

A REVIEW ON CONSUMERS' PURCHASING PATTERNS FOR ORGANIC FOOD PRODUCTS

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ABSTRACT

As environmental concerns increase, consumers are paying more attention to eco-friendly qualities in goods. People are becoming more health conscious and are placing a higher value on health-related factors when making product choices. The shift in consumer food consumption patterns also seems to pose a significant threat to leading a healthy life. Using more and more chemicals and fertilisers is bad for everyone. Hence, organic farming gained momentum in many regions. Health awareness, environmental concerns, subjective norms, and a willingness to pay are postulated as primary motivators for the purchase or consumption of organic products. The future of the organic product market hinges on customer demand, thus research into the sector must be conducted with the end user in mind. The purpose of this research report is to learn how people in the Delhi-National Capital Region shop for organic food items. The purpose of this research is to determine what factors most strongly affect consumers' perceptions of organic food products and their decisions to buy them.

Keywords: Organic food items, environmental awareness, health consciousness, subjective standards, and willingness to pay

1. INTRODUCTION

This study was undertaken with the intention of acquainting the reader with the organic food purchasing patterns of Delhi-NCR consumers. The purpose of this study is to gain insight into the factors that influence consumers' choices to buy organic products by analysing respondents' organic food purchasing behaviours.

1.1 BACKGROUND STUDY

Throughout the past few decades, there has been a global shift in how agriculture is conceptualised and practised. Whereas in the past, farmers had to consider the climate and seasons before deciding what crops to sow and when, today, it is the "market" that determines what crops they should grow.

The use of synthetic fertilisers, pesticides, and other chemicals in the food supply has contributed to a rise in a wide range of illnesses and a general decline in human resilience. The increased use of pesticides, synthetic fertilisers, and modern farming practises has a devastating effect on the natural world. Water, soil, air, animals, and even humans have all been exposed to increased chemical levels as a result of this. This was done in an effort to increase output, but in our haste to do so, we've opted for a method that is ultimately unsustainable.

Laroche et al. found that organic farming has the ability to solve all of these problems, hence it should be considered as a solution. As concerns about food safety and other health issues have grown, so too has the demand for organic alternatives. The increased demand for

organic food, which does not include harmful pesticides and chemical residues, has been linked to an increase in consumer awareness and curiosity about organic food (Fotopoulos and Krystallis, 2002; Childs and Polyzees, 1997).

The word organic comes from the Greek word "bios," which means a way of life or being. When initially coined in the 1940s, the word "organic food items" referred to fare that had been grown and maintained without the use of synthetic inputs such chemical fertilisers, pesticides, herbicides, growth hormones, or genetic engineering (Essoussi & Zahaf, 2008).

1.2 ORGANIC FOOD

Since the term "organic" lacks a universally agreed-upon meaning, each country has developed its own method for certifying its products as such, as stated by Chinnici et al. (2002). To add to this, organic foods are those that have undergone minimal processing in order to retain their originality and authenticity, with no additional chemicals or preservatives. Natural farming practises are used to create organic foods. The methods of growing organic food in this context consider not only the end result but also the process by which the food was produced (Chinnici et al., 2002).

Consumers in Europe and North America sparked the interest in organic food that is now expanding to emerging markets like China and India. 2013(Techsci) Common throughout India for thousands of years, organic farming is synonymous with the country's ancient agricultural practises. Nonetheless, it was not enough to sustain the 20th-century global population.

We were a country that imported food before to the Green Revolution of the 1960s, but we are now a country that exports food goods. The ecosystem, ecology, and farmers' health suffered as a result, though. Improved food production cannot come at the price of society for the sake of increased environmental advocacy. Despite the fact that the use of chemicals in farming has resulted in lower crop yields, more pest-resistant crops, and a lower water table level during the past 60 years, many farmers are returning to more traditional methods of organic farming in an effort to promote demand for organic foods.

If given the option, consumers would prefer to consume food that has not been processed or altered in any way. There has been a recent surge in interest in organic food in India. Due to widespread education about the dangers of chemical farming, there has been a dramatic increase in the demand for organic, pesticide-free food in recent years.

1.3 CURRENT TRENDS IN ORGANIC MARKET

IFOAM (International Federation of Organic Agricultural Movements) and the Research Center for Organic Agriculture have just released their 2018 report on the state of organic farming. India now tops both Mexico and Uganda as the country with the most organic food producers in the world. The Indian organic market is predicted to grow from Rs 533 mn in 2016 to over Rs 871 mn by 2021, at a CAGR of 17 percent, according to a study published in 2018 titled "The Indian Organic Market: A New Paradigm in Agriculture" by ASSOCHAM and EY.

Because of the government's positive policies to support and promote organic farming in India, the market for organic food in India is expected to grow at a compound annual growth rate of over 23% by 2023, according to a TechSci research report titled "India Organic Food Market By Product Type - Competition Forecast & Opportunities, 2013 - 2023" published in January 2018.

