



A STUDY ABOUT THE FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR OF SIDDHA SEDATE AMONG TIRUNELVELI DISTRICT CONSUMERS

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Abstract

The Tirunelveli District has eleven talukas namely Tirunelveli, Palayamkottai, Sankarankoil, Ambasamudram, Nanguneri, Radhapuram, Tenkasi, Shenkottai, Alangulam, Veerakeralampudur and Sivagiri. These eleven talukas were treated as clusters. Then based on convenience sampling, respondents were randomly selected from each talukas. Both Primary and Secondary data are collected for this study. Primary data are collected through a structured questionnaire. Secondary data are collected from periodicals, journals, internet and newspapers. Reliability Analysis was conducted to measure confidence or consistency (degree of correlation between items) for attitude, health consciousness, Knowledge about organic food and environmental concern. Internal consistency (Cronbach's alpha coefficient) of the four variables measured is 0.792 for attitude, 0.854 for health consciousness, 0.764, 0.821 for knowledge about Siddha Sedate and 0.852 for environmental concern. For each of the four variables, Cronbach's alpha coefficient is greater than 0.700 (acceptable limit - Nunnally, 1978) which means that the instrument is reliable. Tools used were Frequency Distributions, Reliability Analysis, Linear regressions. It is clear from the study that there are various factors influencing consumer to buy Siddha Sedate. Respondents of age group below 30 prefer to buy Siddha Sedate.as compared to other age groups. The study also shows that women are buying Siddha Sedate. more frequently than men. Consumers have positive attitude towards Siddha Sedate. Variables like Health Consciousness, Environmental Concern, Knowledge about Siddha Sedate.and Attitude have a positive relationship with intention to buy Siddha Sedate. All these variables are good predictors for the intention to buy Siddha Sedate.

Keywords: Consumer Buying Behaviour, Siddha Sadate, consumers.

1. INTRODUCTION

In the present situation conventional drug are ending up more critical, as individuals have turned out to be increasingly wellbeing focused. Buyers are prepared to pay more to shield their wellbeing from illnesses. Shoppers are occupied with purchasing Siddha calm since it is free from pesticides and compound residuals. Individuals these days are tolerating Siddha steady for its different saw advantage over the ordinary sustenance. Natural cultivating gives more significance to the protection of Ecology, which enhances the nature of condition. The motivation behind this investigation titled "Variables Influencing Consumer Buying Behavior of Siddha Sedate: An examination in Tirunelveli District" is to pick up learning about the statistic attributes of respondents and about components that impact customers buy choice in Tirunelveli locale. This examination depended on essential study of 136 respondents living in the Tirunelveli District. Customers were approached randomly using a structured questionnaire.

REVIEW OF LITERATURE

2.1. HEALTH CONSCIOUSNESS

Health consciousness best describes those "consumers [who] are aware and concerned about their state of well being and are motivated to improve and/or maintain their health and quality of life, as well as preventing ill health by engaging in healthy behaviours and being health conscious regarding health. Such individuals tend to be aware of, and involved with, nutrition and physical fitness" (Kraft and Goodell 1993). (Michaelidou et al 2007, Fotopolous et al 2000, Saher et al 2006) in their article Exploring the gap between attitudes and behaviour; Understanding why consumers buy or do not buy organic food, Lockie et al (2002) found that by far the strongest motivator for buying organic was health. Their study involved focus groups and laddering interviews with 181 regular and occasional consumers of organic food. They found that the main motives which were mentioned in the focus groups were health consciousness, the assumed higher health value, and social aspects including support for local farming, fair trade, and further down the scale environmental protection. The strongest link in the main ladders involved personal health, well-being, and quality of life.

People buy organic products because they perceive them to contain no pesticide residues and to be better for their health. Although, the results therefore confirm health as an important factor they also claim that it is not the only

motivator. Similarly, Roddy, Cowan and Hutchinson (1996) stated that people who are more concerned about food safety hold positive attitude towards organic food.

