

Study on Preferences in Vegetable Buying Behavior of Consumers Between Two Different Districts in Tamil Nadu, India

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Abstract - Consumer behavior perceived after Second World War. Modern marketing approach elevated as the dominating size of decision making influences transferred from manufacturer to consumer. Retail marketing is another factor that leads to the consumer approach and especially consumer towards fast moving product studied frequently. The present study focused the to find the perceptual differences between rural and urban district in purchasing preferences towards vegetables. There is wide gap of literature study found in this area and as a result, researcher included respondents from two different districts selected. 1400 respondents were selected on random sampling basis from Thiruvallur and Chennai districts of Tamil Nadu. Out of total 1400, 250 returned back and 1150 were answered to the self administered questionnaire. Statistical software is used to analyze the collected primary data. The result of the study depicted that consumer behavior is based on the individual needs and preferences irrespective of geographical on necessities.

Key words :Essential commodities, Demographic styles, Fast moving products, Modern approach ,Perceptual differences, preferences, Retail marketing.

I. INTRODUCTION

The modern marketing evolved absolutely on the pillar of consumers , attitudes and trends in the market and its impact on the consumer behavior ,it is considered very essential not only durable and luxury goods but also the impact is on essential commodities. People living in one state, but in different districts are differing with their demographic styles. Because some districts are based on rural and other may be with urban culture. It results in their preferences and behavior in selecting for their needs and wants. Consumer attitude and interest dominated by the variables that they exposed was stated by the study of Ghosh R.K. & Saha S. (1997). It is not only by the repeated purchasing styles conducted to one particular brand and the approach to the new product also computed by the locality variables Palan, K. M. (2001). This has been reinforced by Shajahan S. (2004) who conditioned his study that resulted that demographic factors influence the purchasing motive and decision. It can be taken into the view about kancheepuram, Tamil nadu is well known for the cultural place and dwellers are major purchasers of related products rather the buyer in other part of the state. Variables of income, cost and spending attitude are also manifested clearly between rural and urban areas as per the study resulted by Rajagopal. (2009). There is an another study with respect to shopping malls that manifest only urban

customers approach resulted that purchase is based on the attractiveness and awareness” R. K., & Abraham, A. (2010). According to Sharma, K. (2011), Shopping approaches towards items of necessities such as food and grocery items and apparel in four state capitals of West Bengal, Bihar, Orissa, and Jharkhand identified with major influencing pattern of difference in their purchase in India. The final decision makers are categorized based on the above states are differing and so the impact factor is also counted for the all steps in discriminatory status of price and product image perceptions The study conducted by Tiwari, R. K., & Abraham, A. (2010), resulted about the perceptual and behavioral pattern in the way of number of visit and selection of preferred shopping and choosing are not in uniform pattern across different locations. Alka Kumawat and Tandon (2014), study also resulted with the online shopping impact the preferences of consumers based on the location influences and the shopping behavior of the customers perceived on the basis of influencing factors at the time of discriminatory perceptions” Alina Babar et al (2014). This also found based on the seasonal or recession period and the behavior changes happening in the context of buying capacity of the consuming Sharma, K. (2011). It is understood that the previous studies related to the different level of perceptions about the product and preferences towards the selection but the present

researchers focus the study of consumer behavior with reference to the essential commodity consumption . As there is large gap in the study of literature found with regard to essential commodity consumption, the present study has taken up the comparative study on vegetable preferences, purchasing differences and factors influencing in buying behavior. The study resulted other variables are dependent on individual preferences as independent variable.

