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A STUDY ON IMPULSIVE BUYING BEHAVIOUR OF CUSTOMERS IN ORGANIC PRODUCTS AT TIRUNELVELI CITY

Dr. P. SUJATHA
ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE
SARAH TUCKER COLLEGE
TIRUNELVELI, TAMIL NADU, INDIA

Abstract: India is the second biggest country in the world based on population and most important part of the population depends on agricultural activities. Nowadays there is an improving trend is seen towards organic products. Organic products is not an alternate concept in India. We are all leading a hectic life these days. Due to the scarcity of our time, changes within the lifestyle, tastes and preferences in food habits, there has been a preference towards conservative food products which are readily available in the supermarkets such as vegetables, fruits, dairy products, meat products and so on. Initially, People were not anxious about the safety and quality of conservative or inorganic food products and the implications these conventional food products will have on their health. The present study is focused on impulsive buying behaviour of customers in organic products at tirunelveli city and it has been carried out with the sample size of 50 respondents who are familiar with Organic Products. The data collected were analysed using descriptive statistics. Organically produced food has greater nutritional properties that would likely result in higher levels of public health, were organic products to be consumed in the same quantities in which conventionally grown products is now consumed.

Keywords: Consumer Behaviour, Research Design, Analysis and Conclusion.

I. INTRODUCTION

Organic foods are foods produced by organic farming. While the standards differ worldwide, organic farming in general features cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. Synthetic pesticides and chemical fertilizers are not allowed, although certain organically approved pesticides may be used under limited conditions. In general, organic foods are also not processed using irradiation, industrial solvents, or synthetic food additives.

Currently, the European Union, the United States, Canada, Mexico, Japan and many other countries require producers of organic products. In the context of these regulations, organic food produced in a way that complies with organic standards set by national governments and international organizations. Although the produce of kitchen gardens may be organic, selling food with the organic label is regulated by governmental food safety authorities.

Consumer Behaviour

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the dealings of the consumers in the marketplace and the essential motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers. The study of consumer behaviour assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace.

According to Engel, Blackwell, and Mansard, 'Consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption'.

Bagozzi and Zaltman defined consumer behavior as "acts, processes, and social relationships exhibited by individuals, groups, and organizations in the obtainment, use of, and consequent experience with product, services, and other resources".

TERMS OF CONSUMER BEHAVIOUR

Consumer versus Buyer:

Buyers are those who carry out the formal arrangements for purchase, service, delivery, and financial terms. Buyers are not always deciders. Consumers are those people who actually put a purchased product to work or who uses it to satisfy his physical or social/psychological needs. These two terms are also used synonymously.

Consumer versus Industrial/Institutional Consumer:

The ultimate consumer is he who gets the products from marketing intermediaries for household use. The industrial/institutional consumer on the other hand gets the product for use in the production process of other marketable item or for resale.

Consuming versus Purchasing:

Purchasing refers to the act of obtaining any market item from the channel of distribution (the marketing intermediaries constitute the channel of distribution) and it is only one aspect of consumer decision process. Consuming, on the other hand means utilizing the product for satisfying motive(s) arise out of either biological or secondary need(s).

Customer versus Consumer:

Customer refers to the consumer who uses, or might use a product and a consumer is everyone who buys and uses any item.

REVIEW OF LITERATURE

Vishal Kumar Laheri, said traditional marketing concept imparts that the products were made to be sold to the customers, whereas the modern marketing practices emphasize on identifying the needs of the customers and then starts the manufacturing process. However, the current marketing concepts extend towards satisfying the needs of the customers without causing any environmental degradation. Now-a-days customers are expected to minimize environmental degradation through their consumption habits.

Baisakhi Mukherjee study aimed to explore the acceptance of the consumers and their insights towards organic products which in turn will reveal the market potential and rising trend of organic consumerism in the proposed area of study.

Md Tareq Bin Hossain et al., research aimed to evaluate the current status of consumers' buying behavior towards organic foods in the emerging market. Based on extensive literature review, the authors identified several factors that influence consumer's buying behavior towards organic food which included (i) knowledge, (ii) health consciousness, (iii) environmental concern, (iv) price, (v) perceived beliefs and attitudes, (vi) government support and policy as well as (vii) availability.

OBJECTIVES OF THE STUDY

- To find out the socio-economic profile of the respondents.
- To find out the opinion about the buying behavior towards organic products.
- To find out the satisfaction level of the respondents towards organic products.

METHODOLOGY

This type of research was descriptive in nature; questionnaire method of data collection was followed. Primary data collection from different category of respondents was collected in various aspects. Around 50 samples are selected in a systematic manner.

