

# “A Study of Impact of Drought on Consumer Behavior in Vaijapur Tahsil”

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## **Abstract:**

This research paper discussed about relation between drought and Consumer Behavior. It further analyzed the impact of drought on Consumer Behavior in Vaijapur tehsil in terms of income goes down for consumers and their change their attitude, preference in product purchasing.

**Keywords:** Drought, Consumer Behavior etc.

## **INTRODUCTION:**

The Maharashtra in India has been in a constant state of drought since the year 2012 it was one of worst drought to region in 40 years the region has reported thousands of farmer suicide following the drought and the number is increasing day by day (everyday) the Marathwada region, which had experienced successive years of drought, reported 291 cases till April 2017, the figure in April 2016 was 375. The worst – hit areas in Maharashtra are Solapur Ahamadnagar, Sangli, Aurangabad etc. district are also by this famine agriculture. The impact of adverse climatic and other income shocks on house hold and individual welfare in developing the city is as issues considerable policy interest. Understanding the magnitude and importance of income shocks causing and per equating poverty is critical to designing measures aimed at building pestilence, contributing to words the goal of ending plover -teen growing body of literature provides logical evidence of the micro-level impacts of adverse shock since Developing the city.

This paper on how drought situation affects on Higher Education in Vaijapur from last many years, because vaijapur & Gangapur taluka have less 500 Rain Every year, that's have negative impact on Education in vaijapur city. Most of parents have Farming is business due to this reason when there is low rainfall have ,farmers face less production of crop and it reduces their income that affect Higher Education in vaijapur City as well as taluka.

## **OBJECTIVE OF THE STUDY:**

- 1) To Study of impact of drought on Consumer Behavior in vaijapur region.
- 2) To collect the information about drought and its impact on Consumer Behavior
- 3) To Study the effects of drought on Consumer Behavior in vaijapur territory.
- 4) To study the drought factor and its impact on Consumer Behavior in vaijapur territory.
- 5)

## **NEED OF THE STUDY:**

Drought is a complex phenomenon characterized by slow on set. Careful monitoring of the Symptoms of drought and early warning are key to effective management of the calamity.

The effect of Drought on Higher Education in vaijapur Tahsil. How the ratio of students change as per drought in vaijapur. Vaijapur colleges face increment or decrement in Higher Education in this study consider Three Villeges in Vaijapur Tahsil. Vaijapur , Khandala and Shivoor.

- 1) To Study of impact of drought on Consumer Behavior in vaijapur region.
- 2) To collect the information about drought and its impact on Consumer Behavior
- .3)To Study the effects of drought on Consumer Behavior in vaijapur territory.

### SCOPE & LIMITATIONS OF THE STUDY:

1. This study Is related to the Vaijapur region or tehasil only.
2. The income goes down for farmers and their families, sending people further in to poverty.
3. This further leads to high level of illiteracy, poor healthcare facilities and lack of access to financial resources.
4. The Study cover Three Villages Farmers Data only.

### Research Methodology:

A convenience sample is type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach for example, standing at a mall or a grocery store and asking people to answer questions. This type of sampling or availability sampling . There are no other criteria to the sampling method except that people be available and willing to participate. In addition , this type of sampling method does not require that a simple random sample is generated since the only criterion is whether the participants agree to participate. B.com. -300 ,BBA-250, BCS-300, BCA-300, BSC- 300 ,Biotech- 100 .so the Total faculty students are 1550. So Data is very large the total study not possible then selects the convenience sampling method.

**Table 1: Selection of the Sample**

Tahsil	Village Name	No. of Samples
Vaijapur	Vaijapur	30
	Khandala	30
	Shivoor	20
	<b>Total</b>	<b>80</b>

### Data collection method

**Primary data:** Primary data collection involves gathering data from first-hand experiences and sources, which haven't been available in the past. It's quite simply the first information in its basic to see, we decided to go to the door of small business. Before conducting the survey, we prepared a 15-question questionnaire in which we asked about the drought. They were ready to know the drought situation.

