

A STUDY ON BUYER BEHAVIOUR OF CONSUMER TOWARDS KOTTAKKAL ARYA VAIDYA SALA PRODUCTS.

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INTRODUCTION

The medicine with historical roots in India is Ayurveda medicine. In countries beyond India, Ayurveda therapies have been done in general wellness applications and in some cases in medical use. The accounts of transmission of medical knowledge are from God to sages and then to human physicians. Herbal compounds and minerals are typically applied in the Therapies.

The term “Ayurveda” combines the Sanskrit word ayur (life) and veda (science and knowledge). Thus, Ayurveda means “the science of life.” In Ayurvedic medicine, health is defined as the soundness of sarira (body), manas (mind), and atman (self). Each of these must be nurtured if an individual is to have good health. Ayurveda offers methods of finding out early stages of diseases that are still undetectable by modern medical investigation. It is the knowledge of life in its entirety that is body, mind and soul. Ayurvedic medicine uses a variety of products and techniques to cleanse the body and restore balance. Some of these products may be harmful if used improperly or without the direction of a trained practitioner. For example, some herbs can cause side effects or interact with conventional medicines.

STATEMENT OF THE PROBLEM

The word Ayurveda means science of life. The main aim it is to live healthy and a long life without complexities. Kottakkal Arya Vaidya Sala is engaged in practice on the traditional health system. There are basically 9 medicines, from that 530 medicines are classified. Whatever be the competition in the market, Kottakkal Arya

Vaidya Sala's products are in the first position. So the researcher is interested to know the reason behind it and to understand the buying behaviour and satisfaction level of the consumers.

OBJECTIVES OF THE STUDY

1. To study the extent of awareness among consumers towards Arya Vaidya Sala products.
2. To analyse the purchasing frequency of Arya Vaidya Sala products.

STATITICAL TOOLS FOR ANALISIS

- Simple Percentage analysis
- Chi-Square analysis
- Correlation

REVIEW OF LITERATURE

1. **Boulding, William; Karla, Ajay; Staelin, R; Zeithaml, V.A, A Dynamic Model of Service Quality;Boulding et al (1993)** stated another perspective of customer satisfaction, which deals with the difference between transaction specific and cumulative customer satisfaction. Customer satisfaction is viewed as a post-purchase evaluative judgment of a specific purchase occasion according to transaction-specific perspective. This is an an overall evaluation based on the total purchase and consumption experience with goods or service over as time.
2. **Koller, Philip; Armstrong, Gary, Principles of Marketing; Kotler and Armstrong (1993)** stated that consumer/customer satisfaction is determined by the relationship between expectation of the customer and product's performance. Satisfaction of customer is important because a company earns sales from new customers and existing customers. Satisfied customers buy a product frequently, talk positively to others about the product, pay less attention to competing brands and advertising.
3. **Bitner, M.J; Faranda, W.T; Hubbert, AR; Zeithaml, V.A, Quality & Productivity in Service Experiences : Bitner et al (1996)** defined, satisfaction as the customers evaluation of product and service in terms whether that product and service has able to meet their needs and expectations. Satisfied customers are more willing to pay for the benefits they receive and are more likely to be tolerant of increase in price. This shows a high margins and customer loyalty.
4. **Thomas and Gupta, Marketing Theory & Practice (2005)** : Last few decades have witnessed drastic changes in the market environment characterized by unpredictable levels of diversity and knowledge .The technological changes have made the traditional economic concept of scale, scope and structure irrelevant in the new economy removing the time and place barriers of conducting business. Technological advancement combined with forces of globalization have resulted in the transformation of the economy, markets, resulting in a connected knowledge economy, borderless global economy and globalizing.
5. **Radha Krishna, G; Shylaiian, C.S, Determinants of Habitual Buying Behaviour (2007)** :Firms has to differentiate their offer that of competitor by providing something unique that is valuable to the buyer to influence them to choose the product over others. Krishna and Shylajan (2007)stated that brand awareness and brand visibility plays an important role along with product features. It is concluded that for most of the products, brand awareness is a significant determinant for buying behaviour.)

ANALYSIS AND INTERPRETATION

1. SIMPLE PERCENTAGE ANALYSIS

SHOWING AWARENESS OF ALL PRODUCTS IN AVS

Sl.No	Awareness	No of Respondents	Percentage
1	Yes	31	15.5
2	No	95	47.5
3	To Some Extent	74	37.0
Total		200	100

INTERPRETATION

From the above analysis it is found 15.5% of the respondents are aware of all the AVS products, 47.5% of the respondents are not aware of all the AVS products and 37.0% of the respondents are aware of AVS products to some extent.

