BUYING BEHAVIOR OF CONSUMERS OF HOMEOPATHY DRUGS: AN ANALYSIS OF PATTERN AND ITS TRENDS

Dr.N.Mohanraj

Formerly Principal of Arumugam Pillai Seethai Ammal College, Tiruppattur – 630 211, Sivagangai

S.Amutha

Research Scholar, Bharathiar University, Coimbatore

Abstract

The study brings out consumers of homeopathy medicine awareness among the people. The main objectives of this study is to know the respondents inclination and major influencing factor for buying behavior of homeopathy drugs, to identify the level of knowledge about medicines. The research design used in this study is descriptive research design. Data was collected from 100 sample respondents. Data was collected by survey method through structured questionnaire with five point rating scale. Secondary data were collected from the available literature sources. For distribution of questionnaire to the respondents random sampling method was used and to collect the respondents opinion, survey was taken among the selected sample respondents. After collecting the data from the respondents, it was analysed using factor analysis. The collected data includes awareness level of respondents about homeopathy medicine consumers. Determinants of an consumers and impact of advertisement on homeopathy medicines buying behavior.

Keywords*: Buying Behaviour, Awareness, Satisfaction.*

Introduction

Consumer behaviour has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumers buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. Consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires" (Solomon 1995). In the marketing context, the term "consumer" refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre -purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the

evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items.

Objective of the Study
- To study the extent of awareness towards the homeopathy medicine consumers.
- To analysis factors influencing the buying behavior of homeopathy medicines.
- To analysis the satisfaction level of the consumers.

Review of Literature

Attitudes based on behavioural learning follow the beliefs, behaviour, and affect sequence. And finally, attitudes formed based on the experiential hierarchy follow the affect, behaviour, and beliefs route. A consumer who is highly involved with a product category and who perceives a high level of product differentiation between alternatives will follow the cognitive hierarchy (beliefs-affect-behaviour). From the marketers perspective the sequence of attitude formation is pertinent from a communications point of view. Accordingly here a marketer will first attempt to create Attention, then Interest and Desire, and finally Action (AIDA). Thus, from a strategic point of view, Multi-attribute attitude models, such as the Fish-Bein (1983) model, have proved useful in specifying the different elements that work together to influence peoples evaluations of attitude objects and ultimately predict consumer attitudes products or services may be composed of many attributes or qualities, some of which may be more important than others to particular people. Also a person's decision to act on his or her attitude is affected by other factors, such as whether it is felt that buying a product would be met with approval by friends and family. The complexity of attitudes is underscored by multi-attribute attitude models, in which sets of beliefs and evaluations are identified and combined to predict an overall attitude.

Research Methodology

Research means a scientific and systematic search for permanent information on a specific topic. Research is careful investigations on inquiry especially search for new facts in any branch of knowledge. Research comprises of defining and redefining problems, formulating hypothesis or suggested solutions collecting, organizing and evaluating data, making deduction and reaching conclusions and at last carefully testing the conclusion to determine whether they fit the formulating hypothesis.

Type of Research: Descriptive Research
Data collection: Research data can be obtained in two ways :
   (a) Primary Data   (b) Secondary Data

Sample Size

        A sample of few items from population is called sample. A sample of 100 consumers was taken from the total population for this study.

Sample Technique: In this study convenient sampling used.

Tools: Chi-square Test, Correlation, Simple Percentage.

Analysis:

Table 1: Demographic Characteristics Respondents

Particulars	Classification	No. of Respondents	%
Age	Below 20	9	6.9
	20-30	92	94.5
Qualification	UG	32	26.7
	PG	88	76.3
Gender	Male	95	81.9
	Female	23	21.6
Occupation	Business	65	9.5
	Students	54	98.6
Family	Joint	42	5.8
	Nuclear	56	95.7
No. of Family Members	Upto 3	21	17.8
	3-5	87	83.4

Table 2: Buying Behaviour of Consumers : An analysis pattern and its trends

Particulars	Classification	No. of Respondents	%
Awareness	YES	110	100
Source of information	TV / Radio	43	17.6
	Relatives	26	6.8
	Friends	31	48.9
	Newspaper	10	21.1

Table 3: Age of the respondents and image of the respondents

Respondents	Image of respondents				
AGE	Strongly agree	Agree	Neutral	Dis-agree	Total
Below – 20	4	6	3	0	13
20 – 30	32	35	28	2	97
Total	36	41	31	2	110

Chi-Square Test

Ratio	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	1.043 a	4	.784
Likelihood Ratio	1.547	4	.669
Linear-by-Linear Association	.593	1	.487
No. of valid cases	110		

Degree of Freedom   =   (4 – 1) x (2 – 1) = 3
Table Value   =   7.816
Calculated Value   =   1.043

Interpretation

In the Chi-square test, calculated value is less than the table value so, the null hypothesis is (HO) is accepted and alternative hypothesis (H1) is rejected. Finally concluded "There is no significance relationship between age of respondents and image of the respondents. When the values of qualification of the respondents and quality of the respondents. In the Chi-square test calculated value is less than the table value so, the null hypothesis is (HO) is accepted and alternative hypothesis (H1) is accepted. Finally concluded "There is a significance relationship between qualification of the respondents and quality of the respondents.

Conclusion

From the above analysis we find that majority of the respondents are 94.3% in age group of 20 -30, 75.6% of the respondents are completed their graduation. 3 - 6 members in a family. There is no significance relationship between qualification of the respondents and quality of the respondents. From the study, it is realized that the respondents are satisfied with the buying of homeopathy medicines. The medicine are available in all places, majority of the respondents say that medicine quality is good thus the medicine awareness should be improve. In the above factors majority of the respondents are neutrally satisfied in overall aspects about the medicines. The researcher has also suggested few measures to improve the sales of the medicine and some promotional schemes which can be followed by the producers to motivate the consumers.

References
1. Parmar, Jaising & Gupta, Yaswant (2007), "Consumer Behaviour : An Empirical Analysis", Journal of IPM, Meerut.
2. Dotson, Michael J & Hyatt, Eva - M (2001), "Sales Promotion References: A Demographic Analysis", Appalachian University.

3. Kalyanam, Kirti and Putler, Daniel S, (1994), "Incorporating Demographic Variables in Brand Choice Models: An Indivisible Alternatives Framework", Department of Marketing, Lea-vey School of Business.

4. Krishna, Aradhna: Currim, Imran- S and Shoemaker, Robert -W, "Consumer Perception of Promotional Activity", Journal of Marketing, April 1991, Vol.55.

5. Blattberg, R C and Neslin S A, "Sales Promotion: Concepts, Methods & Strategies", Ed. Prentice Hall, Englewood Cliffs, New Jersey, 1990.

6. Childers, Terry L & Akshay R.Rao., "The Influence of Familial and Peer Based Reference Groups on Consumer Decision", International Journal of Advertising, Vol.24.