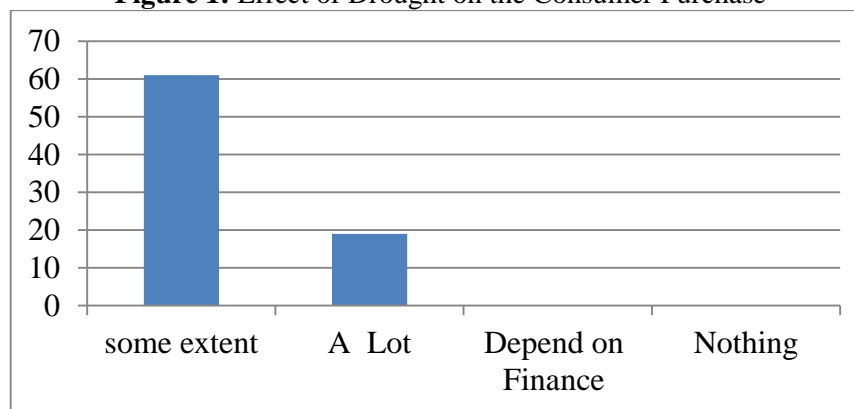
**Secondary data:** Secondary data is one of the two main types of data, where the second types the primary data. These 2 data types are very useful in research and Findings.

Table 2 shows the data regarding the Effect of Drought on the Consumer Purchase

**Table 2: Effect of Drought on the Consumer Purchase**

Question	Some Extent	A Lot	Depend on Finance	Nothing	Total
Effect did Drought on Consumer Purchase	61 (24.6%)	19 (11.4%)	0	0	80

**Figure 1: Effect of Drought on the Consumer Purchase**



### Interpretation:

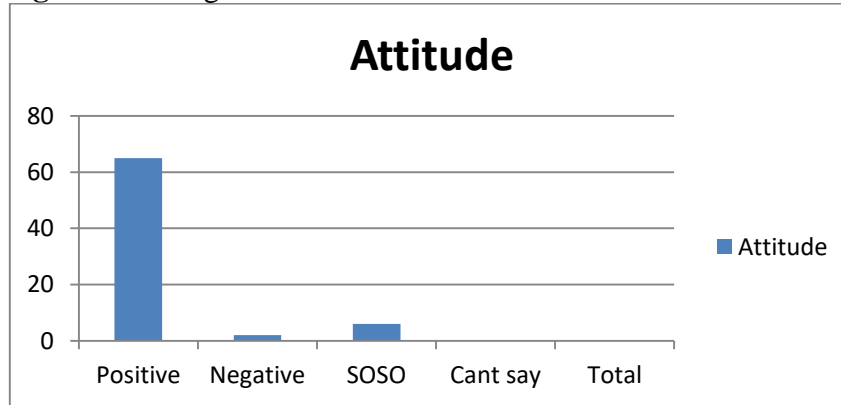
Among the strengths of Consumers 61% say some Extent Drought affect Consumer Behavior and 19% students say Lot of Effect due to drought situation on Consumer Behavior .

Table 4.2 shows the data regarding Drought Effect on Consumers Attitudes about Purchasing

**Table No. 3:** Drought Effect on Consumers Attitudes about Purchasing

Question	Positive	Negative	SOSO	Cant say	Total
Drought Effect on Consumer attitude towards Purchasing	65	2	6	7	80

