

Buyer Behavior of Natural Products in Erode

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Abstract

The exhibition showcasing distinctive aspects of India. The reasons for health-related are propelling the growth of the common market. The consumer's objectives for acquisition are evolving daily due to increasing concerns about stability and prosperity. Moreover, consumers are increasingly attentive to the quality of product craftsmanship and its environmental impact. These are the fundamental inducing elements for purchasing distinctive items. This inquiry focusses on individuals in deteriorating neighbourhoods, is to understand how consumers perceive natural products. The objectives include examining buyer prosperity concerns, client quality variables, and the availability of common goods in Erode. One hundred responders have been selected using distinct unpredictable methods. Rebellious methods employed for the analysis include frequency examination, Anova analysis, t-test, correlation analysis, and regression analysis.

Keywords: Natural items, Perception, Environment, Market, Analysis

Introduction

Grandstand has produced a lot of distinctive items over the last ten years, but the overall percentage of ordinary items is still low when compared to all non-organic advertising. Characteristic farming improves open prosperity and has a positive impact on the economy and social cohesion of natural areas, not because it harms the environment. Gauges can be used to plan workouts around these miracles, as well as to encourage readiness and survival, because intense rain, snow, and wind chill frequently force open discussion workouts.

Review of Literature

Sadiq and associates, 2021 First of all, characteristic clients are biologically cautious, and it is essential to elicit their purchasing mind processes, as well as to slant and analyse their behaviour. Through on this analysis, industry experts can use green sharpeners to create and facilitate the era of common food while also emphasising the development of strong, conventional brands. Minute, problems associated with defilement have increased over time, which has also altered the purchasing habits of customers. Tanveer Kaur (2020) carried out the study to examine which factor has the greatest influence on the client's decision to purchase common things. Promote Normal food is gradually changing from a marketing tool for the elite to a display of

healthy options for the health-conscious segment of the population. In order to provide quality and boost the era of natural things, a strong promotion mechanism must finally be put in place. For this, both the government and composers must consider creating something distinctive.

The authors Lakshmi Prabha, S. and Sindhuja, M. (2019), did a research to examine the variables that impact consumers' choices to buy popular items. The primary objectives are to observe the respondents' disposition, vital proposition, and mannerisms. This idea is mostly based on the intriguing data that was gathered. Fifty respondents provided information on the overview technique's prelude. To verify the unwavering quality of the data that was gathered, SPSS genuine tools like as rate, ANOVA, and T-Test were used. As a result, this study examined Coimbatore District consumers' propensity for distinctive items.

The researchers Padmaja, V. and Nikhil Parashar (2018) carried out a research to encourage customers to purchase common foods. It examines the topic and India's natural development. It provides a thorough overview of the history of both the common food industry and distinctive food items. The goals of this research are to examine factors that influence consumers' purchasing decisions for typical food items, the impact of wages and expenses on consumers' purchasing decisions, and significant barriers that serve as barriers to a normal item's bargain.

Point of Consider

- To analyze the statistic benefit of the sample respondents within the consideration range.
- To examine the key factors influencing consumer buying behavior towards natural products.

Strategy

This study employs a quantitative research approach to analyze the buying behaviour of the respondents who purchase organic or natural products in Erode district of Tamilnadu. A sample of 100 respondents have been selected and collect their opinion about the organic products through a structured questionnaire. The collected responses were analyzed using descriptive statistical methods, including percentage analysis, Anova, t-test, relationship examination and relapse examination.

Data Analysis and Interpretation

Table 1 Age Level of the Buyers

Age Level	Frequency	Percentage
Upto 20 Years	24	24.0
21-30 Years	28	28.0
31-40 Years	33	33.0
Above 40 Years	15	15.0
Total	100	100.0

This table presents the age distribution of a sample of 100 individuals. The largest group falls in the 31-40 years category (33%), indicating a significant representation from this age range. The 21-30 years category follows closely at 28%, suggesting that younger adults also form a substantial portion. Upto 20 years accounts for 24%, meaning a considerable number of participants are quite young. Only 15% are above 40 years, making this the least represented age group.

Table 2 Gender of the Respondents

Age Level	Frequency	Percentage
Category	Frequency	Percentage
Male buyer	63	63.0
Female buyer	37	37.0
Total	100	100.0

This table presents the gender distribution of a sample of 100 individuals. Male respondents make up 63%, indicating a higher representation of men in the sample. Female respondents account for 37%, which is significantly lower than the male representation.

Table 3 Monthly Income Level of the Buyers

Monthly Income Level	Frequency	Percentage
Upto Rs.15000	22	22.0
Rs.15001-20000	31	31.0
Rs.20001-25000	34	34.0
Above Rs.25000	13	13.0
Total	100	100.0

The above table presents the distribution of respondents based on their monthly income levels. The largest group falls in the Rs. 20,001-25,000 category (34%), indicating that most respondents earn within this range. The Rs. 15,001-20,000 category follows closely at 31%, showing a significant portion of middle-income earners. 22% earn up to Rs. 15,000, suggesting a notable proportion of lower-income respondents. Only 13% earn above Rs. 25,000, making this the least represented income group.