INFERENCE

Majority (47.5 %) of the respondents are not aware of all the AVS products

TABLE NO 4.17

AWARENESS LEVEL OF AVS SERVICES

Sl.No	Aware of AVS services	No of Respondents	Percentage
1	Yes	44	22
2	No	60	30
3	To Some Extent	96	48
Total		200	100

INTERPRETATION

From the above analysis it is found 22 % of the respondents are aware of AVS services, 30% of the respondents are not aware of AVS services and 48 % of the respondents are aware only to some extent of AVS services.

INFERENCE

Majority (48%) of the respondents are aware only to some extent of AVS services.

SHOWING THE RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND AWARENESS OF AVS PRODUCTS

H₀ : The two factors namely Gender of the respondents and Aware of AVS Products are independent that is they are not associated.

		Aware of Products of AVS			Total
		Yes	No	To Some Extent	
Gender of the respondents	Male	16	25	18	59
	Female	15	70	56	141
Total		31	95	74	200

RESULT:

	Value	df	Sig
Pearson Chi-Square	8.705	2	.013

INFERENCE:

The above table shows the awareness of the AVS products .The P value 0.013 is less than 0.05. It can be concluded that there is an association between gender of the respondents and awareness of AVS Products. Therefore the set hypothesis is rejected.

SHOWING RELATIONSHIP BETWEEN OCCUPATION AND FREQUENCY OF PURCHASING THE PRODUCTS

H₀ : The two factors namely Occupation of the respondents and Frequency of Products Purchased are independent that is they are not associated.

Occupation	Frequency of Products Purchased			Total
	Weekly	Biweekly	Monthly	
Employed	2	17	7	26
Business	6	55	11	72
Agriculture	3	47	6	56
Profession	3	27	3	33
Others	1	12	0	13
Total	15	158	27	200

RESULT:

	Value	Sig.
Pearson's R	-.132	.063

INFERENCE:

The above table shows the Occupational status of the respondents and Frequency of Products Purchased. The P value 0.063 is greater than 0.05. It can be concluded that there is no relationship between occupational status and frequency of products purchased. Therefore the set hypothesis is accepted.

SHOWING RELATIONSHIP BETWEEN MONTHLY INCOME AND AWARENESS OF AVS PRODUCTION PROCESS

H₀ : The two factors namely Monthly Income of the respondents and Know about Product Process are independent that is they are not associated.

Monthly Income	Know about Production Process			Total
	Not aware	Partially	Fully	
Below 5000	2	26	3	31
5001-10,000	11	56	9	76
10,001 -15,000	6	29	0	35
15,001 - 20,000	1	11	2	14
20,001 - 25,000	4	26	2	32
Above 25,001	3	8	1	12
Total	27	156	17	200

RESULT:

	Value	Approx. Sig.	
Interval by Interval	Pearson's R	-.073	.303

INFERENCE:

The above table shows the Monthly Income of the respondents and Know about Product Process .The P value 0.303 is greater than 0.05. It can be concluded that there is no relationship between monthly income of the respondents and know about product process. Therefore the set hypothesis is accepted.

FINDINGS, SUGGESTIONS AND CONCLUSION

1. Majority (47.5 %) of the respondents are not aware of all the AVS products
2. Majority (48%) of the respondents are aware only to some extent of AVS services.
3. There is an association between gender of the respondents and awareness of AVS Products.

4. There is no relationship between occupational status and frequency of products purchased.
5. There is no relationship between monthly income of the respondents and know about product process.

SUGGESTIONS

- Steps can be taken for the betterment of awareness programme to the public. It may assist the agency to increase the number of consumers and to interact with the consumers more closely.
- Advertisement can be applied to promote more sales. As a sales promotion technique advertisement may boost up the sales.
- More varieties of offer can be given to attract more consumers.
- Before conducting camps more information should have passed towards the public. So many people can attend the camps and they are able to get the better aid.

CONCLUSION

The main aim of Ayurvedic medicine is to help people live long and healthy. In fact, the word Ayurveda itself means healthy and long life. This study was conducted to know the consumer buying behaviour of Kottakkal Arya Vaidya Sala Products. Even though, Kottakkal Arya Vaidya Sala offer wide variety of products at high price, the demand for such products are very high due to its good quality. Though it is a century old institution, it owns good reputation and primary position in the market. The study reveals that Kottal Arya Vaidya Sala has played a pivotal role in spreading the healing touch. Thus, it can be concluded that buying behaviour of the consumers of Kottal Arya Vaidya Sala will exist and continue positively in the present day competitive market.