

## **Marketing Challenges and Consumers Purchasing Behaviour Towards Anil Food Products**

**Dr. R. Prabusankar, Mr. Y. Prabhakar**

<sup>1</sup>Professor, GRG School of Management Studies  
PSGR Krishnammal College for Women (Autonomous)  
(Affiliated to Bharathiar University)  
Peelamedu  
Coimbatore. Pin Code - 641 004  
Tamil Nadu State.

<sup>2</sup>Ph.D. (Part-Time) Research Scholar  
GRG School of Management Studies  
PSGR Krishnammal College for Women (Autonomous)  
(Affiliated to Bharathiar University)  
Peelamedu  
Coimbatore. Pin Code - 641 004  
Tamil Nadu State.

**Abstract:** Marketing is an essential component in the food and beverage industry. It aids companies in attracting and retaining customers, boosting sales, and enhancing brand growth. Brand awareness and customer loyalty are fostered through marketing, which is crucial for the food and beverage sector. A robust marketing strategy can help a company differentiate itself from competitors and establish a strong bond with its target audience. Consequently, this can result in increased sales and customer loyalty, as individuals are more inclined to patronize a brand they trust and are familiar with. Additionally, marketing plays a vital role in introducing new products and special promotions. This can entice new customers and drive sales by encouraging individuals to try something different. Furthermore, marketing is instrumental in cultivating relationships with suppliers and partners. By collaborating closely with suppliers and partners, businesses in the food and beverage industry can secure access to top-quality ingredients and products. This is particularly significant for companies that rely on seasonal ingredients or have limited supplies of certain products. The objective of this study is to examine and ascertain the influence of marketing on consumer purchasing decisions, as well as how marketing aids consumers in making purchasing decisions. The research primarily focuses on Anil's food products and the purchasing behaviour of consumers. A descriptive research design was employed in this study, with a sample size of 215 customers. Stratified sampling technique was utilized for the research. Data was gathered through a structured questionnaire and analyzed using Excel and various statistical tools. The findings were derived from the data analysis, and relevant recommendations were provided.

**Key Words:** Purchase, Food, Products, Customer

### **Introduction**

It is essential for any organization to understand Consumer Behaviour before launching a product. Failing to research and analyze the targeted audience can lead to product failure and losses for the organization. Consumer Behaviour is intricate due to the diverse attributes, thinking processes, preferences, and attitudes towards purchasing, consuming, and disposing of products. Marketers benefit greatly from studying Consumer Behaviour as it provides insight into the target audience's thought process, enabling successful marketing and positioning of products or services. Additionally, understanding Consumer Behaviour helps marketers adapt to changes influenced by various factors. In conclusion, the study of Consumer Behaviour is crucial for achieving sales objectives.

Consumer behaviour is the result of individuals making decisions on what, when, where, how, and from whom to purchase goods and services. It encompasses the psychological, social, and physical behaviours of potential customers as they go through the stages of awareness, evaluation, purchase, consumption, and word-of-mouth communication about products or services. This behaviour is intricately shaped by individual, product, and situational factors.

### **Review Of Literature**

Sharma & Lal (2012) Changing consumer behaviour poses a significant challenge for sustainable business growth in any organization. In countries like India, where resources are limited, it is crucial to develop and execute effective strategies to address consumer behaviour. The complexity of consumer behaviour can result in heavy losses for businesses, as outdated stock accumulates. Consumer behaviour is intricate and often irrational, with variations in personalities across borders and regions. Ignoring consumer tastes, behaviours, and preferences can be detrimental, as consumers are the driving force in the market. Marketing decisions are heavily reliant on assumptions about consumer behaviour, making it essential to tailor strategies accordingly to stay ahead in a competitive global market. Predicting consumer behaviour is crucial for business success in the modern era, presenting a challenge for management. Organizations that focus on consumer-oriented marketing strategies are more likely to thrive in the face of global competition.

Saini (2013) Green marketing has become a proactive topic as it enters the world of consumers. Consumers are not only aware of multiple brands and their perceived quality, but they have also started to pay more attention to the environment, becoming more eco-friendly. As a result, companies are exploring various ways to communicate with customers in order to retain their loyalty through green management. The study aims to examine how consumer buying behaviour is influenced by green marketing and how companies can gain a competitive edge by adopting it. It also explores how demand can be enhanced by pursuing green strategies and the challenges companies may face in going green. The results of the study indicate that companies need to increase their communication with customers to promote green initiatives, and that attributes such as price and quality are more important than "environmental responsibility." The data for this study was collected from multiple sources, including books, journals, and websites, to understand the importance of green and sustainability management.

