

AN EMPIRICAL ANALYSIS ON CONSUMER'S ATTITUDE AND PURCHASE INTENTIONS TOWARDS ORGANIC FOOD PRODUCTS

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Abstract

This study attempted to gain knowledge about consumer's attitude and intention to purchase organic food products. A total of 200 respondents were generated. Result indicated that the intention to purchase organic products were heavily influenced by the perception on organic product worth of purchase and the belief on the safety and health aspect of the product. Among the organic buyers majority consumers believed organic food to be healthier, tastier and better for environment compared to conventional food. It has great implication for promoting organic food markets, domestically as well as globally.

Keywords: Organic products, environment, attitude, conventional food etc.

1. Introduction

Now a days the food products which are produced by farmers are pesticides mixed products due to get more productivity. It caused to cancer, reproductive dysfunction, diabetes, autism, asthma, birth defects, Parkinson's and Alzheimer's diseases and more. To free from those harmful diseases, organic food products are grown up. Organic products are grown without the use of synthetic fertilizers and pesticides, plant growth regulators (hormones), and genetically modified organisms. Organic agriculture relies on natural products and processes to grow crops, improve soil quality, control pests and promote bio-diversity.

As far as possible, organic farmers rely on crop rotation, green manure, compost, and biological pest control to maintain soil productivity and control pests. A well-balanced and biologically active soil will provide the crop with sufficient nutrients for optimum growth and

yields, with a minimum of pest and disease problems. Organic foods are foods that are produced using methods of organic farming that do not involve modern synthetic inputs such as synthetic pesticides and chemical fertilizers. Organic foods are also not processed using irradiation, industrial solvents, or chemical food additives.

2. Scope of The Study

The pesticides mixed food product are caused to cancer, reproductive dysfunction, diabetes, autism, asthma, birth defects, Parkinson's and Alzheimer's diseases and more. The Organic food has been grown without the use of toxic chemicals, pesticides or fertilizers. The food is as natural as can be, safer for the environment and usually tastes better too. Organic food has plenty of advantages when compared to the non-organic food that have been processed with artificial preservatives and chemicals. But still people are not aware quietly. Even though organic food plays a vital role however some factors are influencing them at the time of purchase which has been given most priority and to know the consumers' future opinion is indispensable for the retailers.

3. Objectives of The Study

1. To know the demographic profile of the respondents.
2. To identify attitude that might influence to purchase of organic food among consumers
3. To offer suggestions based on the findings of the study.

4. Organic Farming

Organic farming is produced in order to produce healthy and quality food without using of synthetic chemical products. Thus, the organic farming not Maintains only the environment but also it improves public health, and bringing significant benefits both in the economy as well as to the social cohesion of rural areas, with increased awareness of domestic problems related to pesticide poisoning and diseases of fresh food products are solved.

5. Data Analysis and Interpretation

Table-1 Demographic Profile Of The Respondents

S.No	Variables	Category	No. of Respondents	Percentage
1	Age	18 – 27 Years	25	13
		28 – 37 Years	120	60
		38 – 47 Years	40	20
		Above 47 Years	15	8
2	Marital status	Single	50	25
		Married	114	57
		Widow	29	15
		Divorced	7	4
3	Type of Family	Nuclear	90	45
		Joint	110	55
4	Family size	1 – 3 Members	39	20
		4 – 6 Members	97	49
		7 – 9 Members	43	22
		Above 9 Members	21	11
5	Occupation	Agriculture	55	28
		Labour	49	25
		Mill worker	27	14
		Entrepreneurs	14	7
		Home Wife	20	10
		Professionals	35	18
6	Earning Members in the family	1 – 2 Members	41	21
		3 – 4 Members	118	59

		5 – 6 Members	24	12
		Above 6 Members	17	9
Total			200	100

Source: Primary Data

Interpretation

The table shows that majority of the respondents (60%) belongs to the age group of 28-37 years, 20% of the respondents belongs to the age group of 38-47 years, 13% of the respondents belongs to the age group of 18-27 years and only 8% of the respondents belongs to the age group of above 47 years. Majority of the respondents is married and they account for 57% of the total respondents, 25% of the respondents is single, 15% of the respondents is from widow category and 4% of the respondents are divorced category.

From the above table, it is inferred that majority of the respondents (55%) are belongs to joint family and 45% of the respondents are belongs to nuclear family. Majority (49%) of the families consists of 4-6 members, 22% of the families consist of 7-9 members, 20% of the families consist of 1-3 members and 11% of the families consist of above 9 members. The above table shows that 28% of the respondents are involving in agriculture, 25% of the respondents are labourers in agricultural fields, 18% of the respondents work in Professionals, 14% of the respondents workers in the family consist of 5-6 members and 9% of the respondents said earning worked as mill worker, 10% of the women are home maker and 7% of the respondents have started small scale entrepreneurial activities.

