

A Detailed Study On Consumer Behavior Towards Purchase Decision Of Organic Food And Food Products With Reference To India

Detail of Authors

1. Ms.A.Usha Lakshmi,

Part -Time Research Scholar in management, Government Arts & Science College, Pennaharam, Dharmapuri District, Tamilnadu, India.

2. Dr.R.Ramesh,

Associate Professor, Department of Management Studies, Knowledge Institute of Technology, KIOT-Campus, Kakapalayam, Salem, Tamilnadu – 637504, India.

Mail: rameshprimis@gmail.com

Mobile: + 91 9965314033

3. Prof.Dr.K.Selva Vinayagam,

Principal, Government Arts & Science College, Pennaharam, Dharmapuri District, Tamilnadu, India.

4. Prof.Dr.A.Stephen,

Director, Department of Management Studies, Knowledge Institute of Technology, KIOT-Campus, Kakapalayam, Salem, Tamilnadu – 637504 India.

Corresponding Author: ushamba0290@gmail.com

ABSTRACT

With the growing number of uncertainties and health issues roaring around the corner with the advent of a global pandemic like COVID-19 individuals have become extra cautious about themselves and their families globally. Irrespective of income and availability every individual is behind in safe and chemical-free food. Following the global trend, the desire for organic products has also incremented in developing economies like India. The diversion in the mindset of present-day purchasers has been significantly motivated by way of growing situations of lifestyle illnesses, consisting of coronary heart issues and depression. The necessity to opt for natural produce to improve the lifestyle of individuals may have considerable effects on the retail sector and marketing capabilities. For a product to come under the category of organic it must be grown naturally without the usage of any pesticides or chemicals. Organic products have their own benefits. One of the major ones being

environment friendly preserving the quality of the soil you grow in by not adding any harmful chemicals also consumption of organic products is safe not for the consumers but also for the farmers or cultivators growing them as they are also not exposed to any harmful chemicals while cultivation. Though the demand for organic food and products has seen a rising curve the purchase frequency has not increased at the same level. Though India stands to be the major producer of organic products because of its rich soil and various other positive factors added the majority used to go for export but recently the domestic market has also seen a rise and upliftment. The present study is an endeavour to dive deep into how consumer behaviour has seen a steady change over the course of the time period.

Keywords: Organic, Consumers, Environment, Products, cultivation

INTRODUCTION

We live in a world filled with uncertainties. Nothing is eternal everything has a life span and period. With the advent of a global pandemic like COVID, the level of uncertainty has increased and every individual has become extra cautious and concerned about what he and his family are consuming. With this lifestyle in practice, every individual cross-verifies and reassures him of the quality of the product. Money is never taken as a constraint and only quality is given top priority over quantity. After, the strike of the pandemic human beings has well realized the impacts and side effects of not treating nature hood as it is supposed to be and preserving life on earth. Keeping all the above aspects into consideration individuals have become aware of not only the benefits but the harm and issues caused by the consumption of food that they are currently consuming. The concept of producing unlimited food produce from limited land resources by adding artificial nutrients is not considered a practice. The consumption of chemical-added food products hampers health and leaves long-term side effects as well. These concerns have in turn laid great emphasis and popularity for Organic food and food products.

Organic food is termed as a range of food products that are cultivated without the input of pesticides or any harmful chemicals. It is cultivated naturally with an ethically, socially, and environmentally friendly approach. Hence for a product to fall in the category of organic products it must be produced in such a manner soil retains its values and nothing artificial or harmful to nature is added to the produce. The intake of organic products is safe not only for the end consumers but also for the farmers or cultivators who are involved in their production as they are also not exposed to anything harmful to nature or mankind. Above all the organic products are cultivated with cautious and economic use of resources safeguarding the future generations. Over last few years, concept of natural produce and its consumption has also attained a great range of popularity and acceptance. With health and self-care taking precedence in the lives of individuals organic food and food products continue to occupy a significant role.