II. LITERATURE STUDY

The paper concludes that for food and grocery purchase, location (nearness to home) was the prime consideration for the respondents of Kolkata and Bhubaneswar, while it was range for both - respondents from Patna and Ranchi. Ambience was the least important parameter for the respondent populations from the 4 state capitals. For apparel purchase, range or assortment was the most important parameter for the respondent populations from the 4 state capitals. The behavioral pattern of the respondents with respect to frequency of visit, preferred group size during shopping, and decision maker in choosing a shopping destination revealed a fairly uniform pattern across the state capital locations. Ayan Chattopadhyay (2013). But According to the Rajagopal (2009) who conducted his study related to FMGC selected goods with the respondents of 250 households. He included the demographic variable, income, status, cultural variables as the factor of the study that resulted that customers such as friends, relatives are major referencing holders in day to day purchase. Tversky, A. & Kahneman, D. (2017) status that buyer behavior realizes the price fixing stability in their preference of marketed mix of products. Hervé, C., Mullet, E. & Sorum, P. (2014) conducted the study with different age groups and their attitude differences with the base of psychological understanding on the selection of their products and the result of the study depicted about the recent trends and related variables manifest their influencing level of purchasing attitude. Belch G., & Belch, A. (2004). Paper presented in international conference by Palani, K. M. (2001) published with the article focusing towards younger generation and their perceiving factors about the trend influences with psycho factor variables manifested the result with respondents that low and high level of income factors reacts and reflects in purchasing attitude. The study conducted by Ernst and Young (2000) with the variables of locus control in However the communication has great influence in the marketing of a product which manage the behavior of the consumer in terms of impulse buying Belch G., & Belch, A. (2004). The communication through the visual and social media in internet brings the attention as the society observed towards the technological addition Modahl, M. (2000). This

conception also insited by Sharma, K. (2011) in the study of buyer preferences towards basic necessities during the period of recession including respondents among major cities and rural areas , resulted that the attitude on regular purchase is influenced by purchasing power rather other factors during deflation.

OBJECTIVES OF THE STUDY

- To know their preferences in buying vegetables between two districts
- To understand repeated purchase difference between two district consumers
- To know the factors affecting their purchasing behavior

III. RESEARCH METHODOLOGY

The population for the research study is in two districts in Tamil Nadu such as Thiruvallur and Chennai district. This study is designed on descriptive type and questioner is administered for collecting quantitative and qualitative data in order to measure their reaction towards change. The sample of responded requested to participate in study are 1600 the questionnaire prepared with the closed ended type of questions with a view to get answers “Yes or NO”. Statements of questionnaire were grouped into three one repeated purchasing behavior pattern second selected nescicity vegetables preferences and their buying behavior by testing internal consistency and reliability of the responses the reliability coefficients calculated. Before distributing the questionnaire a pilot test was conducted. Statistical software was employed for the data analysis.

IV. DATA ANALYSIS

The data analysis was made on 1400 questionnaires as were 250 returned blank out of 1150. The questionnaire administered on the basis of following:

PREFERENCES ON VEGETABLES
I am regular visitor for necessities
I prefer all kinds of of vegetables
I include few vegetables frequently
Costly vegetables will not be in purchase
PURCHASE DIFFERENCES BETWEEN TWO DISTRICTS
I buy bulk
I buy for today as we live single family
I buy only in super market
I prefer only Sunday sandy
I prefer road side markets to buy
FACTORS AFFECTING PURCHASING BEHAVIOUR
I buy based on my income
I buy based on health condition
I prefer based on climatic condition
My purchasing is based on family requirement
I prefer some health magazine and change my buying of vegetables

HYPHOTHESIS I: Null Hypothesis There is no significant association among preferences on vegetables between two districts resulted with the help of chi-square test as follows

District/variables	Regular visitor	Prefer all vegetables	Prefer few reputedly	Avoid costly vegetables	Cost will not affect	Total	Chi	P value
Thiruvallur	20 (28.50) [2.54]	98 (92.50) [0.33]	348 (323.00) [1.93]	66 (80.00) [2.45]	43 (51.00) [1.25]	575	17.004	0.00
Chennai	37 (28.50) [2.54]	87 (92.50) [0.33]	298 (323.00) [1.93]	94 (80.00) [2.45]	59 (51.00) [1.25]	575		
Column Totals	57	185	646	160	102	1150 (Grand Total)		

The chi square test depicted 17.004 and P value shows 0.00. As P value is below 5% percent confidence level the null hypothesis that there is no significant association in preferences of vegetables between districts is rejected. The above table shows significant preferences in preferring 348 in thiruvallur district and 298 in Chennai district. Regular visitor to market for buying vegetables are 98 in thiruvallur and 87 in Chennai. The variable regular visitor in thiruvallur district is very minimum 20, and in Chennai 37. The thiruvallur resulted 98 and Chennai resulted 87 with respect to prefer all vegetables. With respect to cost will not affect it resulted 43 in thiruvallur, and in Chennai 59. The data collection revealed that avoid cost vegetables represented by Thiruvallur district 66 and Chennai 94.

