05. Hence null hypothesis is rejected which suggests there is no significant relationship between gender and factor of ayurvedic medicines.

Table 4: Factor 2 with Gender

Factor		Value	Df	Sig.	Accepted/ Rejected
Ayurvedic medicines aids in weight loss.	Pearson Chi-Square	3.222	4	.521	Rejected

From the above table, it is observed that the significance test value for the ayurvedic medicines aids in weight loss is greater than significance level 0.05. Hence null hypothesis is rejected which suggests there is no significant relationship between gender and factor of ayurvedic medicines.

Table 5: Factor 3 with Gender

Factor		Value	Df	Sig.	Accepted/ Rejected
Ayurvedic medicine reduces risk of diseases.	Pearson Chi-Square	6.723	4	.151	Rejected

From the above table, it is observed that the significance test value for the ayurvedic medicine reduces the risk of diseases is greater than significance level 0.05. Hence null hypothesis is rejected which suggests there is no significant relationship between gender and factor of ayurvedic and medicines.

Table 6: Factor 4 with Gender

Factor		Value	Df	Sig.	Accepted/ Rejected
Ayurvedic medicine helps in reducing inflammation in body.	Pearson Chi-Square	6.483	4	.166	Rejected

From the above table, it is observed that the significance test value for the ayurvedic medicine helps in reducing inflammation in the body is greater than significance level 0.05. Hence null hypothesis is rejected which suggests there is no significant relationship between gender and factor of ayurvedic medicines.

Table 7: Factor 5 with Gender

Factor		Value	df	Sig.	Accepted/ Rejected
Ayurvedic medicines can be consumed along with other medications.	Pearson Chi-Square	2.442	4	..655	Rejected

From the above table, it is observed that the significance test value for the ayurvedic medicines that can be consumed along with other medications is greater than significance level 0.05. Hence null hypothesis is rejected which suggests there is no significant relationship between gender and factor of ayurvedic medicines.

Table 8: Factor 6 with Gender

Factor		Value	df	Sig.	Accepted/ Rejected
Ayurvedic medicine focuses on enhancing the immune system in the body.	Pearson Chi-Square	6.941	4	.139	Rejected

From the above table, it is observed that the significance test value for the ayurvedic medicines that focuses on enhancing the immune system in the body is greater than significance level 0.05. Hence null hypothesis is rejected which suggests there is no significant relationship between gender and factor of ayurvedic medicines.

Table 9: Factor 7 with Gender

Factor		Value	df	Sig.	Accepted/ Rejected
Packaging of ayurvedic medicines are convenient and easy to handle.	Pearson Chi-Square	9.946	4	0.041	Accepted

From the above table, it is observed that the significance test value for the packaging of ayurvedic medicines that are convenient and easy to handle is less than significance level 0.05. Hence null hypothesis is accepted which suggests there is no significant relationship between gender and factor of ayurvedic medicines.

Table 10: Factor 8 with Gender

Factor		Value	df	Sig.	Accepted/ Rejected
Quality of ayurvedic medicines are as per quality standards.	Pearson Chi-Square	2.316	4	.678	Rejected

From the above table, it is observed that the significance test value for the quality of ayurvedic medicines are as per quality standards is greater than significance level 0.05. Hence null hypothesis is rejected which suggests there is no significant relationship between gender and factor of ayurvedic medicine.

Table 11: Factor 9 with Gender

Factor		Value	Df	Sig.	Accepted/ Rejected
Ayurvedic medicines are cheaper than other medicines.	Pearson Chi-Square	5.425	4	.246	Rejected

From the above table, it is observed that the significance test value for the ayurvedic medicines is cheaper than other medicines is greater than significance level 0.05. Hence null hypothesis is rejected which suggests there is no significant relationship between gender and factor of ayurvedic medicines.

CONCLUSION AND DISCUSSION

Researcher started this paper to understand the consumer buying behavior towards Ayurvedic medicine/products and the most preferable product of the company. Further, a study found consumers suggested ayurvedic medicines to others. It is observed that people felt that ayurvedic medicine aids in weight loss. Also, in this era of Allopathic medicines, people prefer Ayurvedic medicines more as it has less or no side effects. Furthermore, people are likely to repurchase the products with those they are comfortable with. It can be concluded that people believe in ayurvedic medicines more than any other.

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