2.2. KNOWLEDGE ABOUT SIDDHA SEDATE

1	Vani Nikhil Laturkar	Consumer Behaviour Towards Over-the-Counter Herbal Products in India	Descriptive Study	The findings revealed that people prefer herbal products because of changing socio-economic structures and functioning of society. Consumers get more influenced primarily because of advertisement and followed by advice of family relatives and friends. Consumers are loyal towards herbal medicines.
2	A. Krishnan, P. Bagyalakshimi, S. Ramya, R. Jayakumaraj (2008)	Revitalization of Siddha Medicine in Tamilnadu, India - Changing Trends in Consumer's Attitude: A Survey	Descriptive Study	The study revealed that Less number of subjects used Siddha medicine from the beginning and majority of subjects switched from other traditional system of medicine like Ayurveda, Allopathic, Unani and Homeopathic.
3	Padam Singh, R.J. Yadav, Arvind Pandey (2005)	Utilization of Indigenous Systems of Medicine & Homoeopathy in India	Descriptive Study	Those who preferred ISM&H, the reasons were mainly 'no side effect' and low cost of treatment. Slow progress was the main reason for not preferring the indigenous systems.

2.3. ENVIRONMENTAL CONCERN

According to Vermeir and Verbeke (2006) and Chen (2007) consumers that are more involved in organic and environmental friendly related issues, such as environmental protection tend to have positive attitude towards Siddha sedate and strong intention to purchase. Environmental behaviour refers to all actions of people that are significantly related to the nature of environment, such as consumption of environmental resources. There is a broad range of behaviours that falls within the notion of environmental behaviour such as the production and consumption of food, buying a house, transportation and shopping (Jager, 2000). Many studies have investigated the attitude consumers have towards organic food and they have found three main factors that is the same in different countries and cultures; organic food is seen as healthier, more environmental-friendly and better tasting than conventional food. However, it is being argued that even if consumers have positive attitude towards organic food the number of consumers who regularly purchase organic food is low (Aertsens et al., 2009).

2.4. ATTITUDE

Attitude is a psychological construct (Jung, 1971), which is shaped by Cognition (thought), values (beliefs) and affection (emotions) toward a particular object (Hoyer and MacInnis, 2004; Dossey and Keegan,

2008). Thøgersen (2009a) and Michaelidou and Hassan (2008) revealed that "belief" about the consequences (better taste, healthier, environmentally friendly) is instrumental in leading consumers toward organic food consumption. Roitner-Schobesberger et al. (2008) further stressed that health consciousness factor was one of the main driving forces in selecting organic food in Thailand. Moreover, while forming cognition process in buying products, environment friendliness was considered as a major element in opting for organic food in Norway (Honkanen et al., 2006). Furthermore, positive attitude related to product labeling, believability of advertising and certification from opinion leaders builds trust and confidence while choosing products. Trustworthiness was considered as major emotional variable for Italian buyers (Perrini et al., 2010). In the light of aforementioned literature, it is hypothesized that attitude has a positive effect on organic food buying intention

3. THE THEORETICAL MODEL PROPOSED

Based on literature review, below is a outlined theoretical model (Figure 1) to highlight the factors that influence purchase decision of Siddha Sedate consumers in Tirunelveli District. The theoretical model shows hypothetical relationships between the factors Attitude, Health consciousness, Environmental concern, Knowledge about Siddha Sedate and Consumer intention to buy Siddha Sedate.

