



A Study of Impact of Different Factors of Marketing Mix on the Buying Behavior of Consumer: A Study of Organic Products in Hisar City

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Abstract

In today's business world, exceeding client expectations is a top responsibility for every company. Satisfied customers tend to stick around for a long time. Through their marketing mix, companies make promises or raise expectations in customers. Consumers will be more likely to stick with a product or brand if they believe their expectations have been met, as this will lead to repeat purchases. We gained insight into customer purchasing habits and their influence on the local market through the study's results. Customers' views of the marketing mix determinants of price, sellers, and site were found to have a substantial impact on the frequency with which they purchased a product. In India, the demand for organic products has increased significantly. A healthy body and mind are critical to our well-being. Chemical fertilisers and pesticides are not used in the production of organic products, which are cultivated in a manner that is both environmentally friendly and socially responsible. In recent years, demand for organic products has grown rapidly over the world. An effective marketer will "construct" the marketing mix elements around his or her defined target market based on the marketing mix's many components.

Keyword

Marketing Mix, Brand Loyalty, Consumer Behavior, Buyer, Organic Products

Introduction

With an ever-increasing global population, industrial growth is moving at breakneck pace to meet those needs. Agriculture is also under pressure to enhance crop yields. A few years ago, farmers began using a variety of chemical fertilisers, pesticides, herbicides, and other substances available on the market to boost crop yields. However, the increased use of fertilisers and pesticides began to have negative impacts on both human health and the environment as a whole. [1]

Increasingly, people are realising the adverse consequences of inorganic crops, as well as the benefits of organic food, and they're steadily gravitating toward organic food products that haven't been treated with any chemical chemicals or processes. "The first stage in developing demand for organic products is consumer awareness of organic foods." The quality of a product is more important to today's consumer than the price. Some of the most common reasons Environmental considerations, health and lifestyle issues, product quality, and subjective norms are all reasons to buy organic foods. [2]

In today's marketing, the goal is to exceed the expectations of the target audience by providing a superior customer experience than the competition. This objective ensures the survival of businesses on the market. For this goal, companies employ a variety of methods and spend a substantial amount of money on marketing operations and pay their marketing staff a high compensation. Organizations, on the other hand, attempt to learn more about their buyers' behaviors. People, groups and organisations use this field of study to learn how to satisfy their needs and desires through purchasing, consuming and discarding different goods or services. [3]

Customer satisfaction with the marketing mix and brand loyalty are widely acknowledged as correlated. Customers are the focus of this research. Brand loyalty is influenced by consumers' positive perceptions of the marketing mix and its components. [4]



Brand loyalty is a dependent variable in the model discussed above, Marketing stimulus, or the marketing mix, on the other hand, is an independent variable.

Customers and marketing are two of the most important aspects of today's successful businesses, regardless of their size or location. It is important to them that clients' demands and situation are fully understood. These people are extremely knowledgeable about their target audience. Each employee in such a company is motivated to go above and beyond in order to satisfy the needs of the customers they serve. [5] The most important aspect of marketing is interacting with the target audience. Marketing is all about figuring out what your customers want and creating and delivering it to them in a way that

makes them happy. Setting up and maintaining profitable exchanges with target customers can help you achieve your marketing goals, which include offering value to your customers while making money for your company. As a result, demand management is included into marketing management, which is subsequently transformed into customer relationship management. [6]

Consumer behaviour studies inform marketing techniques that help companies better serve their customers. According to the 5Ws/1H model, the 7 characteristics of consumer behaviour were analysed using the following questions: Who, what, where, when, why, how, and why. [7]