Testing of Relationship

Relationship (cruelrelapse) portrays the relationship between two factors. It looks at the cause-effect relationship between two factors and builds up a relationship between them. A relationship line may be a line that plots the esteem of one variable against the esteem of another variable. This line gives the normal relationship between the two variables in numerical frame. Relationship lines deliver the finest forecast of one variable for a given esteem of another variable. Relationship (cruelrelapse) variables are subordinate measures that can be utilized to discover the sum of alter that an autonomous variable causes within the esteem of the subordinate variable.

Invalid Theory

H0: There's no noteworthiness relationship between variables of pesticide-free things and taken a toll of pesticide-free things of customers.

Elective Speculation

H1: There's noteworthiness relationship between factors of pesticide-free things and fetched of pesticide-free things of buyers.

Table 4 Anova Analysis

	SS	df	MS	F	P-value	F crit
B/w Groups	5.081895	3	1.693965	2.133342	0.101044	2.699393
W/n Groups	76.2281	96	0.794043			
Total	81.31	99				

The Anova results reveal F-test value of 2.133342 and P-value of 0.101044. The P-value is greater than 0.05, indicating no statistically significant difference between the groups. Furthermore, the F-critical value (2.699393) exceeds the estimated F-value, indicating that the observed differences between groups are not significant. This suggests that the pesticide-free things do not have a strong impact on the buyers.

Weighted Normal Investigation

The weighted ordinary of taken a toll relatives can be computed by displaying weights into the unweight fetched relatives. Here additionally, we may utilize either math pitiless or the geometric brutal for the reason of averaging weighted fetched relatives.

Invalid Theory

H0: There is no fundamental distinction between the characteristics of fresh products and the reasons consumers cite for not purchasing these products (by the majority of individuals).

Elective Speculation

H1: There is a key distinction between the fresher usual thing client and the cause you consider not purchasing the common things by (the lion's share). Of. Individuals.

Table 5 Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	SE	Beta	SE		
(Constant)	1.913	0.265			7.223	0
Reasons cited by the majority of respondents for not purchasing organic items	0.019	0.124	0.015	0.1	0.149	0.882

Deduction

From the test it is found that the importanceesteem is 0.882 which is more noteworthy than the table esteem 0.5. hence, invalidspeculationacknowledged.

There's no critical distinction between the fresher natural item client & reason you consider for not buy of the natural items by (lion's share of individuals)

Relationship Examination

Relationship analysis elucidates the interaction between changes in one variable and another by evaluating the degree and heading of a straight relationship of two factors.

To find the relationship between the repeat of securing pesticide-free things and the switch from pesticide-free things to normal.

Invalid Theory

H0: There's affiliation between the recurrence of purchasing pesticide-free products and the experience of trading pesticide-free items.

Elective Theory

H1: There's affiliation between the recurrence of purchasing pesticide-free products and the experience of trading pesticide-free items.

Table 6 Correlation Analysis

		(Var1)	(Var2)	(Var3)	(Var4)
How often do you buy organic products (Var1)	Pearson Correlation	1	.251*	.422**	.113
	Sig.(2-tailed)		.010	.000	.244
Which organic products do you purchase more (Var2)	Pearson Correlation	.251*	1	.031	.057
	Sig.(2-tailed)	.010		.751	.561
Level of satisfaction organic products (Var3)	Pearson Correlation	.429**	.031	1	.191
	Sig.(2-tailed)	.000	.752		.054
Have you ever switched from a Non-organic products to an organic products (Var4)	Pearson Correlation	.114	.057	.191	1
	Sig.(2-tailed)	.241	.561	.057	

The correlation analysis reveals several key relationships between organic product purchasing behavior, satisfaction, and switching habits. There's a direct positive relationship (0.422) between the frequency of buying organic products and the level of satisfaction, indicating that those who purchase organic products more often tend to be more satisfied. Additionally, a weak but significant correlation (0.251) exists between the frequency of organic purchases and the variety of organic products bought, suggesting that frequent buyers tend to explore a wider range of organic products. However, there is no significant relationship between switching from non-organic to organic products and the frequency of organic purchases (0.114, $p = 0.241$) or satisfaction levels (0.191, $p = 0.057$). Moreover, the variety of organic products purchased does not significantly impact satisfaction (0.031, $p = 0.752$) or switching behavior (0.057, $p = 0.561$). Overall, the findings suggest that satisfaction with organic products is primarily influenced by purchasing frequency, while switching behavior and product variety have minimal impact.

Suggestions

Government entities, non-governmental organisations, and private food marketers can effectively advocate this perspective and enhance public knowledge as a whole. Customers today have incredible advantages in their consumables, prompting them to recognise the major distinction between natural and ordinary nourishment items, cultivating a positive view of organic commodities. Ordinary food may be effectively marketed as both delectable and potent "food options" across many consumer demographics, including children, young adults, and seniors, as the study indicates that flavour is a more persuasive factor in consumers' purchasing decisions.

Conclusions

Concerns about food security, quality, and everyday items are becoming more widespread among consumers worldwide, which has created opportunities for distinctive items in the future for a long time. The demand for everyday commodities is steadily increasing in industrialised countries such

as India. The untapped potential markets for natural products in nations such as India must be combined with organised markets for conventional items. This requires organised mediations on many fronts, which necessitate a deeper comprehension of the consumers' perspectives. Thus, an analysis of Chennai consumers' appreciation of natural items might be regarded as a foundation for developing markets for distinctive items within the early grandstand development framework.

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