

# IMPACT OF DIFFERENT FACTORS OF MARKETING MIX ON THE BUYING BEHAVIOUR OF CONSUMER: A STUDY OF ORGANIC PRODUCTS IN JIND CITY

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## Abstract

The main purpose of this study is to find out the different factors of marketing mix as well as to see the impact of demographic variables on the consumer buying behaviour for organic products on selected retail sector in Jind City. In order to prove it chi-square was used. The result of the study showed that although all the factors of marketing mix put a influence on the buying behaviour of consumer but price exert greater influence to persuade the customer to buy organic products.

on them, made by recycling and health caring are known as Organic Products. It is the social responsibility of firms that they don't harm natural resources while manufacturing of product. Companies should strive towards a blue-green shift and must take the signal of going green.

## 2. CONSUMER BEHAVIOUR

A Process by which an individual explore, go for, procure, use and dispose of goods and services for satisfying his/her needs and wants. In this study the main focus was given on the factors of marketing mix which affect consumer buying behaviour especially for organic products.

## Paper Identification



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## 1. INTRODUCTION:

The products having characteristics like fair prices, renewable energy, less wastage & pollution causing with eco-friendly manufacturing, having a Green label

## 3. MARKETING MIX



Fig 3.1 Marketing Mix-4P's

**Product**

A product shouldn't having the physical qualities but also having the need fulfilment quality too

**Price**

Price and quality of product are closely associated with image of product. Basically, price affects the willingness of customer to buy a specific product .

**Place**

Products have to be easily available to the consumer's mindset, so that consumer can easily get their products.

**Promotion**

Communication plays an important role in educating and informing consumer.

**4. REVIEW OF LITERATURE**

**Gazala Nisar (2021)** studied to understand the thoughts of general public towards consumption of organic foods. This study is entitled as "A Comparative Study Amongst Adolescents with Srinagar District". The main purpose behind this study is to analyze the awareness of adolescents towards organic foods. In this research, the researcher found that adolescents are aware with the side effects of non-organic foods. In comparison of adolescent boys, girls are more aware about organic foods.

**S. Priya (2021)** entitled her study as "Consumer's Behaviour towards Organic Products". In this research, the researcher studied about the behaviour and attitude of consumer's towards organic products. The major finding of this research was consumers are aware of organic products and they understand the intension behind organic products.

**K. Babu (2020)** held a study on awareness of college students towards organic products. This research was held in Bangalore City. The finding of the research shows that majority of students are interested in using organic products and they understood the side-impacts of non-organic products.

**M. Kangaraathinam (2020)** held a study in general public of Coimbatore city. This study is titled as "An Empirical Study on Consumer Awareness towards Organic Food Products: Coimbatore City". The main purpose of this study understands the mindset of general public towards organic food products. The main finding of this study shows that majority of people are not aware with the presence of organic food products in the market.

**R. Ayswarya (2019)** studied about the perception of consumer about consuming organic products in Thiruvananthapuram city. This study is titled as "A Study on Consumer Perception towards Organic Products: Thiruvananthapuram City". In this study the researcher examines the perception of consumers as per their demographic variables towards consumer's profile.

**Chaitra Bharath (2019)** studied about organic certification of food products and consumer's awareness towards them in Indore City. The major findings of this study shows that there is lack in awareness towards organic food products and normal products basically charged more by putting fake organic labels on them which makes them less reliable by the consumers.

**5. OBJECTIVE**

To Find out the relation between different factors of marketing mix and buying behaviour of consumers.

**5.1 Hypothesis of the Study**

H01: There is no significant relation between product and buying behaviour

H02: There is no significant relation between price and buying behaviour

H03: There is no significant relation between place and buying behaviour

H04: There is no significant relation between promotion and buying behaviour

**6. RESEARCH METHODOLOGY**

This study shows the empirical analysis of consumer buying behaviour & the factors of marketing mix. For this study both primary as well as secondary data collection methods have been used. For collecting primary data structured questionnaire was designed using 5 points likert's scale. Tabulation and Analysis work is done by using excel & findings are presented in chart and tabulation forms.