For an agrarian economy like India where most of the population is based out of agriculture the production organic products add also as great source of employment as the production of organic products needs more labour and this in turn adds to the employment opportunities for the farmers. Organic products benefit a varied range of the society starting from consumers consuming them to the farmers cultivating them along with mother nature and the future generations...

Consumption of food products and vegetables with chemicals and pesticides has led to several diseases and health complications that not curable and have long term impacts as well. Children and any other living organism are extremely vulnerable to the side effects and impact that pesticides cause to the nature. Even a minimum amount of exposure to these powerful and harmful chemicals leaves long impacts on the health and survival. Owing to these harmful effects people is becoming increasingly aware of the advantages of purchase & consumption of natural produce for them and their future generations.

The awareness and popularity for organic products was actually started by the European and North American nations initially and the trend has now passed on to developing nations like India and China, (Techsci, 2013). The traditional technique of farming that was practiced in India and passed on to the future generations is actually known as Organic farming.

The entry of international firms into the supply and merchandise of organic products has made their availability easy and at competitive prices. The online retailing has also been a great contributor to increment the desire for natural produce in the market. Technological advancements have also helped increase the market for natural produce in developing economies such as India.

The change in consumer mindset came about due to the fact organic food and food products have met the desires of present-day clients. Natural products agriculture mixes numerous activities such as utility of natural fertilizers, regionally cultivated seeds/breeds, biological pest manipulate and mixed cultivation with nitrogen-solving timber (Adamtey et al., 2016).

Advantages of Natural Produce

1. Cultivation of natural products is environmentally friendly as they avoid usage of harmful chemicals and pesticides.
2. They preserve the quality of soil as only natural elements which are not harmful to the soil or its composition.
3. The consumption of organic products avoids diseases and long-term health effects.
4. Organic products by saving environment provide enough scope and resources for the future generations.

5. Cultivation of organic products need more of labour and hence offer more employment opportunities for farmers in an agrarian economy like India.
6. By supporting Organic products, we can show our support to Local products and domestic producers in India.

Objectives

1. Familiarise with the nature and importance of organic products, examine the harmful effects that products with chemicals leave on our survival and health.
2. To assess the changes in consumer behaviour for organic products over a period of time in India.
3. To examine the benefits of organic products over non-organic products in India.
4. To validate the relationship between consumer behaviour and purchase frequency for organic products in India.
5. Record and detail the implications of the study.

Review of Literature

Uncertainties rule the world which makes human beings choose health over wealth. The choice has been predominant and crucial. The choice is supported by healthy choices and practices. One amongst them is shifting to Organic products. This shift is affected and impacted by several factors. The present study identifies those factors that affect the consumer behavior and purchase decision of individuals in India. The present section supports the analysis and findings made by the researcher through supporting literature by other experts who have made considerable analysis over the concepts of organic products.

The word “ecological” has shown up prominently in the lifestyle of individuals leading to new desires, which corporations try and fulfil (Miranda and Canales 2017). In current years, human beings have turned greatly bothered approximately for survival of the environment around them as well their individual health; this alternate has been clear within the behaviour of person’s who have been looking for options to the consumption of regular food products.

Concern for health drives and motivates an individual to adopt healthy lifestyle and related measures that need to be incorporated. A fitness conscious individual is involved & concerned about their health and would continue to try in sustaining their health and nature of lifestyle. (Plank & Gould, 1990; Kraft & Goodell, 1993; Tregear et al., 1994; Newsom et al. 2005). Preceding researches considers health concern as one amongst the factors that affect the purchaser to buy and devour natural food merchandise (Squires et al., 2001; Padel and Foster, 2005; Garcia and Magistris, 2007).