Vazifehdoust, Taleghani, Esmaeilpour, & Nazari (2013) conducted a study introducing an integrated model that merges the Theory of Reasoned Action (TRA) with personal and marketing variables to explore the factors influencing attitudes and behaviours towards purchasing green products. The model was developed and tested using structural equation modeling with a sample of 374 consumers from the Guilan province in Iran. Findings revealed that attitude is shaped by consumers' environmental concerns, the quality of green products, green advertising, and green labelling. The results of the structural equation analysis demonstrated a positive relationship between attitude and intention to purchase green products. Moreover, intention to purchase green products was found to impact green purchasing behaviours. The study also delves into the implications of these results for marketers and researchers.

Sharma, Sonwalkar & Kapse (2013) found that as people become more worried about climate change and global warming, companies are starting to focus on protecting the environment and sustainable development. These companies are now trying to understand what makes environmentally conscious customers tick so they can sell more green products. Factors like age, lifestyle, how much people care about the environment, and the price and quality of green products all play a role in getting people to change their behaviour and buy eco-friendly items. These factors have been studied before, but not all together when it comes to consumers in Central India. This study looks at all these factors to see how they affect people's decisions to buy green products.

The writers of Weng Marc Lim et al. (2014) make an effort to comprehend the elements that influence customers' propensity to purchase organic food as well as the perceived value they attach to it. They came to the conclusion that the study's findings, which focused mostly on perceived health benefits, indicate that customers are more likely to buy organic food when they see it as having positive value. Many customers claimed that

extra work is required to find organic food because they did not detect any difference in price between organic and nonorganic food. The research findings' implications and suggestions are also provided.

Felix (2015) in a highly competitive business environment, companies are focusing more on meeting the needs of customers and providing them with high-quality products to meet their ever-increasing expectations. Marketers often encounter challenges due to the rapidly changing market conditions. Customer satisfaction and total quality management require a company's ability to accurately determine customer requirements and successfully transform these requirements into finished quality products. Customer satisfaction is believed to impact customer retention, profitability, and competitiveness. This study examines the variables that present marketing challenges in meeting consumers' changing expectations and preferences in a competitive market, such as market turbulence, technology turbulence, general economy, competition, management training, and intelligent response. Descriptive statistics and multiple regressions were used to determine how these variables influence customers' changing expectations and preferences.

Makhdoomi & Nazir (2016) the global economy has experienced significant growth due to increased consumption worldwide. However, this excessive consumption has had negative effects on the environment, leading to pollution, global warming, and other environmental issues. As a result, there has been a growing public concern which has sparked the green movement aimed at preserving the environment. The main objective of the study was to analyze the factors influencing consumer behaviour towards green products. Interestingly, the research findings indicated that demographic factors do not play a significant role in influencing the purchase decisions of green products. Instead, consumer satisfaction with the product emerged as a key determinant of purchasing behavior, with the attributes of green products playing a crucial role in shaping consumer preferences.

Indumathi & Dawood (2016) have highlighted the increasing demand for organic products in India. Maintaining good health is crucial in our lives. The interest in organic products has surged globally in recent years. This research aims to examine the influence of product, price, place, and promotion factors on consumer purchasing behaviour of organic products. The main goal of the study is to pinpoint the factors and determine the most significant variables within each factor. The research reveals that product factors hold greater importance for consumers, with quality, brand, health & environmental safety, and taste being the key considerations. Place factors are relatively less significant to consumers compared to product factors, with convenience being the most crucial aspect under place. Price factors include high cost, reasonable pricing, and quality, with consumers willing to pay a premium for health benefits. Consumers also prefer home delivery of organic products. This study will be beneficial for organic product retailers in Chennai, as identifying these factors will enable them to customize their marketing and production strategies to capitalize on these influences in a manner that satisfies both consumers and marketers. By formulating strategies based on these findings, store owners can contribute to the development of the store and the farming community at large.

Pawar & Naranje (2016) Consumer behaviour is a crucial aspect in today's marketing landscape. Consumers hold the power in the market, as no business can thrive without them. Everything a business does revolve around consumers and their satisfaction. The goal is to gain a better understanding of consumer behaviour and the factors that impact their buying processes. This article aims to highlight different schools of thought that can shape future consumer research.