### 6.1 Sample Size

The data regarding marketing mix factors & its influence on purchasing behaviour is collected from 130 respondent of jind city.

### 6.2 Independent Variable

Demographic factors and factors of marketing mix product, price, place & Promotion.

### 6.3 Dependent Variable

Consumer Buying behaviour is the dependent variable.

## 7. DATA ANALYSIS AND INTERPRETATION

### Testing Hypothesis 1

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	$\chi^2$
Quality of Organic product is very high	71	48	11	0	0	157.15*
Awareness of several available brand	26	30	45	17	12	25.15*
Appearance & Packaging	4	14	62	24	26	74.15*
They	15	51	61	0	0	130.

are good in taste						76*
They are beneficial for health	65	45	15	5	0	120.00*

The table value at 5% level of significance for degree of freedom 4 is 9.488

This table 1 shows that out of 130 customers almost 91% customers agreed that Organic Product is of high quality, 85% customer believes that they are also good for health, 43% are aware with the other brands of Organic Products. Only 14% customers think that appearance & packaging do matter in case of these products.

P value is less than .05 so H<sub>0</sub> is rejected. This means that customer prefer to buy organic products as they feel that are good in quality and good for health.

### Testing Hypothesis 2

This table shows that almost 88% customers feel that the prices of these products are comparatively high. 79% customer believed that it's a healthy product and have also reasonable price & 70% customers do have an opinion that its price is worth full.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	$\chi^2$
Prices are high	66	48	15	0	1	134.85*
Reasonable price	56	34	30	10	0	73.54*
Quality & Price is	52	39	35	4	0	80.23*



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The table value at 5% level of significance for degree of freedom 4 is 9.488

P value is less than .05 so H0 is rejected. It means price factor exert a lot of impact on buying behaviour. Although people believe that prices of these products are very high but still they prefer to buy these products for the sake of their health.

**Testing Hypothesis 3**

Table 3 shows that 58% customers are agreed that organic products are easily available,32% customers feel that decor & store atmosphere matters & 76% customers says that they prefer the stores that sale only organic products.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	χ <sup>2</sup>
Organic stores are easily located	34	39	17	25	15	16.77*
Decor & Store Atmosphere	21	20	32	24	33	5.77
Various products available	18	27	39	28	18	11.62*
Using phone & other communication tools	5	22	73	28	2	124.85*
Store sale only organic	75	24	10	13	8	121.31*

products more convenience						
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The table value at 5% level of significance for degree of freedom 4 is 9.488

P value is less than .05 which means null hypothesis is rejected and it indicates that customers prefer that location to buy organic products which are easily located and sale only organic products.

**Testing Hypothesis 4**

Table 4 shows that 52% customers prefer to get these products by using free home delivery,30% customers prefer coupon option that encourage them to buy, 83% customers feel that giving regular discount is the important factor that influence customers to buy these products.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	χ <sup>2</sup>
Coupon offers	14	25	48	24	19	26.23*
Free home delivery	22	46	36	18	8	34.77*
Members ideas & proposals	28	28	61	10	3	77.62*
Regular discounts	67	41	22	0	0	125.92*

The table value at 5% level of significance for degree of freedom 4 is 9.488

P value is less than .05 so H0 is rejected which means promotion factor exert a great impact on the buying behaviour of the customers and customers prefer discounts and home delivery.

### 8. CONCLUSION:

This study is really helpful for the manufactures of organic products to find out the impact of various marketing mix factors on consumers buying behaviour. This study reveals that product factor which is important for customer is followed by Quality, health ,brand, environmental safety & taste while although people are price sensitive still for the sake of health they prefer to buy organic products. The study shows that customers prefer the location which is convenient & those stores which sell only organic products with the promotional factor like regular buying discount & home delivery.

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