2. OBJECTIVES OF THE STUDY

- ❖ To learn what makes a difference in whether or not consumers choose to buy organic food goods.
- ❖ To learn how different demographic subgroups' organic food consumption habits vary.
- ❖ Aiming to lay the theoretical groundwork for future studies.

2.1 Factors influencing Consumers' Attitude towards Organic Food Products

According to "Consumer Insights for Organic Food Market in Delhi-NCR," written by Rekha Mishra and Neeraj Kaushik in 2013, organic food marketing is a developing sector of India's agriculture sector. As the organic food industry in India has not yet been fully tapped, there is a tremendous opportunity to do so. Therefore, investigating the factors that shape the way consumers view organic foods is essential. While customer profiles can give a general idea of who buys organic food, it is vital to study the motivating factors behind such behaviour in order to understand these shoppers' preferences and choices in the kitchen. References: (1995; Hutchins & Greenhalgh) The "Theory of Planned Behavior" (also known as the "Theory of Reasoned Action") is a popular framework for forecasting consumer purchasing behaviour (Saba and Messina, 2003; Chen, 2007; Dean et al., 2008;). An individual's behavioural aim will affect their actual behaviour, as concluded by both the Theory of Planned Behavior and the Theory of Reasoned Action.

2.2 Demographic Factors (Gender, Age, Education, Children in Family, Income)

Many studies have revealed that women, in comparison to males, are more interested in organics and make more regular purchases of organic food (Davis et al., 1995; Wandel and Bugge, 1997; Lea and Worsley, 2005). Previous research has found that organic food consumers tend to be younger than conventional food consumers (Jolly, 1991). While younger generations tend to be more environmentally sensitive than their elders, research by Thompson and Kidwell (1998; Von Alvensleben; Fotopoulos; Krystallis; 2002) shows that they are less likely to pay a premium for organic products. Moreover, the elderly are more health-conscious and prepared to pay more for organic food. A number of authors have highlighted the connection between education and views on organic products, including Lockie et al. (2002), Hill et al. (2002), Storstad and Bjorkhaug (2003), Wier et al. (2003), and Coulibaly et al. (2011). Education did not play a major role in their purchase decision, as evidenced by studies by Misra, S. K., Huang, C. L., and Ott, S. L. (1991), Buzby, J.C., and Skees (1994), Wilkins et al (1994), Thompson, and Kidwell (1998), and others. Yet, a 2007 study by Durham found that the more educated a population is, the less likely they are to buy organic food. In addition, it has been shown that the presence of children in the household has a direct and positive effect on consumers' perspectives and habits in regards to organic food purchases. In addition, parents' grocery-shopping decisions may be influenced by the presence of their children. This is a summary of the factors taken into account by previous studies to evaluate the impact of demographics on attitudes and intentions towards organic food products.

Demographic Factors						
S.No.	Name of the Study	Gender	Age	Education	Children in Family	Income
1	"A study of Consumers Attitude towards Organic Products"	Yes	Yes			
2	"A study of consumers' attitudes and intention to buy organic foods for sustainability"	Yes	Yes	Yes		Yes
3	"A study on consumer decision towards purchase of organic food products: a case study of delhi"	Yes	Yes	Yes		Yes
4	"A study on consumers behavior towards organic food products in mysore city"	Yes	Yes			

5	“A Study on Consumers’ Purchase Intentions Towards Organic Products”	Yes	yes			
6	“An analysis of factors affecting growth of organic food: Perception of consumers in Delhi-NCR (India)”		yes			Yes
7	“An analysis of purchase intentions toward organic food on health consciousness and food safety with/under structural equation modelling”	yes	yes	yes	yes	yes
8	“Analysis of Awareness among Consumers towards Organic Food Products: With Reference to Vellore Organic Consumers Perspective”	Yes	Yes			Yes
9	“Analysis of Consumer Behavior of Organic Food in North Sumatra Province, Indonesia”	Yes	yes	yes		Yes
10	“Analysis of Consumer Preferences and Willingness-to-Pay for Organic Food Products in Germany”	Yes	Yes	Yes		
11	“Attitude and behaviour of consumers towards Organic Food : An exploratory study in India”	Yes	Yes	Yes		yes
12	“Environmental concern in consumer evaluation of food quality”	Yes				
13	“Australians' organic food beliefs, demographics and values”	yes				
14	“Differences between buyers and non-buyers of organic produce and willingness to pay organic price premiums”		yes			
15	“Explaining the choice of organic produce: cosmetic defects, prices and consumer preferences”		Yes		Yes	
16	“Purchasing motives and profile of the Greek organic consumer: a countrywide survey”		yes			
17	“Eating ‘Green’: motivations behind organic food consumption in Australia”			yes		
18	“Organic milk: Attitudes and consumption patterns”			Yes		
19	“Foundations of production and consumption of organic food in Norway: common attitudes among farmers and consumers, Agriculture and Human Values”			Yes		
20	“Consumer demand for organic foods - attitudes, values and			Yes		