**Figure 2:** Drought Effect on Consumers Attitudes about Purchasing



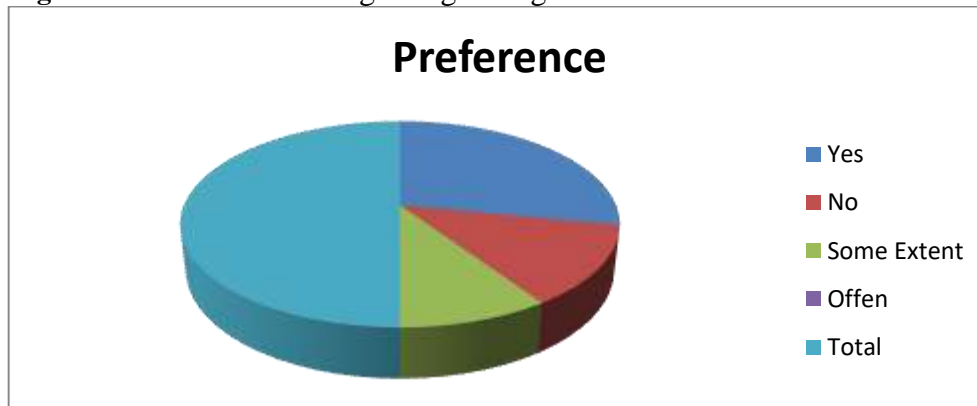
**Interpretation:**

Among the strength of students 65% say Drought change Consumer attitude is positive about purchasing & 2% Consumer Say Consumer Attitude is Negative and remaining 6% say Consumer attitude about Purchasing is SoSo.

**Table 4:** Shows the data regarding Drought Effect on Consumer Preference.

Question	YES	NO	To Some Extent	Offen	Total
Drought affect Consumer Purchase Preference	45	20	15		80

**Figure 3:** Shows the data regarding Drought Effect on Consumer Preference.



**Interpretation:**

Among the strength of Consumer 45% say Drought Effect on Consumer Preference lot of and 15% in Survey Consumer Say Drought Effect to some Extent on Consumer Behavior and 20% Consumers say No Effect on Consumer Preference and remaining 2% Consumer say. 0% Offen

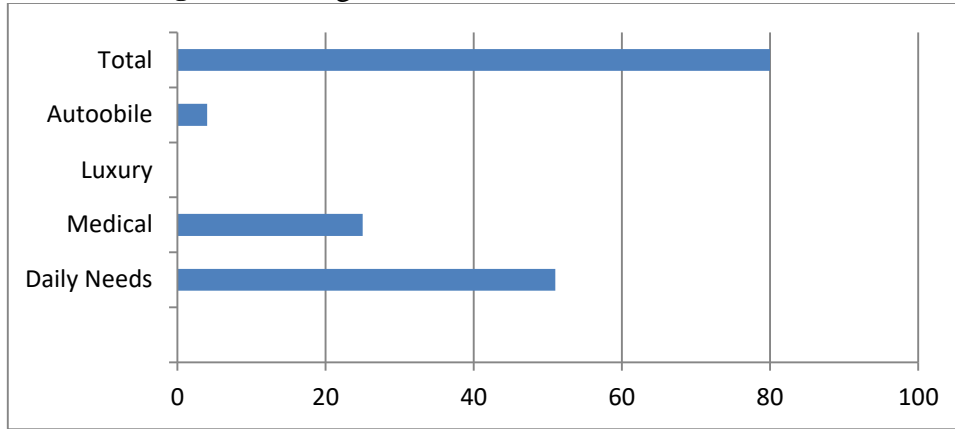
**Effect on Consumer Preference.**

Table 5: Shows the Data regarding Drought Effect on Which Product Purchase have More Emphasis

**Table No. 5:** Drought Effect on Which Product Purchase

Question	Daily Needs	Medical	Luxury	Automobile	Total
which Product Purchase Emphasis in Drought Area	51	25	02	02	80