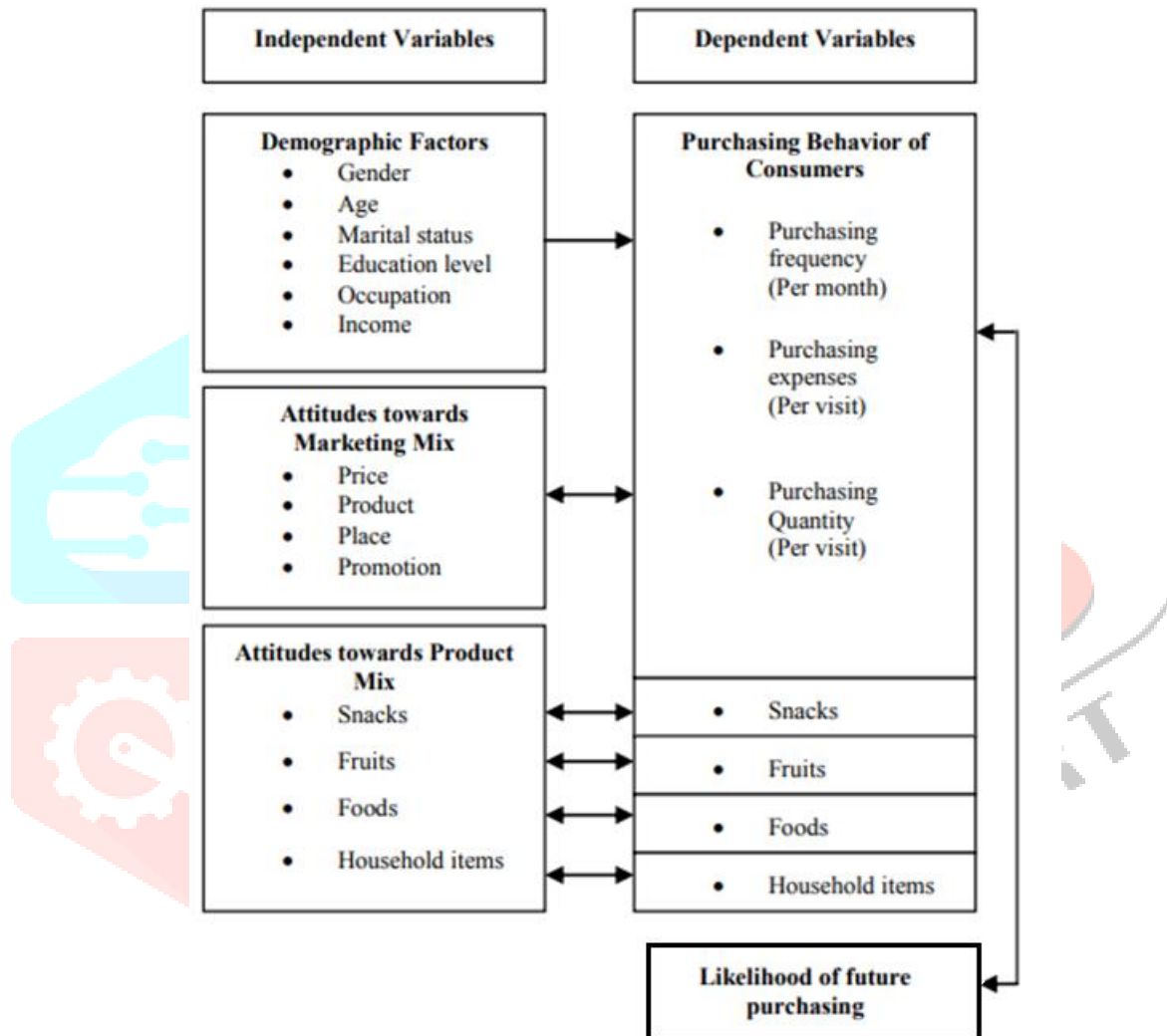


Fig. 2 Conceptual Framework

Marketing Mix

- During the early 1960s, Professor "Jerome McCarthy" established a marketing mix consisting of four primary factors: product (pricing), venue (promotion). It is possible to describe a marketing mix as "a set of tools for influencing the market." Four tools for marketing executives have been established. Marketers might see things differently than customers do. 4c is 4p from a customer's standpoint. customer satisfaction, cost, convenience, and communication are all included in 4c. This means that the "value" or "solution" to a customer's problem will be the "value" or "solution" of the marketer's product. [8] When a customer buys a product, he or she is paying to address a problem. Customers want products that are easy to use and convenient, and they also want to

communicate with each other to better comprehend the product. It is recommended that marketing managers evaluate the customer's perspective (4CS) first, and then their own perspective (4PS).

