



Influential Factors of Purchasing Behaviour of Fish Consumers in Tamil Nadu

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Abstract

Fisheries production holds significant importance in the Indian fisheries industry, and the marketing aspect plays a crucial role in ensuring the viability of this sector. Given the perishable nature of fish, it is essential to sell them promptly after harvest. Before purchasing fish, consumers exhibit specific behaviours, collectively known as their buying behaviour. Such behaviours may involve activities like conducting search engine research, engaging in discussions on social media platforms, and various other actions. Understanding this buying behaviour process is advantageous for organizations as it allows them to align their marketing efforts with strategies that have proven successful in influencing customers to make purchases. This article aims to provide an overview of buying behaviour, explore the factors that influence it, and examine the buying behaviour process.

Introduction

The fishing industry's products have been recognized as a significant source of nutrient-rich diets for people. Recent data reveals that the fishing industry has witnessed the most rapid growth in the past few decades, with an average annual growth rate of approximately 7%. According to the Food and Agriculture Organization of the United Nations (FAO), the global per capita consumption of fisheries products was estimated at 19.9 kilograms in 2018, with an average annual growth rate of 1.62% from 2001 to 2011 (FAO, 2014). However, the per capita consumption trend varied across different regions, with China, India, and Southeast Asia experiencing a notable increase in fish consumption. The act of consuming fish to meet consumer needs is commonly referred to as consumer buying behaviour, which involves various processes. Consumer decisions, shopping habits, purchasing



behaviour, preferred fish species, and visited merchants are all influenced by a range of characteristics and attributes. Each of these factors contributes to the final purchase decision. Initially, the consumer seeks out the desired fish species and then selects those that appear to offer the greatest benefits. After selecting the type of fish, the consumer assesses their available budget. Subsequently, the consumer evaluates the current prices of fish before making a decision on which one to buy and consume. Additionally, other factors such as social, cultural, economic, personal, and psychological aspects play a role in influencing consumer purchasing patterns.

Influential factors that impact the buying behavior of fish consumers

Several factors exert influence on consumer buyer behavior.

1. Psychological factors
2. Attitudes and Beliefs
3. Social factors
4. Cultural factors
5. Economic factors
6. Personal factors

1. Psychological factors

The psychological elements pertain to an individual's psychology and its influence on their actions in the pursuit of fulfillment. Key psychological factors encompass motivation, perception, attitudes, beliefs, and education.

a) Motivation

The primary desires of consumers are encompassed by motivation. Knowing how to inspire your customers is a valuable asset. The perception and understanding of your product by your target consumers can also shape their behavior. Additionally, belief systems play a significant role in influencing all of the aforementioned factors. For instance, individuals who learn best visually serve as examples, highlighting the importance of incorporating pictures and visuals in marketing strategies.

b) Perception

The purchasing decision of an individual is influenced by their perception of a particular product and brand. This process involves the individual's choice and understanding of information about the product, including its quality and features. When a consumer perceives a product as a premium brand, they are more likely to be ready to purchase it.



2. Attitudes and Beliefs

The consumer's buying decision is influenced by their unique beliefs and attitudes towards products. This refers to their inclination to respond to a particular product in a specific manner, considering factors such as species, taste, and variety. Marketers aim to comprehend individuals' attitudes and beliefs and make adjustments through various marketing strategies.

a) Education

Education plays a significant role in influencing consumer buying behaviour as it provides insights into various product attributes such as taste, colour, quality, variety, nutrition, product safety, and healthcare. When consumers make a purchase, they are particularly conscious of healthcare aspects.

3. Social factors

Social factors, such as family and reference groups, play a significant role in influencing an individual's buying behaviour. The purchasing decisions of an individual can be influenced by observing their family members' buying patterns. Parents, with their unique personalities, characteristics, and beliefs, can have a strong impact on a child's purchasing choices. Additionally, reference groups consisting of social circles, work colleagues, and close friends can also exert influence on an individual's buying behaviour. Within society, there exist various income groups, including the upper class, middle class, and lower class. The lower-class demographic tends to prioritize price when making purchasing decisions, while those in higher income groups tend to focus more on product quality and luxury.

4. Cultural factors

The buying decision is influenced by varying cultures across states and countries. In India, there are different cultural practices followed, such as in South India and North India, which encompass values, preferences, and behaviours. These cultural aspects play a vital role in shaping individual buying behaviour, which consumers learn from their educational groups, families, friends, and relatives. Subcultures further classify people based on specific factors like region, geography, and nationalities. Marketers should thoroughly study these cultural aspects and formulate appropriate marketing strategies.

5. Economic factors

The demand for a product is influenced by economic factors such as consumer income and financial standing. Several economic factors impact an individual's purchasing behaviour, including personal income, family income, and consumer credit. The level of expenditure on goods is determined by personal income. The COVID-19 pandemic has had a significant economic impact globally, including inflation,

deflation, and overall crises. These circumstances have greatly altered buying behaviour during this period.

6. Personal factor

Each consumer has unique personal aspects that greatly influence their purchasing decisions. These individual differences lead to diverse views, attitudes, and behaviours towards various goods and services. The personal factors encompass age, income, occupation, and lifestyle. As individuals grow up, their buying decisions are shaped by their own tastes and preferences, which vary across different age groups such as 0-1, 2-5, 6-10, 11-18, 21-35, and over 40. Income is a significant factor that determines an individual's purchasing power. Moreover, occupation plays a role in influencing buying decisions. Different professions, such as doctors, engineers, lawyers, professors, and businesspeople, exhibit distinct buying patterns based on their respective fields.

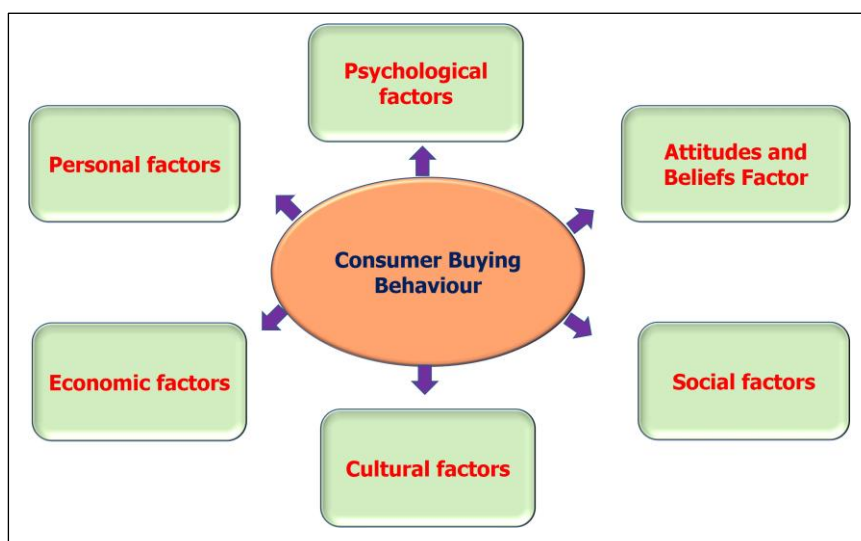


Figure 1. Factors influencing consumer buying behavior

Conclusion

Fish consumption has been prevalent since the early days of human existence, and the fisheries industry, encompassing fish production and marketing, holds a significant position in consumer purchasing decisions. It has been observed that various factors influence the purchasing power and interest of consumers when it comes to buying fish.



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