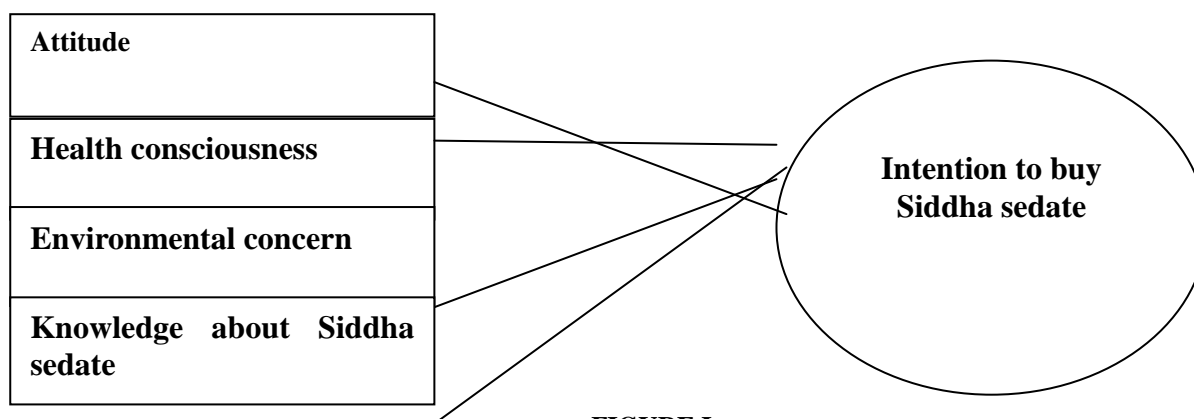


FIGURE I
THEORETICAL MODEL PROPOSED

As shown (fig1)in the theoretical model proposed research hypotheses for this study are listed as Follows:

H1: There is a positive relationship between health consciousness and intention to buy Siddha Sedate.

H2: There is a positive relationship between attitude and intention to buy Siddha Sedate.

H3: There is a positive relationship between knowledge about Siddha Sedate and intention to buy Siddha Sedate.

H4: There is a positive relationship between environmental concern and intention to buy Siddha Sedate.

3. METHODOLOGY

The Tirunelveli District has eleven talukas namely Tirunelveli, Palayamkottai, Sankarankoil, Ambasamudram, Nanguneri, Radhapuram, Tenkasi, Shenkottai, Alangulam, Veerakeralampudur and Sivagiri. These eleven talukas were treated as clusters. Then based on convenience sampling, respondents were randomly

selected from each talukas. Both Primary and Secondary data are collected for this study .Primary data are collected through a structured questionnaire. Secondary data are collected from periodicals, journals, internet and newspapers. Reliability Analysis was conducted to measure confidence or consistency (degree of correlation between items) for attitude, health consciousness, Knowledge about organic food and environmental concern. Internal consistency (Cronbach's alpha coefficient) of the four variables measured is 0.792 for attitude, 0.854 for health consciousness, 0.764, 0.821 for knowledge about Siddha Sedate and 0.852 for environmental concern. For each of the four variables, Cronbach's alpha coefficient is greater than 0.700 (acceptable limit - Nunnally, 1978) which means that the instrument is reliable.

4. TOOLS USED FOR ANALYSIS

Frequency Distributions, Reliability Analysis, Linear regressions.

5. RESULTS AND DISCUSSIONS

TABLE 1
DEMOGRAPHICS PROFILE OF OVERALL SAMPLE

Variables		Frequency	Percentage
Gender	Male	60	44.11%
	Female	76	56%
Age	Below 35	64	47.05%
	31-50	40	29.4%
	Above 50	32	24%
Education	SSLC	28	21%
	Higher Secondary	34	25%
	UG	52	38.2%
	PG	12	9%
	Others	10	7.3%
Consumption of Siddha sedate.	Buyers	105	77.2%

Marital Status	Single	65	48%
	Married	71	52.2%
Family income per month in Rs	Less than 15,000	36	26.4%
	15,001-25,000	56	41.1%
	25,001-35,000	29	21.3%
	Above 35,000	15	11.02%
Frequency of consumption	Never	31	23%
	Seldom	28	21%
	Sometimes	45	33%
	Always	32	24%

It is observed that maximum number of respondents falls in below 30 years of age category. 29.4% of respondents belong to the age category between 31 and 50. The above table 1 shows that 24% of the respondents belong to the age category of above 50. The above table 1 reveals that, 44.11% of the respondents are male and 56% of the respondents are female. 48% of the respondents are single, 52.2% of the respondents are married, 21% of the respondents belong to SSLC level, 25% of the respondents belong to HSC level, 38.2% of the respondents belong to UG Level, 9% of the respondents belong to the PG Level, and 7.3% of the respondents belong to the Other Qualification. 26.4%

of the respondents belong to the Income level of less than Rs.15000, 41.1% of the respondents belong to the Income level of Rs.15001-Rs.25000, 21.3% of the respondents belong to the Income level of Rs.25001-Rs.35000, 11.02% of the respondents belong to the income level of above Rs.35,000. 77.2% of respondents are buyers of Siddha Sedate and 23% of respondents are non buyers of Siddha Sedate. 23% of respondents never buy Siddha Sedate. 21% of respondents seldom buys Siddha Sedate. 33% of respondents sometimes buys Siddha Sedate. 24% of respondents always buy Siddha Sedate.

