

BUYING BEHAVIOUR OF CONSUMERS TOWARDS ORGANIC FOOD PRODUCTS

A. AKSHAYA RAJ, Ph.D Research Scholars, Reg. No. 20113221012003,
PG and Research Department of Commerce,
St. John's College of Arts & Science, Ammandivilai, Kanniyakumari District.
(Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627 012)
Email: akshayaraj.pam@gmail.com

Dr. M. EDWIN GNANADHAS, Principal,
St. John's College of Arts & Science, Ammandivilai, Kanniyakumari District.
(Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627 012)
Email: edwingnanadhas@gmail.com

ABSTRACT

The demand for organic food is increasing despite its premium pricing and lack of availability, particularly in developing countries like Bangladesh. This paper aims to provide insights about organic foods and the intention consumers have to purchase or not to purchase organic food. The pesticide residue problem has opened a market opportunity for organic food, which is produced without any form of synthetic chemicals. Consumers are becoming more aware of the potential health risks associated with pesticide residues in conventional food, leading them to seek out organic alternatives. Additionally, the growing concern for environmental sustainability and animal welfare has also contributed to the rise in demand for organic food. Efforts to promote and support organic agriculture can help bridge this gap and make organic food more accessible to a larger population. Furthermore, educating consumers about the benefits of organic food and debunking misconceptions can also play a crucial role in increasing its adoption. Overall, as consumer awareness continues to grow and governments implement policies that support sustainable agriculture, it is expected that the demand for organic food will continue to rise globally.

Keyword: *Organic Food, Developing Country, Consumer Perception, Organic Food Demand, Organic Buyer, GMO*

INTRODUCTION

Consumer behaviour regarding purchasing organic foods can be seen as motivation and dedication towards healthiness and better taste. Moreover, the belief in the protection of the environment and animal production welfare also works as a trigger in terms of purchasing organic food. Premium prices are charged for organic foods; however, the benefits always outweigh the price. Organic food is not genetically modified, and consumers perceive organic foods to be healthier than traditional foods due to the presence of more primary nutrients such as vitamin C, dry matter, minerals, and secondary phytonutrients. A higher vitamin C content was found in organic food compared to conventional food. Organic orange juice tasted better than conventional orange juice, and no difference was described between organic and conventional milk by the consumers. With an environmentally and socially responsible approach, organic foods are grown under a system of agriculture without the use of chemical fertilisers and pesticides. The principles used in this farming system apply the benefits of modern scientific understanding and technologies to offer more sustainable food production. This is a method of farming that works at the grass root level, preserving the reproductive and regenerative qualities of good plant nutrition, the capacity of the soil, and sound soil management. It produces nutritious food rich in vitality and resistant to diseases.

REVIEW OF LITERATURE

Rodman et al., 2014 in their study have explored that Organic foods are considered more nutritious than any other kind of available food. The information regarding this makes it clear that organic food is healthy as compared with the conventionally grown and preserved food. Some of the people believed that due to consumption of non -organic food, health hazardous like weight gain, abnormal development among people, etc are increasing. The results of the study suggested that consumer consider being organic is itself an important factor which convince them that it is a healthy food. The result of the study highlights that even organic foods are available less in quality and limited access but since consumers consider it healthier as compared to non-organic therefore they are ready to put extra effort to procure these food products. People consume it considering it's a kind of healthy eating.

Gonzalez et al., (2003) Organic food products are those that are produced, processed, and preserved without the use of chemical fertilisers and pesticides, which makes them healthy foods. This claim of organic food products may not be true when they are grown on

land that was earlier used for growing crops by using chemicals and pesticides. Though organic food products are grown without the use of chemicals, there may be chances of them getting contaminated if the soil or land on which they are grown is already contaminated because, prior to this practise, the farmer was using chemicals for cultivation. As per the regulation, the soil is certified to be fit for organic formation when there has been no use of chemicals for two to three years. Still, there are some types of soil that remain contaminated for a number of years. If the organic food is grown on this type of soil, it may contain some hazardous chemicals that may harm the consumer's health of the consumer.

Tenga, et al., 2018 In their study, the authors claimed that consumers are becoming more environmentally conscious today. Their knowledge of food products and attitudes towards them are important factors that influence their decision to purchase organic or environmentally friendly goods. The study has emphasised the role of attitude in mediating the relationship between people's intentions to buy environmentally friendly goods and their subjective norms. In other words, there was no balancing of attitudes between perceived behavioural control and consumer intention to buy environmentally friendly goods.

OBJECTIVES

- ❖ To find out the demographic profile of the sample respondents.
- ❖ To analyse the factors influencing the purchase of organic food products.

SCOPE OF THE STUDY

With rising concern of health issues and food safety, many consumers have turned their site to organic products. The increased consumers' interest in organic food has been attributed among others to the growing demand for food free from pesticides and chemical residues. Organic food promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use harmful ingredients and thereby ensures health. This study attempted to gain knowledge about consumer attitude towards organic food product consumption and to see whether there is any potential this might have for changing their behaviour. The rationale for carrying out this study is that consideration for the environment could come only from well-informed citizens who are aware of, and fully committed to their rights to a quality health and environment.

STATEMENT OF THE PROBLEM

The organic food market is emerging stage has experienced steadfast growth in the few years. The current growth in the organic market is driven by health factor and safe

consumption. Health issues are becoming consumer's priorities to purchase the organic food products. These are the main driving force while purchasing the organic food products. So the present study is undertaken on the title of Buying Behaviour of Consumers Towards Organic Food Products.