Along with personal health concerns individuals have become bothered about the environment around us which was hampered by the unmindful practices of cultivating

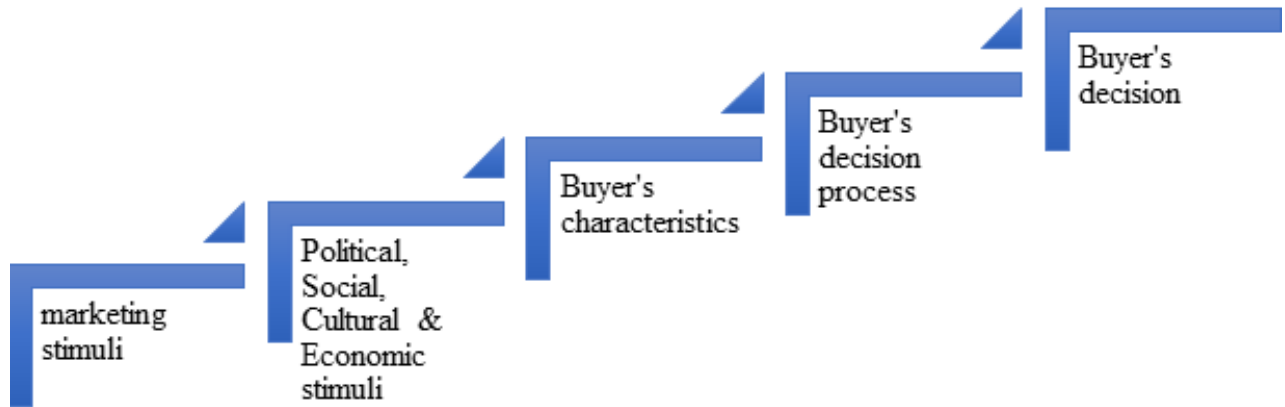
harmful food products. Consumers who are actively involved in the environmentally friendly approaches are seen preferring the intake of natural produce over regular food products (Lockie et al., 2004). Customers who take care of the surroundings are extra expected to purchase organic meals. However, ecological situation isn't always the maximum tremendous element still it has some impact on the clients toward intake of organic merchandise (Vermeir and Verbeke, 2006).

Price has been taken as an essential detail at deciding the consumer's readiness to pay & consequently the greater or lesser charge of a product may additionally impact their deciding capability. Considering the situation of Indian natural produce clients, rate act a hurdle to consumers purchase natural culmination & vegetation because of its extra charges. Frequent customers of natural merchandise are willing and ready to pay an amount equal to the current ones. Therefore, those purchasers who are equipped to have natural meals usually look out for natural meals and are willing to pay a better quantity, Gracia and Magistris.

Environmental care is in detail described because volume that human beings' bother or are concerned are the environmental issues and viable steps which an individual is prepared to adopt. Count of individuals who buy natural food produce for supporting environmental concerns due to natural farming processes are evolved to help the environment, guard the fine and decrease pollutants of water and earth. Its miles inferred that because consumers have become more worried about the surroundings, they're willing to make contributions to protective it in any way feasible, which include buying natural food merchandise. Consumer environmental recognition makes them have a superb mindset toward buying organic food, Padel & Foster (2012).

Trust is defined as a belief, feeling, or expectation regarding the loyalty of an exchange partner that stems from intention, integrity (Gorton, et al., 2021). Whilst we observe this principle to the organic food, it increases trust in merchandise and certification. It's miles hard to evaluate trust in organic food. This is due to the lack of apparent product functions at the moment of purchase, consequently the purchaser must rely simplest on the seals and certificates which can be branded on the gadgets.

PROPOSED CONCEPTUAL FRAMEWORK



Methodology

This examine is based totally on descriptive research approach and analytical in nature. The look at regions constrained to the representation of natural preferred organic buyers all over India. These States had been selected based on the random selection from Per Capital Income of the States in the course of the 12 months 2020-2021. It accumulated information from each number primary sources and secondary records. Further, an interview time table changed into organized, administered and finalized through Pilot study. The finalized interview agenda became used for the cause of number one records collection. The snowball sampling technique turned into used to identify the purchasers who choose Organic food products. After identifying them, primary statistics have been collected from a complete of 412 customers constituted because the middle respondents of the study.