- Product

A product can be anything that attracts attention, can be acquired, can be used, or can be consumed, and can be sold to meet a consumer's need or desire. A product is a tangible item. It is possible to classify as products anything that is made by an individual or organization, including tangible objects. A few examples of key aspects of a product include its variety, quality, design, features and amenities, brand, packaging, product size, service, guarantees, and the ability to return the product [9].

- Price

If you want to use a product, you have to pay a price for doing so. There is no limit to the number of things that can be purchased as property or awarded a restricted use licence (such as car rental or home Hire purchase). When determining a product's market position, it is crucial to understand the symbolic meaning of pricing. The price of a product does not represent its manufacturing costs in the customer's view. Consumers must give up part of the product's costs in order to enjoy the product's benefits and points of ownership or use. [10]

- Promotion

A message can be conveyed to a target audience via a variety of methods. Promoter's activities to inform, convince, and influence are all intertwined (Roosta & et al, 2007, p247). It's possible to categorise promotion into four distinct groupings, each with its own unique set of dimensions.

- Advertising

It is the most powerful tool for identifying a company, goods, service, or idea and its vision. In order to arouse interest in a brand or product, an advertisement must be both useful to its target audience and visually arresting to make an impact.

- Sales Promotion

While the goal of advertising is to spread a concept or idea throughout the human mind, the real impact of a marketing campaign is on how customers act. Because buyers act when special promotions are announced and the award-winning item is given away with the purchase of two units at a unit price. [11]

- Relations of Public

Marketing public relations is essential when advertising and sales promotion for a product are unproductive. Public relations and marketing are employed to promote the firm's and its customers' positive image in the community. Obviously, these actions have a primarily indirect influence.

- Direct Marketing

Customer satisfaction and the acquisition of new consumers on both short and long trips are two of the costliest aspects of a company's marketing strategy. Catalogs, phone calls, electronic sales, television sales, fax sales, and postal sales are all forms of direct marketing.

- Place

Delivering products and services to customers on time and in the right location is the goal of distribution. Distribution is part of a larger plan. Using the first method, a company can provide its products and services to customers directly, while using the second strategy, it can assist distributors. [12]

Consumer behaviour

Consumer behaviour refers to the actions people take when they buy, overspend, and reject products and services. As a part of the study of consumer behaviour, consideration is given to the buyer's motivation for purchasing as well as his or her use of the product. Customers are influenced throughout the purchasing process. When it comes to understanding customer behaviour, it's helpful to think of it as the sum total of how individuals and groups think about, decide on, buy, and use products and services to satisfy their needs. [13] What, where, why, when and how are all included in this procedure. The identification of clients and the pattern of their purchasing behaviour is typically the focus of studies of consumer behaviour in organised retail establishments. Identifying the consumer's demographic, location, and purchase behaviors is the goal.

Review of Literature

The majority of research shows a favourable correlation between marketing mix elements and consumer brand preference and loyalty. As stated by Bovee and Niranjan Wejesequera, the amount of sales will be determined by the amount of money spent on advertising the goods (Niranjan Wejesequera, 1996: 362). [14] It was shown in another study of two Sri Lankan soap firms that the eight brands examined had a favourable relationship between advertising spending and sales (Reffai, 1998: 143) [15]

Local residents are increasingly choosing to shop at modern trade and other franchised retailer firms rather than at small, independently owned grocery stores. This could lead to revenue leakages and loops in the economy at large (Santiwong, 1998). [16]