Sujith (2017) the global green movement is rapidly gaining momentum, and consumers are stepping up to the plate by making responsible choices. While consumers in developed countries are more environmentally conscious, there is still much work to be done in countries like India. Successful marketing involves tapping into trends and aligning products and brands with consumer values. Many companies are now embracing their role in environmental protection, resulting in cleaner products and production processes. By introducing green products, companies are contributing to a cleaner, healthier world. The shift towards sustainability is not only beneficial for the environment but also for business profitability. Embracing green marketing is an opportunity for innovation that can drive positive change while achieving success in the market. This study delves into consumer perceptions and attitudes towards purchasing eco-friendly products.

Kumar' Ranjan & Kushwaha (2017) aim to investigate the correlation between consumers' actual purchasing behaviour and green marketing strategies. In addition to traditional green marketing tools, the study

also considers the impact of "trust" in eco-labels and eco-brands. The success of eco-branded products in the market can be attributed to their positive public perception, which encourages consumers to make purchases and fosters brand loyalty towards green products. The awareness of eco-brands among Indian consumers and their willingness to purchase environmentally friendly products are influenced by their belief in the advantages of green goods. Many researchers suggest that the key factor that could further enhance the purchasing behaviour of green products is the trust placed in the eco-label itself.

The study conducted by Joshi & Rahman (2017) aims to identify the factors that influence sustainable purchasing behaviour among educated young consumers in Delhi. A survey was conducted on a sample of 750 young consumers, and structural equation modeling was utilized to assess the predictive power of different variables. The results indicate that supportive behaviours towards environmental organizations, subjective norms, consumer attitudes towards sustainable purchasing, perceived marketplace influence, consumers' knowledge of sustainability issues, and environmental concern are the key predictors of sustainable purchasing behaviour among young consumers in Delhi. This research provides valuable insights into the primary determinants of consumers' sustainable purchasing behaviour, which can be beneficial for policymakers and government agencies in designing effective messages and campaigns to promote sustainable consumption.

Anupreet Kaur Mokha (2018) Green marketing is the promotion of products and services that are believed to be environmentally friendly. It differs from traditional marketing in that it emphasizes the promotion of eco-friendly products. Green marketing is also referred to as Environmental or Ecological marketing. This study aims to assess the influence of green marketing strategies such as eco-labeling, eco-branding, and environmental advertising on consumer buying behaviour. The study utilizes the Linear Regression technique for analysis. The findings indicate that eco-labels, eco-brands, and environmental advertising have a positive and significant effect on consumer purchasing behaviour.

Nizar & Janathanan (2018) this study aims to explore the influence of social media marketing on consumer purchase decisions. The research objectives include defining social media marketing and consumer purchase behaviour, conducting a literature review on consumer purchase behaviour and the impact of social media, carrying out primary research through questionnaires and interviews on the effects of social media advertising on consumer purchase behaviour, and providing recommendations to Dialog Axiata management based on the findings. Methodology - The research utilized a survey method, distributing questionnaires to collect data on the impact of social media marketing on consumer purchase behaviour. A total of 184 responses were gathered through Google Forms. Additionally, interviews were conducted with three individuals at Dialog Axiata to further explore the topic. Primary research also involved analyzing journal articles from previous researchers. Data analysis was performed using IBM SPSS statistics software. Findings - The research findings included Cronbach Alpha, regression analysis for independent variables, correlation analysis for both dependent and independent variables, and descriptive statistics using SPSS software. The hypotheses formulated for this research were supported, with a significant positive correlation identified, enhancing the overall value of the study. Value - This research contributes to addressing issues identified in previous literature and offers a more streamlined approach to developing social media marketing strategies for predicting consumer purchase behavior.

Tešanović, Tešanović & Šobot (2020) the current marketing paradigm of consumer purchasing behaviour in the nutrition sector is influenced by a variety of factors. These factors include attitudes towards health and healthy living, product knowledge, eating habits, beliefs, education, as well as marketing elements such as pricing, distribution, and communication strategies. A healthy lifestyle and appearance are closely linked to a better quality of life, with organic food being a key component of modern lifestyle trends. A primary study was carried out in Banja Luka, focusing on consumer behaviour towards organic nutrition products. The survey involved 220 participants, half of whom were organic food consumers, while the other half preferred inorganic options.

Ambika (2020) found that although environmentally concerned consumers are cautious when making purchases because they lack understanding, perception, and trust. Bhatia & Jain (2013) state that although customers have a positive attitude toward eco-friendly items, they are nonetheless concerned about pricing and availability.