RESEARCH DESIGN

This study was applicable to the customers buying behavior of organic products. The researcher proposes directly the respondents and collected the necessary data. The researcher adopted convenient sampling method and the required data was collected from the respondents.

Tools for data analysis

- Percentage analysis
- Chi-square test

Table 1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.No.	Variables	Majority Category	Percentage
1.	Age	30 (30-40)	60
2.	Gender	30 (Female)	60
3.	Marital Status	35 (Married)	70
4.	Type of family	45(nuclear family)	90
5.	Size of family	31(upto 4 members)	62
6.	Literacy level	42 (UG)	84
7.	Occupation	38 (Business)	76
8.	Monthly Income	30 (Above 50,000)	60

Primary data

The above table shows that the majority of the respondents (60%) are in the age group of 30-40 years, most of the respondents was (70%) married and female 60%. The majority of the respondents (60%) were with a monthly income of above 50,000/. and Most of the respondents (90%) based on nuclear family, 76% of the respondents are doing business. And most of the respondents (84%) literacy level was under graduates.

Table 2 Factors deciding to buy organic food

S.No.	Variables	Majority category	Percentage
1.	Curiosity	46/50	92
2.	Doctor's Recommendation	38/50	76
3.	Nutritional value	48/50	96
4.	Health Awareness	42/50	84
5.	Environmental concern	30/50	60

Primary data

The above table defines that 92% of the respondents are buying the organic products in curiosity, 76% of the respondents purchasing by doctor's recommendation and 96% of the respondents preferring for the nutritional value, 84% of the respondents buying organic products for health care and 60% of the respondents purchasing for environmental concern.

Table 3 Purchasing frequently of organic food products

S.No.	Variables	Majority Category	Percentage
1.	Vegetables	45/50	90
2.	Fruits	35/50	70
3.	Dairy products	35/50	70
4.	Bakery products	40/50	80
5.	Cooking edibles	40/50	80
6.	Cereals	42/50	84
7.	Beverages	48/50	96

Primary data

The above table shows that 90% of the respondents are purchasing frequently vegetables, and 70% of the respondents buying fruits and daily products, 80% of the respondents were consuming cooking and bakery products, 84% of the respondents frequently buying cereals and majority of the respondents 96 % preferring beverages in organic products.

Table 4 Awareness about organic products

S.No.	Variables	Majority category	Percentage
1.	Television	44/50	88
2.	Radio	43/50	86
3.	Friends/ Family	42/50	84
4.	Magazines	30/50	60
5.	Newspaper	48/50	96
6.	Ads on social media	46/50	92

Primary data

The above table inferred that 88% of the respondents are awareness about organic products from television, 86% of the respondents was aware through radio and 84% of the respondents were aware from their family and friends, 60% of the respondents from magazines, the majority 96% of the respondents was aware of organic products from newspaper and 92% of the respondents was aware from social media technology.

Table - 5 Chi-square test

Variables	P Value	Significance
I often buy things spontaneously	22.222	.002
Just do it describes the way I buy things	50.000	.001
I often buy things without thinking	73.333	.003
I see it and I buy it	50.000	.002
Sometimes I feel like buying things on the spur of the moment	70.000	.004
I buy things according to how I feel at the moment	68.000	.002
I carefully plan most of my purchases	70.000	.004
Sometimes I am a bit reckless about what I buy	1.0500	.001

Primary data

From the above table it is found that respondents are carefully buying the organic products and the respondents feels like buying the products at the spur of the moment with respect to the buying behaviour of the customers. Followed by the respondents are buy things according the moment they feel and they often buy the things without any hesitation and thinking.

Recommendations

Furthermore, findings highlighted that consumers are concerned about the welfare of their health and this was as being rather usual, particularly as people has a culture of tolerance and respect for all beings, including species. The significant positive intention towards purchasing organically produced foods, in relation to the determinant of convenience and price, products are available. Producers should provide tastes better organic Food Products. The retailers should open more organic products shops/outlets in the city. They should give more awareness to the public and to the society.

Conclusion

The study has revealed that consumers' behavior plays a major role in organic food products segment. The marketers of organic foods need to be innovative and dynamic to meet the changing purchase behavior for organic food products among the people. The majority of organic food consuming respondents believed that organic food products contained no pesticides, commodities were natural products. The main reason behind buying an organic food product was health consciousness. Hence, the firm producing and selling organic food products must find ways to create trust among the consumers to improve their purchase intention. The consumer belief in organic food product was significant among both organic and non-organic food consumers.

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