Workers who are also consumers work longer hours to earn the money they need to buy goods and services, and as a result, consumer behaviour has changed as a result of more competitive organisations and sectors. Consumer behaviour is the act of buying goods and services for personal and household consumption in order to meet basic requirements. Decisions are made and money is exchanged for products and services, individuals engage in the economy (Serirat et al, 2000). [17]

Marketers and managers have to pay attention to the changing consumer attitude because it is one of the most critical aspects in deciding whether or not to buy a product. It's difficult to get a handle on buyer behaviour because there are so many variables at play when a customer is making a purchase. Because they believe that meeting their wants comes first, customers may spend less time evaluating their purchases, whether they are low- or high-value (Hanaysha, 2018). [18]

"The behaviour that customers demonstrate in seeking for, purchasing, utilising, evaluating, and disposing of items, services, and ideas," according to Schiffman and Kanuk (1997) [19]. How people decide to spend their time, money, and effort on consumption-related products is the focus of this research. Individuals' behaviour can take place within or outside of a group or organisation. Customers' purchases and how they use them are examined as part of this research.

Consumers' personal conduct patterns, such as flexibility in living, evaluation, gigantic information innovation, and attendant living, such as steadfastness dead, oversight of multi-faceted nature, and decision-and-expanding conduct are identified by Yeoman et al. (2017, p. 20) [20]. [20] Finally, the investigation comes to an end with the suggestion that the examples drive devotion especially, transitory lastingness, arrangements and worth.

Objectives

- A low-involvement product's brand choice is influenced by the 4Ps.
- To find out if the 4 Ps have an impact on the brand selection of a high-involvement high-product.
- To find out what influences Hisar city consumers' purchasing habits.
- To see if there is a difference in brand loyalty between low-involvement products and high-involvement ones.

Research Methodology

Methodology is the systematic and theoretical investigation of the techniques utilized in a particular field of study. From a theoretical standpoint, a field's procedures and principles are evaluated here. In this form of research, parameters such as paradigm, theoretical model, and phases are common. To prepare this work, I relied on data that has already been published in numerous places. The data gleaned for this research came from a variety of sources, including the Web.

Result and Discussion

It is important to incorporate changes in the market into marketing management and marketing strategy theories. Marketing managers' contacts with customers are based on a method known as "individualism," "collective customer orientation "or "personalization," among other terms. [21]

Marketing Mix Elements	Features		
Products	Quality Level	Accessories	Product Volume
Cost	Cost of product	Cost lines	Payment Mode
Promoting	Advertisement	Personal selling Sales promotion	Public relations
Personal	No. of Personals	Particularity	Training, rewards
Place	Which distributors	The number of distribution canal	The cost of distribution channel
Procedures	Degree of customer participation	Automation	Waiting queue
Physical assets	Decoration of Store	Uniform	Music, pleasant smell
Personalization	Degree of personalization	Personalized factors	Individual features

Table 1. Modern Marketing Mix

Table 2 focuses on the properties of organic products. Only 91 percent of customers believe organic products are of high quality, 78 percent believe there are several brands to choose from, 84 percent believe organic products are good for health and the environment, 14 percent believe good packaging and visual appearance are important, and 53 percent believe organic food tastes better than conventional food [22].

Product	1	2	3	4	5	Significance
Organic products are High in quality	71	48	11	0	0	CV=304 Df=16 P=0.000
Several brand available to choose	26	30	45	17	12	
Good Packing and Visual appearance	4	14	62	24	26	
Organic products are good for health and environment	65	45	15	5	0	
Taste of the Organic product is good	18	51	61	0	0	

Table 2. Analyzing product factors

Using Table 3, we can see that the customers choose organic food and cosmetics over inorganic products, which contributes to improved health.