Babalola, Lateef, & Zekeri (2020) understanding consumer attitudes and behaviours is crucial for all companies, especially when consumers have varying attitudes towards products and services. In today's world, consumer buying behaviour is heavily influenced by how products and services are marketed. However, the rapid advancement of technology has brought both growth and challenges to e-marketing trends. Despite the global adoption of e-marketing, Nigeria has not fully embraced this trend. This study focuses on the impact of e-marketing factors on consumer buying behaviour among Nigerian university students engaged in online businesses. It is essential for firms to utilize technology that resonates with consumers in the digital age. Understanding emerging technologies can provide valuable insights for stakeholders in Nigeria. The study recommends implementing new e-marketing trends strategically to enhance consumer buying behaviour.

Kumar, Varma, Sangvikar & Pawar (2020) Social media has revolutionized business practices across various industries and organizations. The impact of social media on consumer behaviour is a relatively new field of study. Communication is now a crucial tool for businesses to navigate the competitive market landscape. Online platforms have transformed the once tedious process of product selection and purchase into an exciting option for young people. Social media platforms are deeply integrated into the daily lives of almost every young individual. This study delves into consumers' media habits and consumption patterns, focusing on those who may have overlooked or disregarded product advertisements. The internet plays a vital role in informing consumers about new products through online ads like pop-ups and direct mail. This research aims to explore the influence of online shopping ads on consumer purchase intentions and behaviours, while also identifying moderating factors such as attitudes, subjective norms, and perceived behaviour control.

Mancuso, Natalicchio, Panniello & Roma (2021) argue that sustainability has become a crucial factor in shaping business strategies, influencing key corporate functions, and transforming the way value is generated, communicated, and distributed. This trend has increasingly influenced marketing practices, particularly in driving the development of sustainable marketing within the food industry. In light of this, the study sought to explore the impact of sustainable marketing practices on consumer loyalty towards a specific brand. To address this inquiry, the researchers conducted a survey involving 907 Italian biscuit consumers. The findings revealed that consumers' attention to sustainable issues, in the absence of sufficient guidance in brand selection, did not lead to brand loyalty. Similarly, when consumers were inundated with marketing campaigns, it resulted in confusion and disloyalty. However, when consumers demonstrated both a concern for sustainability and receptiveness to sustainable marketing initiatives, a positive effect on brand loyalty was observed. These results contribute to the growing body of literature on the significance and potential influence of sustainable marketing.

Ghazalle & Lasi (2021) E-shopping is a form of electronic commerce used for business (B2B) and business (B2C) transactions. Millennials are the primary consumers of e-commerce, with 54 percent of online purchases made by this age group. Among full-time students, a staggering 95.5% are avid smart phone users. The study found that perceived benefits play a crucial role in influencing students' online shopping behaviour. Specifically, there is a correlation between perceived benefits, brand ambassadors, pricing, and ease of use with online purchasing behaviour, except for trust in the seller. In conclusion, e-commerce or online shopping has become a convenient and reliable option for students to fulfil their needs. 90% of the respondents had prior experience with online shopping. It is recommended for future researchers to directly distribute questionnaires to potential students for a more representative sample. Ultimately, vendors have discovered new ways to add value for customers and enhance relationships through marketing mix strategies, attracting more customers with advanced approaches.

Roy, Debnath, Mitra, & Shrivastava (2021) researchers conducted a comprehensive structured interview with 102 low-income consumers from three regions in eastern India. Inductive content analysis was utilized to scrutinize the living conditions and unmet needs of the participants. Factor analysis was employed to identify the fundamental constructs influencing customers' behaviour. Subsequently, cluster analysis was carried out to categorize customer segments based on these constructs. Finally, regression analysis was executed to investigate the impact of these constructs on purchase behaviour. The study revealed that the primary unmet needs were affordable education, improved housing, and adequate sanitation. This study provided novel insights into the segmentation of low-income customers in India and proposed marketing strategies based on their living conditions, unmet needs, and media preferences.

Sharma (2021) conducted a study that provides an in-depth look at green marketing and the discrepancy between consumer attitudes and their actual purchasing behaviour towards environmentally friendly products. Through thematic analysis, three key themes were identified: personal factors influencing green purchases, green purchasing behaviour, and the green marketing mix. The study found that concerns for the environment, eco-labelling, past experiences, and perceived usefulness are significant influencers of green consumer behaviour. Additionally, lack of environmental knowledge, pricing, perceived risks, organizational image, trust, and willingness to pay were identified as barriers that contribute to the gap between consumer attitudes and their actual purchasing behaviour of green products. Based on the findings, a green purchase decision model was proposed, and potential areas for future research were suggested.

Dhivya Shinde, Bandgar, Velu, Sade & Sucharitha (2022) Researchers in the management field are currently focusing heavily on digital marketing. Our research establishes a link between digital marketing and consumer purchasing behaviour. The study of consumer behaviour, also known as marketing psychology, is considered the cornerstone of marketing. Over past five years, digital marketing has been proven to significantly impact consumers' purchasing choices. This study delves into the factors that affect consumers' decisions to buy electronic products and how these factors are connected to overall purchasing habits.