**Figure 4:** Drought Effect on Which Product Purchase



**Interpretation:**

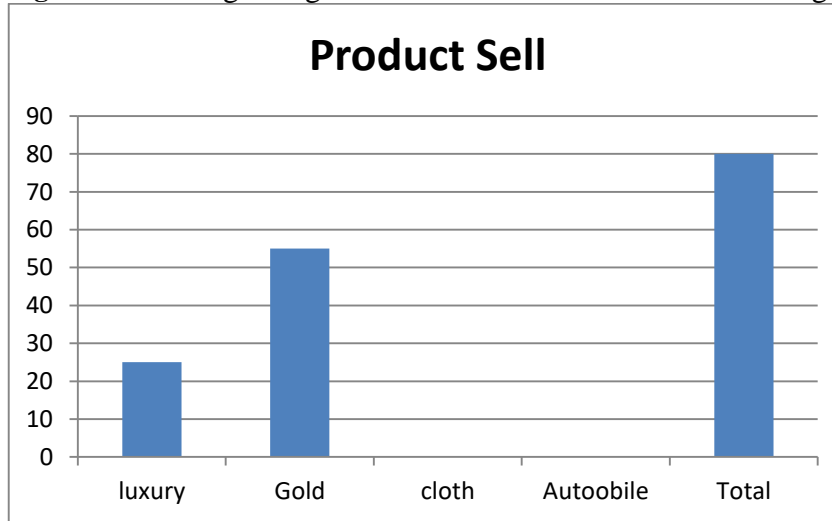
Among the strengths of Consumer 51% say due to Drought Consumer purchase only Daily Needs and 25% Consumers they purchase only Medical Products due to drought and remaining 4% Consumers say. They purchase Luxury and Automobile Products due to Drought Situation.

Table 6 show the Data regarding Which Product Sell Decrease in Drought

**Table No. 6:** Data regarding Which Product Sell Decrease in Drought

Question	Luxury	Cloth	Gold	Automobile	Total
which Product Sale decrease in Drought area	15	0	65	0	80

**Figure 5:** Data regarding Which Product Sell Decrease in Drought



**Interpretation:**

Among the strength of Consumers 51% say Computer Education Increase in Drought Situation and 15% say Students say BBA Education Increase due to Drought situation and remaining 9% Students say Commerce Education Increase due to drought Situation

### Findings and Conclusions:

The Bar-chart graph 1 shows that 61% Participants say Drought Effect Some extent and 19% participants say Lot of Effect Have of drought on Students Education.

The Bar -chart graph 2 shows that from total participants 65% say in Drought situation students attitude is Positive but 2% Participants say in drought situation Consumer attitude Change in Negative. & 6 % Say SoSo.

The Pie Chart graph 3 show that 45% participants say Drought affect the Consumer behavior and 15% participants say to Some Extent Drought Effect on Consumer.

The Bar Chart graph 4 show that Among the all participants 51% say Daily needs purchase Increase in Drought Situation and 25% say Medical purchase increase in Drought situation

The Bar graph 5 show that Among the all participants 65% say Due to Drought Gold purchase decrease & 15% Participants say they reduce luxury Purchase.

### Conclusions:

- 1) The study of droughts Effect is an extremely complex endeavor.it requires tocontact to those Consumer who are from farmer family. Approximately 80% Consumers have Negative impact of Drought.
- 2) The study show that Drought directly affect famers Consumers many others Consumers.
- 3) The Study show that many Consumers Change their Product Purchase preference
- 4) Due to Drought problem Many Consumers only Purchase Daily Needs & Medical products.
- 5) Due to Drought Many Consumers Decrease the Purchase of GOLD & luxury Item
- 6) Due to drought problem Many Consumers increase the Sell of Daily Needs & Medical products.

### Suggestions:

- 1) Administration to provide various schemes, for Irrigation for Rural area, establishment of self- help groups so that people inrural area scan get proper comforts.
- 2) To provide new job opportunities to the youth in rural areas so as to curb the rising employment.
- 3) To provide Education Assistance to the Farmers children's for discount in Education Fees.
- 4) Business provide various Discounts schemes for the Consumers.

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### 2. Website.

We only visited similar website, such as [www.researchgate.net](http://www.researchgate.net), <http://niti.gov.in> and when we visited the website

- <https://www.toppr.com/guides/chemistry/environmental-chemistry/droughts/> we got to see a lot of projects.
- <https://www.toppr.com/guides/chemistry/environmental-chemistry/droughts/>
- <http://niti.gov.in>

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