Analysis and Interpretation

Table 1: Marketing Stimuli and Buyer's Decision

H0: There is no association between marketing stimuli and Buyer's decision

H1: There is an association between marketing stimuli and Buyer's decision

Factors	Calculated χ^2 value	Table value	D.F	P Value	Hypothesis
Product	2.235	6.830	2	.011	H1 accepted
Price	7.020	4.194	4	.000	H1 accepted

Promotion	5.825	7.036	2	.001	H1 accepted
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The above table denotes the association of the marketing stimuli and buyer's decision. It specifies the factors, the chi-square value, Table value, p value and the relationship. The factors related with marketing stimuli are Product, Price and Promotion. The frequency of marketing stimuli and buyer's decision have an association with each other, as their p value is less than 0.05.

Table 2: Other Stimuli and Buyer's Decision

H0: There is no association between other stimuli and Buyer's decision

H1: There is an association between other stimuli and Buyer's decision

Factors	Calculated χ^2 value	Table value	D.F	P Value	Hypothesis
Political stimuli	8.699	11.212	4	.001	H1 accepted
Social stimuli	7.291	6.194	2	.000	H1 accepted
Technological stimuli	2.614	8.191	2	.002	H1 accepted
Economic stimuli	3.765	7.628	2	.007	H1 accepted

The above table denotes the association of the other stimuli and buyer's decision. It specifies the factors, the chi-square value, Table value, p value and the relationship. The factors related with other stimuli are Political stimuli, Social stimuli, Technological stimuli and Economic stimuli. The frequency of other stimuli and buyer's decision have an association with each other, as their p value is less than 0.05.

Table 3: Buyer's Characteristics and Buyer's Decision

H0: There is no association between Buyer's characteristics and Buyer's decision

H1: There is an association between Buyer's characteristics and Buyer's decision

Factors	Calculated χ^2 value	Table value	D.F	P Value	Hypothesis
Psychological	7.291	1.612	6	0.015	H1 accepted
Social	2.614	1.568	1	0.006	H1 accepted

Cultural	3.765	0.992	2	0.003	H1 accepted
Economic	1.568	0.141	2	0.035	H1 accepted
Personal	4.699	2.614	2	0.040	H1 accepted

The above table denotes the association of the marketing stimuli and buyer's decision. It specifies the factors, the chi-square value, Table value, p value and the relationship. The factors related with buyer's characteristics are Psychological, Social, Cultural, Economic and Personal characters. The frequency of buyer's characteristics and buyer's decision have an association with each other, as their p value is less than 0.05.

Table 4: Buyer's Decision Process and Buyer's Decision

H0: There is no association between Buyer's decision process and Buyer's decision

H1: There is an association between Buyer's decision process and Buyer's decision

Factors	Calculated χ^2 value	Table value	D.F	P Value	Hypothesis
Problem recognition	4.784	6.457	2	.021	H1 accepted
Information search	8.699	1.080	6	.014	H1 accepted
Evaluation of alternatives	7.291	0.729	6	.008	H1 accepted
Purchase decision	2.614	4.457	2	.000	H1 accepted
Post purchase behavior	3.765	1.285	2	.040	H1 accepted

The above table denotes the association of the buyer's decision process and buyer's decision. It specifies the factors, the chi-square value, Table value, p value and the relationship. The factors related with buyer's decision process are Problem recognition, Information search, Evaluation of alternatives, Purchase decision and Post purchase behaviour . The frequency of buyer's decision process and buyer's decision have an association with each other, as their p value is less than 0.05.

Table 5: Vari Max Rotated Component Matrix

In order to reveal the inter association between the variables and also to narrow down the variables into factor, factor analysis is applied. The resulted factor loading is presented in Table 5.