Krishnaraj, Elangovan, & Prakash (2022) the handicraft sector is a key source of employment in rural and semi-urban areas, providing substantial income for artisans. Palm leaves are widely used, particularly in South India, where attractive items made from them are popular. To ensure sustainable revenue, artisans must understand consumer preferences. This study seeks to explore consumer purchasing behaviour for palm leaf products, with the aim of helping artisans better meet end-user expectations and increase their income.

Yilmaz (2023) in addition to health benefits, concerns about the environment and animal welfare have also played a significant role in shaping consumer preferences. This study delved into the relationship between various factors, such as stimulus factors and perceived values (health, environment, animal welfare, and food safety), and consumers' organic purchasing behaviour using the Stimulus-Organism-Response (SOR) theoretical model. Furthermore, the impact of socio-demographic characteristics on purchasing behaviour was explored. The study revealed that the benefits of consuming organic foods, sustainable consumption attitudes, and positive moral attitudes had a notable impact on perceived values (health, environment, animal welfare, and food safety). This research provides valuable insights into consumers' behaviour towards organic food products, which can assist organic sellers in developing effective strategies and expanding the organic food market.

Degirmencioglu, Buruk, Kurt, & Yinal (2023) discuss how the competitive market and internet-driven technology have transformed traditional marketing into digital strategies. Digital marketing has now become widespread, enabling businesses to reduce costs and expand globally through the use of digital technologies. Customers today prefer digital marketing over traditional methods, finding online shopping safer and more convenient. With digital marketing, customers can easily compare products and make purchases at any time, from anywhere. The rise in internet usage and advancements in technology are shaping consumer behaviour, leading to a shift from traditional to digital marketing.

Francis, Haque, Rahman, Al-Hunaiyyan, Al-Ainati, Lokman, & Isa, (2023) Digital marketing refers to promoting products or services using electronic means. It helps expand market reach and engage clients or consumers. The competitive market and rapid innovation require internet use for advertising and marketing tactics. The paper aims to examine the effect of digital marketing on consumer buying behaviour in Nigeria. The research explores four hypotheses and is based on feedback from 385 participants. The regression analysis shows that each independent variable significantly influences client shopping behaviour, aiding digital advertising and marketing from an administrative standpoint.

Anjorin et al (2024) consumers continue to prioritize environmental and social responsibility, businesses are adjusting their marketing tactics to meet these evolving needs. The paper sheds light on the impact of consumer attitudes, beliefs, and values on sustainable purchasing decisions, emphasizing the growing market for eco-friendly products and the importance of transparent communication about sustainability efforts. Through an analysis of existing literature, the paper uncovers key trends, obstacles, and opportunities for businesses aiming to align their marketing strategies with sustainability goals. Despite facing challenges such as the high cost of sustainable production and the complexity of supply chains, the document also points out

opportunities for companies to differentiate themselves in the market and cultivate stronger connections with environmentally aware consumers. By grasping consumer preferences and values, companies can create marketing plans that resonate with their target audience and promote positive transformations. Ultimately, consumer behaviour plays a crucial role in sustainable marketing endeavours, prompting businesses to adjust their approaches to meet the expectations of an increasingly socially and environmentally conscious customer base. The document sets the foundation for further exploration and offers practical guidance for companies aiming to incorporate sustainability into their marketing strategies and attain enduring success in a swiftly evolving market environment.

Alkhizar, & Vidani (2024) dive into the world of consumer behaviour in Ahmedabad city with a focus on LG electronics. Through a detailed survey, we seek to gain valuable insights from consumers to understand how various factors influence their buying behaviour. By combining survey data with a thorough literature review, we aim to enhance our understanding of consumer behaviour and guide strategic decisions to meet consumer preferences effectively.

### **Research Problems and Questions**

According to the theme that is chosen where the discussion emerges on the marketing challenges of consumer purchase behaviour.

### **Research Questions**

1. What defines marketing and why do organisation marketing in food products?
2. Does marketing help the consumers to choose the right product and how it impacts on consumer purchase decision?
3. Is it effective and efficient to use social media marketing?

### **Objectives Of The Study**

- i) To define the term marketing and consumer purchase behaviour.
- ii) To carry out a literature review on the subject of consumer purchase behaviour and challenges of marketing.
- iii) To conduct a primary research with the help of questionnaires and interviews on the importance of marketing challenges and consumer purchase behaviour.
- iv) The findings and to make recommendations top level management.