	purchasing”					
21	“Organic consumers and new lifestyles: An Italian country survey on consumption patterns”			Yes		
22	“Consumers’ Perceptions and Willingness to Pay for Organically Grown Vegetables”			Yes		
23	“Consumer willingness to pay for pesticide-free fresh produce”			Yes		
24	“Consumers want reduced exposure to pesticides in food”			Yes		
25	“Influences of pesticide residue and environmental concerns on organic food preference among food cooperative members and non-members in Washington state”			Yes		
26	“The impact of environmental and health motivations on the organic share of purchases”			Yes		
27	“Decision making process of community organic food consumers: an exploratory study”				Yes	
28	“Who buys organic food? A profile of the purchasers of organic food in N. Ireland”	Yes			Yes	
29	“Organic confusion: sustaining competitive advantage”				Yes	
30	“On some factors influencing consumers' demand for organically grown foods”					Yes
31	“Ecological aspects of food demand: the case of organic food in Germany”		yes			yes

2.3 Willingness to Pay

Consumers' willingness to pay for organic goods is the premium over the cost of conventionally produced equivalents (Fillion and Arazi, 2002; Kalogeras et al., 2009). The high expense of organic food is the main reason why many people don't choose to buy it (Tregear et al., 1994; Roddy et al., 1996; Magnusson et al., 2001; Zanolli and Naspetti, 2002). Hence, there has been a plethora of research into the topic of price sensitivity. Several studies have shown that while some shoppers will pay more for organic produce, the vast majority won't even consider it.

Non Demographic Factors					
S.No.	Name of the Study	Health Consciousness	Environmental Friendly Concern	Subjective Norms	Willingness to Pay/Price
1	“A study of consumers’ attitudes and intention to buy organic foods for	Yes	Yes		

	sustainability”				
2	“A study on consumers behavior towards organic food products in mysore city”	Yes	Yes		Yes p
3	“An analysis of factors affecting growth of organic food: Perception of consumers in Delhi-NCR (India)”	Yes	Yes		Yes
4	“An analysis of purchase intentions toward organic food on health consciousness and food safety with/under structural equation modelling”	Yes		Yes	
5	“An Experimental Investigation of Willingness to Pay for Non-GM and Organic Food Products”				Yes
6	“Analysis of Consumer Behavior of Organic Food in North Sumatra Province, Indonesia”	Yes	Yes	Yes	Yes p
7	“Analysis of Consumer Preferences and Willingness-to-Pay for Organic Food Products in Germany”				yes
8	“Assessment of the consumer purchase intentions of organic food at the Hazel food market in Pretoria, South Africa”	Yes	Yes	Yes	
9	“Attitude and behaviour of consumers towards Organic Food : An exploratory study in	yes			yes

	India”				
10	“Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle”	Yes	Yes		
11	“Canadian Organic Food Consumers_ Profile and Their Willingness”	Yes	yes		yes
12	“Health consciousness, scientific orientation and wellness; an examination of the determinants of wellness attitudes and behaviours”	Yes			
13	“Identifying the health conscious consumer. Journal of Health Care Marketing”	Yes			
14	“The demand for organically grown produce”	Yes			Yes
15	“The health consciousness myth: implications of the near independence of major health behaviors in the North American population”	Yes			
16	“Level of market development and intensity of organic food consumption: cross-cultural study of Danish and New Zeland consumers”	Yes			
17	“Exploring the gap between attitudes and behaviour - understanding why consumers buy or do	Yes			

	not buy organic food”				
18	“Organic food product purchase behaviour: a pilot study for urban consumers in the South of Italy”	Yes			
19	“Observed variability and trends in extreme climate events: a brief review. Bulletin of the American Meteorological Society”		Yes		
20	“Choosing organics: a path analysis of factors underlying the selection of organic food among Australian consumers”		yes		
21	“Sustainable food consumption: exploring the consumer’s attitude-behavioural intention’ gap”		Yes		
22	“Subjective norms, attitudes and intentions of Finnish consumers in organic food”			yes	
23	“Understanding attitudes and predicting social behaviour”			Yes	
24	“The theory of planned behavior, Organizational Behavior and Human Decision Processes”			Yes	
25	“Does organic food taste better? A claim substantiation approach”				Yes
26	“Dutch consumers' willingness to pay for organic olive oil. Journal of International Food &				Yes

	Agribusiness Marketing”				
27	“Consumer attitudes and behaviour to organic foods in Ireland”				Yes
28	“Attitudes towards organic foods among Swedish consumers”				Yes
29	“Consumer motivations in the purchase of organic food: a means-end approach”				Yes
30	“Willingness to pay for organic foods: a comparison between survey data and panel data from Denmark”				Yes

2.4 Attitude Influences on Buying Intention

Attitude was described as the "psychological process of assessing something favourably or unfavourably" by Eagly and Chaiken in 2007. In a positive correlation between attitude and intent to act, as stated by Thøgersen (2007) and Chen (2009). This would imply that a more optimistic outlook increases the likelihood that a given action would be carried out.