RELATIONSHIP BETWEEN INFLUENCING FACTORS AND INTENTION TO BUY SIDDHA SEDATES

**TABLE 2
LINEAR REGRESSION BETWEEN HEALTH CONSCIOUSNESS AND INTENTION TO BUY ORGANIC FOOD**

Model	Un Standardised Coefficient		Standardised Coefficient	t	sig
	B	Std. Error	Beta		
1 (constant)					
Health conciousness	-3.769 1.727	.316 .112	.813	-11.241 18.852	.000 .000
Adjusted R=0.743					

Linear regression was used to test the relationship between health consciousness and intention to buy Siddha Sedate. The result is presented in the table 2. The estimated slope (B=1.727, p<0.001) and adjusted R=0.743 which indicates the strong positive relationship

between the two variables. The independent variable health consciousness is good predictor for the dependent variable intention to buy Siddha Sedate. Therefore the hypothesis 1 is confirmed.

TABLE 3
LINEAR REGRESSION BETWEEN ATTITUDE AND INTENTION TO BUY SIDDHA SEDATE

Model	Un Standardised Coefficient		Standardised Coefficient	t	sig
	B	Std. Error			
1 (constant)					
Attitude	-3.484	.412	.618	-8.526	.000
	1.842	.132		14.472	.000
Adjusted R=0.359					

Linear regression was used to test the relationship between attitude and intention to buy organic food. The result is presented in the table 3. The estimated slope (B=1.842, p<0.001) and adjusted R=0.359 which indicates the strong positive relationship

between the two variables. The independent variable attitude is good predictor for the dependent variable intention to buy Siddha Sedate..Therefore the hypothesis 2 is confirmed.

TABLE 4
LINEAR REGRESSION BETWEEN KNOWLEDGE ABOUT SIDDHA SEDATE AND INTENTION TO BUY ORGANIC FOOD

Model	Un Standardised Coefficient		Standardised Coefficient	t	sig
	B	Std. Error			
1(Constant)					
Knowledge about Siddha Sedate.	.811	.213	.546	3.421	.000
	.289	.033		7.509	.000
Adjusted R=0.324					

Linear regression was used to test the relationship between knowledge about Siddha Sedate. and intention to buy Siddha Sedate.. The result is presented in the table 4. The estimated slope (B=.289, p<0.001) and adjusted R=0.324 which indicates

the moderate positive relationship between the two variables. The independent variable knowledge about organic food is good predictor for the dependent variable intention to buy organic food. Therefore the hypothesis 3 is confirmed.

TABLE 5
LINEAR REGRESSION BETWEEN ENVIRONMENTAL CONCERN AND INTENTION TO BUY SIDDHA SEDATE

Model	Un Standardised Coefficient		Standardised Coefficient	t	sig
	B	Std. Error			
1 (Constant)					
Concern for environment	1.015	.156	.449	7.308	.000
	.216	.025		9.099	.000
Adjusted R=0.199					

Linear regression was used to test the relationship between environmental concern and intention to buy Siddha Sedate. The result is presented in the table 5 .The estimated slope (B=.216,p<0.001) and adjusted R=0.199 which indicates the moderate positive relationship between the two variables. The independent variable environmental concern is good predictor for the dependent variable intention to buy Siddha Sedate..Therefore the hypothesis 4 is confirmed.

6. CONCLUSION

It is clear from the study that there are various factors influencing consumer to buy Siddha Sedate. Respondents of age group below 30 prefer to buy Siddha Sedate.as compared to other age groups .The study also shows that women are buying Siddha Sedate. more frequently than men. Consumers have positive attitude towards Siddha Sedate. Variables like Health Consciousness, Environmental Concern, Knowledge about Siddha Sedate.and Attitude have a positive relationship with intention to buy Siddha Sedate. All these variables are good predictors for the intention to buy Siddha Sedate.

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