### **Methodology**

Information gathering techniques are utilized within the realm of strategies and information. A quantitative approach is employed to gather the necessary data. The article's summary will be printed and handed to the study participant directly. There are typically two methods of obtaining information: subjective methods and quantitative approaches. Secondary data, sourced from websites, forms the basis for the theoretical framework. These secondary data are derived from books, journals, expedition reports, and online resources. A quantitative verification was proposed in July 2024. Data collection is a vital aspect of any research paper. The selection of an appropriate data collection framework is crucial in ensuring accurate information is presented.

### **Research Design**

The vast data have been composed from principal sources. Therefore, to present, describe, and interpret such mass data in the present research report, it is necessary to adopt the appropriate research design. The research design selected for the study is a descriptive one. The primary unbiased of the study is to examine the marketing field networks in the food industry.

### **Source Of Data**

The study is mainly focused on primary data which were collected through well-designed questionnaires to suit the points of this research. The principal data have been supplemented by secondary sources. The necessary secondary data relating to the study have been gathered from books, journals, websites,

reports and journals, magazines, and newspapers. Stratified random sampling was adopted to select the sample respondents. For analysis, statistical tools such as (i) Reliability Statistics (ii) Percentage Analysis (iii) Correlation (iv) Regression

**Hypothesis**

H0: There is no significance difference between the Importance of Consumer Behaviour and the Anil Products.

H0: There is no relationship between the Marketing challenges and the gender of the respondents

**Data Analysis**

**TABLE - 1: Reliability Statistics**

Reliability Statistics	
Cronbach's Alpha	N of Items
.741	29

Table 1 show that the Cronbach Alpha is above 0.741, so the questionnaire is highly reliable.

**TABLE - 2: Percentage Analysis**

Category	Classification	Frequency	Percent
Gender	Male	104	48.4
	Female	111	51.6
	<b>Total</b>	<b>215</b>	<b>100.0</b>
Age	18-29 Years	73	34.0
	30-44 Years	45	20.9
	45-59 Years	72	33.5
	Above 60 Years	25	11.6
	<b>Total</b>	<b>215</b>	<b>100.0</b>
Education Qualification	Diploma	124	57.7
	Bachelor Degree	60	27.9
	Master Degree	31	14.4
	<b>Total</b>	<b>215</b>	<b>100.0</b>
Marital Status	Single	104	48.4
	Married	111	51.6
	<b>Total</b>	<b>215</b>	<b>100.0</b>
Area of Residency	Rural	72	33.5
	Urban	143	66.5
	<b>Total</b>	<b>215</b>	<b>100.0</b>
Employment Status	Full-time employees	210	97.7
	Unemployed	5	2.3
	<b>Total</b>	<b>215</b>	<b>100.0</b>
Monthly Salary	Less than 10 K	26	12.1
	10K - 25 K	82	38.1
	25K - 50K	40	18.6
	50K – 1L	25	11.6
	More than 1,00,000	42	19.5
	<b>Total</b>	<b>215</b>	<b>100.0</b>
Marketing Awareness	Yes	194	90.2
	No	21	9.8
	<b>Total</b>	<b>215</b>	<b>100.0</b>



Awareness of Anil Products	Yes	215	100.0
Digital Marketing Awareness	Social Media	42	19.5
	Website	75	34.9
	Blog	18	8.4
	Multimedia Channels	37	17.2
	Email	43	20.0
	<b>Total</b>	<b>215</b>	<b>100.0</b>
Anil Products	Vermicelli	18	8.4
	Rava	45	20.9
	Appalam	15	7.0
	Salt	37	17.2
	Rusk	57	26.5
	Noodles	22	10.2
	Flour	21	9.8
	<b>Total</b>	<b>215</b>	<b>100.0</b>
Frequency of Purchase	Daily	29	13.5
	Twice in a week	106	49.3
	Weekly Once	44	20.5
	Monthly once	36	16.7
	<b>Total</b>	<b>215</b>	<b>100.0</b>

It is evident that among the gender of the respondents, 48.4 percent have male respondents, followed by female respondents at 51.6 percent. Among the age of the respondents, 34 percent of the respondents were 18-29 Years old, followed by 30-44 Years of respondents 20.9 percent, trailed by 40-49 Years respondents have 33.5% and Above 60 years age people have 11.6%. Education Qualification of the respondents is the number of respondents who have a Diploma with 57.7 percent, trailed by Graduate respondents with 27.9 percent highly qualified in the sector. Master degree respondents are 14.4%. Highlights the respondents' marital status, the number of respondents who have 48.4% are Single, followed by married respondents at 51.6 percent. Regarding designation of the employees, 97.7 percent of the respondents were Full-time employees, followed by Unemployed respondents the study only 2.3%. Monthly salary of the respondents are Less than 10 K is 12.1%, 10K - 25 K while percentage is 38.1, 25K - 50K is 18.6%, 50K – 1L is 11.6%, More than 1,00,000 is 19.5%.