HYPHOTHESIS 2: Null Hypothesis: There is no significant association between Vegetable purchase differences between two districts reference to chi square test.

District/variables	Buy milk	Single family based	Road side	Sunday sandy	Super market only	total	Chi square	P value
Thiruvallur	98 (82.50) [2.91]	20 (28.50) [2.54]	299 (296.00) [0.03]	109 (101.50) [0.55]	49 (66.50) [4.61]	575	21.27	0.00
Chennai	67 (82.50) [2.91]	37 (28.50) [2.54]	293 (296.00) [0.03]	94 (101.50) [0.55]	84 (66.50) [4.61]	575		
Column Totals	165	57	592	203	133	1150 (Grand Total)		

From the above table chi square test resulted 21.2741 57.43 and P value 0.00. As the P. value depicts below 1% confidence level, the null hypothesis that there is no association between differences in purchasing of vegetables between two districts was rejected. There is significant purchasing behavior is found in road side buying in both still, Thiruvallur district shows higher 342 than Chennai district 293. Sunday sandy 109 from Thiruvallur district and 94 answered from Chennai. Super market visit is more in Chennai responded 84 and Thiruvallur responded only 49.

HYPOTHESIS 3: Null Hypothesis: There is no significant association among the factors influencing purchasing behavior between Thiruvallur and Chennai district consumer behavior

District/variables	Income based	Health condition	Climatic condition	Family requirement	Refer article	Total	Chi square	P value
Thiruvallur	176 (182.00) [0.20]	43 (42.00) [0.02]	221 (217.00) [0.07]	66 (52.50) [3.47]	69 (81.50) [1.92]	575	11.36	0.22
Chennai	188 (182.00) [0.20]	41 (42.00) [0.02]	213 (217.00) [0.07]	39 (52.50) [3.47]	94 (81.50) [1.92]	575		
Column Totals	<u>364</u>	<u>84</u>	<u>434</u>	<u>105</u>	<u>163</u>	1150 (Grand Total)		

Chi square test statistical tool calculation depicted the above result of chi square test 11.36 and P value was 0.22726. Hence the Null Hypothesis “there is no significant association of factors affecting purchasing behavior is partially accepted. The income based buying behaviors in thiruvallur district is 176 and Chennai 188. Climatic condition variable affects the vegetable purchasing significantly in both districts as 221 in Thiruvallur and 213 in Chennai. The variable of factor influence responded in terms of family requirement is 66 from Thiruvallur and 39 from Chennai. Income based selection preference was 176 from Thiruvallur and 188 responded from Chennai. Health condition based preferences in selection responded from Chennai was 43 and 42 responded in Chennai. The response of 69 from Thiruvallur and more references taken from health article before selecting vegetables as responded 94 in Chennai district.

LIMITATIONS OF THE STUDY

The study focused only two districts in Tamil Nadu. More number of variables is to be included in study. The study should also be conducted inclusive of other dimensions of preferences of consumers. Gender perceptual differences may be included.

V. IMPLICATIONS OF STUDY

The present study included the variables of climatic study resulted as dependable and slightly differentiated from the result of Prashant singh (2014) found that online shopping behavior has no result with reference to the variables studied in place of location factors. However, the location

factor has great impact in differences between urban and rural areas that was revealed by the study of Rajagopal. (2009) and the present research study also support regional impact but individual choice is predominant in connection with essential commodities that also supported by the present research study.

VI. CONCLUSION

The consumer buying preferences are associated significantly income and climatic conditions. Chennai district include the culture that has not affected purchasing preferences. Both thirvallur and Chennai district consumers prefer the products irrespective of their place of sale and health conscious considered independent variable.

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