Attitude and Intention			
S.No.	Name of the Study	Attitude	Intention
1	“A study of Consumers Attitude towards Organic Products”	Yes	
2	“A study of consumers’ attitudes and intention to buy organic foods for sustainability”	Yes	Yes
3	“A Study on Consumers’ Purchase Intentions Towards Organic Products”		Yes
4	“An analysis of purchase intentions toward organic food on health consciousness and food safety with/under structural equation modelling”	Yes	Yes
5	“Analysis of Consumer Behavior of Organic Food in North Sumatra Province, Indonesia”	Yes	Yes
6	“Assessment of the consumer purchase intentions of organic food at the Hazel food market in Pretoria, South Africa”	Yes	Yes
7	“Attitude and behaviour of consumers towards Organic Food : An exploratory study in India”	Yes	
8	“Attitudes and young consumers’ organic food purchasing intentions”	Yes	Yes
9	“The advantages of an inclusive definition of attitude”, Social Cognition”	Yes	Yes
10	“Personal determinants of organic food consumption: a review”	Yes	Yes

11	“Consumer decision making with regard to organic food products”	Yes	Yes
12	“Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle”	Yes	Yes
13	“Intentions of Indonesian consumers on buying organic food”	Yes	Yes
14	“Subjective norms, attitudes and intentions of Finnish consumers in organic food”	Yes	Yes

3. METHODOLOGY

Conceptual and empirical literature have been explored and analysed to establish a relationship between the variables impacting customers' attitudes and intentions towards purchasing organic food. After reviewing the research, we identified a number of significant indicators that may be used to analyse consumers' buying habits when it comes to organic food. In this article, we try to identify and understand the most useful metrics for gauging people's preferences in organic food products. The factors that drive people to buy organic food are laid out clearly in the following pie chart. The variables that affect consumers' perceptions and purchases of organic foods are depicted in this framework.

4. FINDINGS

Consumers' health awareness, environmental concern, subjective norms, and willingness to pay interact with demographic factors like gender, age, education, family size, and household income to determine whether or not they will choose to buy organic food products, as evidenced by the studies discussed above. Factors outside of consumers' demographic profiles also have a role in shaping their opinions and decisions. Regarding sex, most studies have revealed that female consumers are more inclined to buy organic foods than male consumers. Most studies also show that younger generations are more likely to buy organic food products. A number of them, however, stressed the fact that young people have a hard time affording organic food because it is more expensive than conventional food. An individual's level of education is a significant factor in whether or not he prefers to buy and consume organic food products. In addition, having children in the house increases the likelihood that the family will eat or buy organic food. Increased purchases of organic foods are seen, especially when the child is a minor. Since organic food products are more costly than conventional ones, they are more likely to be purchased by those with higher earnings. In addition to the aforementioned demographic criteria, a review of the existing literature revealed a few non-demographic elements also have an effect on consumers' attitudes and actions towards organic food items. One of the most important factors influencing a customer's decision to buy organic food is their concern for their own health. Those who are concerned with their health are also more inclined to see organic foods favourably and seek them out.

Having a concern for one's impact on the environment is another factor that contributes to a positive outlook and intention towards organic food. Individuals who replied with higher concern for the planet and its long-term viability expressed a stronger desire to stock their pantries with organic produce. Several studies have found that when people's significant others buy organic food, it's often because they want to be like them. The previous studies have shown, finally, that consumers' willingness to pay affects both their opinions and intentions about the purchase of organic food.

5. CONCLUSION

These days, organic food products are more in demand than ever before. Consumers prefer organic goods because they worry about their health and the impacts of using chemical products. Customers' attitudes towards organic food items are clearly affected by non-

demographic factors such as health consciousness, environmental consciousness, personal norms, and financial flexibility. The selection of these foods was made with the goal of enhancing human health and well-being. Many of these positive comments show that people are eager to buy organic goods because of their superior quality and positive effects on health. Their environmental consciousness makes them more appealing to buyers. Consumers' attitudes towards organic food items are strongly influenced by both objective and subjective norms. In addition, consumers' price thresholds and general willingness to pay play a significant role in shaping their perspectives on organic food. Yet, consumers' attitudes about organic food items are heavily influenced by demographic factors such as age, gender, education level, family size, and household income.

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