### Importance Of Consumer Behaviour

- I1 - Staying relevant in the Market
- I2 - To Create and Retain Customers
- I3 - Innovate new Products
- I4 - To Optimize Marketing Strategies
- I5 - Improve Customer Service
- I6 - Maintaining Market Relevance:
- I7 - Product Innovation
- I8 - To improve marketing tactics
- I9 - Anil Products
- PC - Pearson Correlation

**TABLE - 3: Importance Of Consumer Behaviour And The Anil Products**

		Correlations								
		I1	I2	I3	I4	I5	I6	I7	I8	I9
I1	PC	1								
	Sig. (2-tailed)									

	N	215								
12	PC	.027	1							
	Sig. (2-tailed)	.690								
	N	215	215							
13	PC	.521**	.173*	1						
	Sig. (2-tailed)	<b>.000</b>	<b>.011</b>							
	N	215	215	215						
14	PC	.488**	.090	.296**	1					
	Sig. (2-tailed)	<b>.000</b>	.189	<b>.000</b>						
	N	215	215	215	215					
15	PC	.479**	.105	.364**	.807**	1				
	Sig. (2-tailed)	<b>.000</b>	.125	<b>.000</b>	<b>.000</b>					
	N	215	215	215	215	215				
16	PC	.455**	.322**	.620**	.423**	.365**	1			
	Sig. (2-tailed)	<b>.000</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>				
	N	215	215	215	215	215	215			
17	PC	.406**	.140*	.494**	.292**	.384**	.305**	1		
	Sig. (2-tailed)	<b>.000</b>	<b>.040</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>			
	N	215	215	215	215	215	215	215		
18	PC	.822**	.072	.334**	.320**	.460**	.267**	.301**	1	
	Sig. (2-tailed)	<b>.000</b>	.296	<b>.000</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>		
	N	215	215	215	215	215	215	215	215	
19	PC	-.107	.088	-.025	-.051	-.134*	.012	-.019	-.139*	1
	Sig. (2-tailed)	.118	.201	.713	.455	.049	.866	.783	.042	
	N	215	215	215	215	215	215	215	215	215
**. Correlation is significant at the 0.01 level (2-tailed).										
*. Correlation is significant at the 0.05 level (2-tailed).										

Importance of Consumer Behaviour, Variables related to staying relevant in the Market, To Create and Retain Customers, Innovate new Products, To Optimize Marketing Strategies, Improve Customer Service, Maintaining Market Relevance, Product Innovation, to improve marketing tactics.

Preference for staying relevant in the Market that, at the 5% significance level, show a positive link with other factors. With a Pearson value of 0.521\*\*, 0.488\*\*, 0.479\*\*, 0.455\*\*, 0.406\*\*, 0.822\*\*. There is a moderately high positive. Preference to Create and Retain Customers that, at the 5% significance level, show a positive link with other factors. With a Pearson value of 0.322\*\*. There is a moderately high positive. Preference for Innovate new Products that, at the 5% significance level, show a positive link with other factors. With a Pearson value of 0.296\*\*, 0.364\*\*, 0.620\*\*, 0.494\*\*, 0.334\*\*. There is a moderately high positive. Preference for To Optimize Marketing Strategies that, at the 5% significance level, show a positive link with other factors. With a Pearson value of 0.807\*\*, 0.423\*\*, 0.292\*\*, 0.320\*\*. There is a moderately high positive. Preference for To Improve Customer Service that, at the 5% significance level, show a positive link with other factors. With a Pearson value of 0.807\*\*, 0.423\*\*, 0.292\*\*, 0.320\*\*. There is a moderately high positive. Preference for Maintaining Market Relevance that, at the 5% significance level, show a positive link with other factors. With a Pearson value of 0.365\*\*, 0.384\*\*, 0.460\*\*. There is a moderately high positive. Preference for Product Innovation that, at the 5% significance level, show a positive link with other factors. With a Pearson value of 0.305\*\*, 0.267\*\*. There is a moderately high positive. Preference for - To improve marketing tactics, at the 5% significance level, show a positive link with other factors with a Pearson value of .301\*\*. There is a moderately high positive. Based on N = 215 respondents, the 2-tailed significance, p = 0.000, shows the strongest correlation.