METHODOLOGY

The present study is an empirical in nature, based on both primary and secondary data. Primary data were collected from 135 sample respondents with the help of well-Structured interview schedule. Secondary data were collected from the journal, books, magazines and internets.

REVIEW OF LITERATURE

Bo Chen and Sayed Saghaian (2017), study examine about consumer preference for organic food can affect choice of retailing format. Whereas they shop less in warehouse club and convenience store. this has strong managerial implication for retailer.

Siti hasanah Hassan, Loi Wai Yee et al. (2015), indicated various factors that influence the intention to buy organic food products and they are environmental concerns, health factors and value but the knowledge towards organic food is not significant influence in buying organic foods.

Mohamed Bilal Basha & K. Ramesh (2014), in their study indicates that health concern is the first motivation of organic food consumers chosen for the study and also examined the impact of demographic variables on the buying intention of consumers of organic food products.

TABLE -1
ANALYSIS AND INTERPRETATION

S.No	Gender	No. of respondents	Percent
1	Male	56	41.5
2	Female	79	58.5
	Total	135	100.0
S.No	Marital status	No. of respondents	Percent
1	Married	82	60.7
2	Unmarried	53	39.3
	Total	135	100.0
S.No	Education	No. of respondents	Percent
1	Upto Higher Secondary	25	18.5
2	Graduate	36	26.7
3	Post Graduate	29	21.5
4	Professional	36	26.7

5	Others	9	6.6
	Total	135	100
S.No	Region	No. of respondents	Percent
1	Urban	87	35.6
2	Rural	48	64.4
	Total	135	100

Source: Primary data

The above table shows that 58.5% of the consumers are female and 41.5% of the consumers are male. 48.9% of the consumers belong to 31 and above. 60.7% of the consumers are married and 39.3% of the consumers are unmarried, 26.7 % of the consumers are graduate and professionals and 6.6% of the consumers are others, 64.4% of the consumers are urban and 35.6% of the consumers are rural.

TABLE-2

MULTIPLE RESPONSES OF CONSUMERS ON STIMULATING FACTORS TOWARDS THE PURCHASE OF ORGANIC FOOD PRODUCTS

Stimulating Factors	Responses		% of cases	Rank
	N	Percent		
Better taste	109	11.6%	80.7%	IV
Fresh of food	130	13.8%	96.3%	II
Good for my health	135	14.4%	100.0%	I
Good for my children	94	10.0%	69.6%	V
Do not contain pesticides/Lower residues	25	2.7%	18.5%	VII
It's something new just try them	19	2.0%	14.1%	VIII
Good for the environment	118	12.6%	87.4%	III
It's trendy/Fashionable to buy	66	7.0%	48.9%	VI
Family preferences	109	11.6%	80.7%	IV
Live long	135	14.4%	100.0%	I
Total	940	100.0%	696.3%	

Source: primary data

The above table explains the composition of multiple responses of the consumers in Kanyakumari district with regard to the various stimulating factors which induce consumers to purchase organic products. Based on the cumulative score of all the ten factors, two factors

name good for health of livelong stand first in the ranking and hence these factors seem to be the most important in stimulating consumers for the purchase of organic products. Stimulating consumers purchase factor namely fresh of good ranks second and good for the environment ranked third, better taste and family preference ranked fourth, and good for my children, it's trendy and fashionable to buy, do not contain pesticides and lower residues and it's something new just to try them are ranked fifth, sixth, seventh and eighth respectively. It can be concluded that certain non-organic products are getting established in the market which attract the people and create awareness of organic products among the consumers. The researcher concludes that the good for health and livelong organic products is comparatively higher than the no organic products, which naturally instigate the consumers to believe in the neutrality and nutritional aspect of the products. Moreover, it also motivates them towards both purchase and usage of these products in the study area.

FINDINGS

- ❖ A majority of 58.5 percent consumers were female category.
- ❖ A majority of 60 percent consumers were married.
- ❖ A majority of 26.7 percent consumers were graduate and professional.
- ❖ A majority of 64.4 percent consumers were rural areas.
- ❖ People are becoming aware conscious and prefer sustainable life, so people avoid chemical-based products. Therefore, chance and scope for organic food products will be more leading peace to life and long life.

CONCLUSION

The process a consumer uses to decide whether or not to purchase a product is known as their buying behaviour. In this process, the consumer evaluates, obtains, consumes, and then discards the good or service. Consumer behaviour refers to the actions people take to try to satisfy their needs by looking for a product, buying it, and then weighing its pros and cons. People who care about their health and the environment and work to improve their way of life are said to be more likely to eat organic foods. Additionally, people who are willing to "pay for the honour of purchasing green" are more likely to purchase organic food. The main factor driving people to purchase organic food is that it is healthier than conventional food. Gaining the trust and confidence of customers who are devoted to these products is crucial for marketers if they want to increase the market share of organic food (Chakrabarti, 2010).

The demand from customers was the driving force behind new businesses entering the organic sector. Retail and supermarkets thrive in areas with strong consumer demand and are crucial components of the sales and distribution channels. Supermarkets must have reliable, guaranteed supplies of food in large quantities and at competitive prices because they operate on a large scale in a highly competitive market. Due to a lack of product supply, growth was initially slow in the year 1980. Many supermarkets attempted to promote adaptation through collaboration with producers and suppliers to address this important problem, either indirectly or directly. They made a concerted effort to identify the needs and manage to address the challenges faced by supermarkets in fulfilling their demands. This task is challenging, especially given how intricate and disjointed the organic supply chain is, which makes it very challenging to work effectively.

Reference

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