As a result, they believe that organic food is better for the environment, although the majority of respondents say that they see no difference between organic and conventional food products. Other than that the organic product users were in favour of making it more affordable for everyone. [23]

Statements	Prefer the teste/texture /feeling	Quality of product	Health concern	Sig.	F
Organic products can contribute to better health.	1.92	1.92	1.48	.00*	5.88
I prefer organic products over nonorganic products.	2.04	2.08	1.48	.00*	14.31
Production of organic products is totally environment friendly.	4.29	2.83	2.25	.00*	45.94
Organic products and inorganic products are alike.	3.85	3.12	3.80	.00*	21.13
Manufacturing of organic products must be highly subsidized so that more companies can enter into manufacturing of organic products.	3.75	2.53	2.03	.00*	44.33
Using organic products gives a sense of satisfaction.	2.51	1.50	2.22	.00*	52.63
I want to be a part of organic movement by using organic products.	1.53	1.98	1.58	.02**	3.84
I would agree to pay even extra price for environment friendly products to save our environment.	3.92	2.41	2.35	.00*	25.84

The Benefits of Using Organic Products, as Shown in Table 3 **represents significant at a 5% level of significance and *represents significant at a 1% level of significance.

Lack of knowledge and demand for bio pesticides was ranked the first major constraint in organic farming adoption, with a weighted mean score of 2.90, followed by a lack of availability of bio insecticides/bio pesticidal and herbicidal products. Dealer interest in selling chemical pesticide was ranked as the third major constraint (2.78) in table 4. (2.69). [24]

S. N.	Input constraints	Constraints			Total score	Weighted mean score	Rank Order
		Most Serious (3)	Serious (2)	Not so serious (1)			
1	Lack of knowledge and demand of bio pesticides.	109 (90.8%)	10 (8.4%)	1 (0.8%)	348	2.90	I
2	Inadequate availability of bio insecticides / bio pesticides and bio herbicides.	94 (78.3%)	26 (21.7%)	0 (0%)	334	2.78	II
3	Dealer's interest in selling of chemical pesticides	99 (82.5%)	5 (4.2%)	16 (13.3%)	323	2.69	III
4	Less availability of organic manures	76 (63.4%)	22 (18.3%)	22 (18.3%)	294	2.45	IV
5	Difficulty in handling the organic manure	73 (60.8%)	19 (15.8%)	28 (23.4%)	285	2.37	V
6	Risk of insect & pest from the residues of other crops.	52 (43.3%)	39 (32.5%)	29 (24.2%)	263	2.19	VI
7	In sufficient nutrient supply	22 (18.3%)	46 (38.3%)	52 (43.4%)	210	1.75	VII
8	Foul smell of organic manure	37 (30.8%)	12 (10%)	71 (59.2%)	206	1.71	VIII
9	Poor water resources for raising green maturing crops.	23 (19.2%)	26 (21.6%)	71 (59.2%)	192	1.60	IX
10	Green manuring crops compete with cash crops for inputs	20 (16.7%)	4 (3.3%)	96 (80%)	164	1.36	X

Table 4. Input constraints in adoption of organic farming

Conclusion

It was the intention of this study to shed light on the extent to which customers in Hisar, Turkey are knowledgeable of and satisfied with various types of organic products and the reasons they choose to buy them. According to the report, organic food is a popular choice for health reasons, product quality, and texture/taste/feeling. Clothing, fabric, cosmetics, and food made from organic ingredients tend to be more popular with consumers. The influence of price, product, promotion, and place on respondents' buying behaviour was high, both overall and by the various drivers. While the product mix as a whole performed admirably, perceptions toward the product had a significant role in influencing purchasing behaviour. Customer satisfaction is a key competitive advantage for businesses in today's competitive environment. Customers are the primary focus of firms today. In order to ensure customer satisfaction, it is essential to accurately identify and satisfy the client's needs, expectations, desires, strengths, and limitations. Information on consumer behaviour can be discovered and utilised in marketing decisions when it is available. A company's product must therefore meet or exceed client expectations in order to be a success. In this regard, it is important to understand diverse buyer tendencies and evaluate the relationship between them and the marketing mix elements.

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