**TABLE - 4: Regression**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.465 <sup>a</sup>	.217	.186	.452

a. Predictors: (Constant), Moving into new markets, Bridging the skills gap , Demonstrating marketing’s value to the business , Lack of resources, Understanding customer behaviours , Boost your growth on a budget, Creating quality content, Fortify your digital marketing strategy

ANOVA <sup>a</sup>						
	Model	Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	11.626	8	1.453	7.116	.000 <sup>b</sup>
	Residual	42.067	206	.204		
	Total	53.693	214			

a. Dependent Variable: Gender

b. Predictors: (Constant), Moving into new markets, Bridging the skills gap , Demonstrating marketing’s value to the business, Lack of resources, Understanding customer behaviours, Boost your growth on a budget, Creating quality content, Fortify your digital marketing strategy

Coefficients <sup>a</sup>						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.665	.246		2.700	<b>.008</b>
	Demonstrating marketing’s value to the business	-.096	.045	-.144	-2.113	<b>.036</b>
	Bridging the skills gap	.010	.030	.026	.346	.730
	Understanding customer behaviours	-.048	.044	-.122	-1.094	.275
	Fortify your digital marketing strategy	-.020	.054	-.046	-.376	.707
	Lack of resources	.031	.026	.085	1.200	.232
	Boost your growth on a budget	.122	.048	.190	2.558	<b>.011</b>
	Creating quality content	.084	.029	.230	2.879	<b>.004</b>
	Moving into new markets	.124	.038	.220	3.295	<b>.001</b>

a. Dependent Variable: Gender

The **Coefficients** table provides us with the necessary information to predict the Marketing challenges, as well as determine whether the Outsourcing contributes statistically significantly to the model (by looking at the "**Sig.**" column). Furthermore, we can use the values in the "**B**" column under the "**Unstandardized Coefficients**" column, as shown above.

To determine if one or more independent variables are significant predictors of gender opinion on marketing challenges, we examine the information provided in the coefficient table. Out of eight independent statements only four statements are statistically significant.

Demonstrating marketing’s value to the business has a beta coefficient of -.096 which is significant (.036), Bridging the skills gap has a beta coefficient of .010 which is significant (.730), Understanding customer behaviours has a beta coefficient of -.048 which is significant (.275), Fortify your digital marketing strategy has a beta coefficient of -.020 which is significant (.707), Lack of resources has a beta coefficient of .031 which is significant (.232), Boost your growth on a budget has a beta coefficient of .122 which is significant (.011), Creating quality content has a beta coefficient of .084 which is significant (.004), Moving into new markets has a beta coefficient of .124 which is significant (.001).

### **Recommendation And Conclusion**

The marketing and advertising sector is constantly evolving, presenting various obstacles along the way. Yet, through embracing digital transformation, utilizing data effectively, and emphasizing authenticity, innovation, and creativity, companies cannot just endure but flourish in this dynamic setting.

It is crucial to comprehend the psychology of consumers in a dynamic setting. Understanding the evolving purchasing patterns of consumers in the digitalized world is essential for ensuring the longevity of a business. Marketers face numerous threats and challenges in this groundbreaking economy. Efforts should be intensified to educate people about the benefits of digital marketing. Enhancing the security of digital marketing will result in a substantial expansion of the market. To promote digitalization and boost its usage, promotional campaigns, customer workshops, and road shows should be organized to raise awareness.

The research primarily aimed to investigate how consumers approach the purchase of green products. It is clear that consumer behaviour and satisfaction are key factors in their approach to green products. Consumers prioritize the features of green products when making a purchase, and are willing to pay more to protect the environment. They are motivated to buy green products not only for environmental reasons, but also for their perceived health benefits. Therefore, organizations should focus on improving the quality of green products and offering them at fair prices. High prices and low quality are the main deterrents for consumers considering the purchase of green products. Consumer behaviour is a crucial factor for salespeople and marketers. Products are designed to meet the needs and desires of consumers, so it is essential to market them effectively in order to achieve organizational objectives. The examination of consumer behaviour aids in the analysis of various factors those impact consumers' purchasing decisions. Consumer behaviour analysis has become a valuable tool for comprehending customers. By delving into consumer psychology and the influences on purchasing behaviour, businesses can develop new products, marketing strategies, and enhance profitability. Marketing is crucial for the food and drinks industry. By implementing an effective marketing strategy, businesses can establish solid connections with their customers, suppliers, and partners, and ultimately succeed in the fiercely competitive food and drinks sector.

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