Vari Max Rotated Component Matrix

Factors	1	2	3	4
Product	.945	-.110	.059	-.028
Price	.884	-.110	.059	-.028
Promotion	.815	-.107	-.284	-.172
Political stimuli	.739	.905	-.101	-.033
Social stimuli	.600	.905	-.101	-.033
Technological stimuli	.538	-.447	-.204	-.140
Economic stimuli	.514	-.433	.221	.268
Psychological	.133	0.7617	.924	-.075
Social	.133	0.6854	.924	-.075
Cultural	-.412	0.6665	.502	-.052
Economic	-.018	0.6417	-.079	.952
Personal	-.018	0.6215	-.079	.952
Problem recognition	.173	0.6121	.007	.470
Information search	-.063	-.135	0.8114	-.060
Evaluation of alternatives	-.063	-.135	0.7279	-.060
Purchase decision	.035	-.015	0.6086	-.016

Post purchase behaviour	.035	-.015	0.6008	-.016
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Source: Computed Data

The score of the variables leading to the service provider has been included for the EFA. The factor analysis results in four important factors leads to focus on the purchase decision over Organic food products. Factor analysis used to find out the the variables influencing the choice of the buyers are narrated with the help of Exploratory Factor Analysis (EFA) for further in-depth analysis.

Findings of the Study

- ✓ The frequency of marketing stimuli and buyer's decision have an association with each other, as their p value is less than 0.05.
- ✓ The frequency of other stimuli and buyer's decision have an association with each other, as their p value is less than 0.05.
- ✓ The frequency of buyer's characteristics and buyer's decision have an association with each other, as their p value is less than 0.05.
- ✓ The frequency of buyer's decision process and buyer's decision have an association with each other, as their p value is less than 0.05.
- ✓ The score of the variables leading to the service provider has been included for the EFA. The factor analysis results in four important factors leads to focus on the purchase decision over Organic food products. Factor analysis used to find out the the variables influencing the choice of the buyers are narrated with the help of Exploratory Factor Analysis (EFA) for further in-depth analysis

Implications

As discussed under various sections of the study its evident that uncertainties brought about by a global pandemic like COVID-19 has changed the mindset of people. The inclination towards health consciousness and environmentally friendly products should be grabbed by the manufacturers and retailers of organic products. It's pretty much implied that people are ready to afford the price of the organic products as its health over wealth philosophy that is ruling the market since the Pandemic. With such positive attitude and trust from the end of the consumers it's the responsibility of the retailers and market to grab the opportunity. The Pandemic has also influenced the human attitude towards the environment as well. With heavy disposal of waste like masks and PP kits people have realized how important it to be environmentally friendly and conscious. Combating the challenges of health consciousness and environmental concern the firms must focus on gaining the trust of the consumers. Promoting online purchase options with quality assurance and help the companies gain the trust of the consumers. Offers on purchase and door step delivery along with attractive packaging and eco labels certifying their originality are other great

mechanisms that can help them retain the consumers for a longer duration and have a great consumer satisfaction level as well.

CONCLUSION

For a successful client-orientated market provider issuer must focus as psychologist to obtain customers. By keeping in thoughts factors things can be made beneficial and intention of purchaser pleasure may be completed. Study of consumer buying behaviour is gate manner to fulfilment in marketplace. This looks at has investigated the consumer behaviour toward their decision making to buy Organic food products in India which consequently results in customer loyalty. This consequently suggest that there are several factors consisting of comfort to buy, flavours, rate and packaging that customers remember while they are making a decision on Organic foods merchandise intake aside from the four foremost elements highlighted within the evaluation segment. Therefore, this look at offers in addition insights for advertising studies and development and also can be used as a guideline for making plans a green advertising and marketing method for companies that desire to reply unexpectedly to customer wishes for you to win their loyalty.

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