Majority (59%) of the earning members in the family consists of 3-4 members, 21% of the respondents said that earning members in the family consist of 1-2 members, 12% of the respondents said earning members in the family consist of above 6 members.

Table-2 Attitudes Towards Organic Food

S.No	Particulars	Mean Score value
1	I prefer buying organics.	4.68
2	Organic products are safer and more reliable.	4.21
3	Organic products are of better quality.	4.95
4	Organic products are healthier.	3.93
5	Organic products taste better.	3.69
6	Organic products are of higher nutrition value	4.20
7	Organic products are very expensive.	4.75

Source: Primary Data

Interpretation

The above shows that the mean score value (4.68) of the respondents are prefer to buy organic product, the mean score value (4.21) of them said that organic products are safer and more reliable, another the mean score value (4.95) are organic products are of better quality, the mean score value (3.93) said organic products are healthier and the mean score value (3.69) of the respondents are said tasty, the mean score value of (4.20) said organic products are higher nutrition value and the mean score value of (4.75) said organic products are very expensive.

Table – 3 Level of Awareness Towards Organic Food Products – Analysis of Variance

H₀₁: There is no significant difference between level of awareness towards organic food products vs occupation of the respondents.

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Health and nutrition concern	Between Groups	1.431	4	.358	.584	.675
	Within Groups	226.846	370	.613		
	Total	228.277	374			
Food and safety	Between Groups	.380	4	.095	.257	.905
	Within Groups	136.730	370	.370		
	Total	137.109	374			
Taste and quality	Between Groups	1.491	4	.373	.539	.707
	Within Groups	255.693	370	.691		
	Total	257.184	374			
Social and ethical knowledge	Between Groups	1.462	4	.366	.629	.642
	Within Groups	214.975	370	.581		
	Total	216.437	374			
Organic label	Between Groups	6.649	4	1.662	1.976	.098
	Within Groups	311.207	370	.841		
	Total	317.856	374			
Free from chemical or pesticide	Between Groups	3.594	4	.899	1.558	.185
	Within Groups	213.355	370	.577		
	Total	216.949	374			
Feedback and review about organic products	Between Groups	4.049	4	1.012	1.305	.267
	Within Groups	286.885	370	.775		
	Total	290.933	374			

Interpretation:

The analysis of variance between level of awareness towards organic food products vs occupation of the respondents of respondents is given in the above table. The table infers that the F value (.584) of the factor health and nutrition concern, F value (.257) of the factor Food and safety, F value (.539) of the factor Taste and quality, F value (.629) of the factor social and ethical knowledge, F value (1.976) of the factor organic label, F value (1.558) of the factor free from chemical or pesticide and F value (1.305) of the factor Feedback and review about organic products

is insignificant at 5 % and 1 % having significant value of (.675), (.905), (.707), (.642), (.098), (.185), and (0.267). Hence, this supports the acceptance of null hypothesis and concluded that the difference between level of awareness towards organic food vs occupation of respondents is insignificant.

Table – 4 Level of Opinion in Purchase of Organic Food Products – Chi Square Analysis

H₀₂: There is no association between monthly income and level of opinion in purchase of organic food products

Monthly income	Level of opinion in purchase of organic food products					Total	P-value	Sig.	S/NS
	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree				
Below Rs.10000	8	9	1	3	0	21	27.322	.007	S
Rs. 10000 – Rs.30000	91	44	29	4	2	170			
Rs. 30000 – Rs.60000	78	42	43	2	0	165			
Above Rs.60000	7	6	6	0	0	19			
Total	184	101	79	9	2	375			

Interpretation:

The above table indicates that there is significant association between monthly income and level of opinion in purchase of organic food products. As the significant value is less than 0.01 it shows that there is a significant relationship between monthly income and level of opinion in purchase of organic food products. **Hence the null hypothesis is rejected.**

Table – 5 Factors Influence You to Purchase Organic Products- Correlation Analysis

H₀₃: There is no significant relationship between the factors that influence in purchase of organic products

Correlations

		Health concern	Environmental concern	Taste	Quality	Food safety	Packages	Availability	Freshness	Labelling	Sales promotion
Health concern	Pearson Correlation	1	.860**	.804**	.832**	.856*	.692**	.750**	.726**	.742**	.679**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Environmental concern	Pearson Correlation	.860*	1	.715**	.829**	.812*	.668**	.738**	.655**	.674**	.614**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Taste	Pearson Correlation	.804*	.715**	1	.772**	.848*	.730**	.753**	.683**	.663**	.585**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Quality	Pearson Correlation	.832*	.829**	.772**	1	.878*	.811**	.769**	.728**	.707**	.629**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Food safety	Pearson Correlation	.856*	.812**	.848**	.878**	1	.773**	.744**	.729**	.746**	.626**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Packages	Pearson Correlation	.692*	.668**	.730**	.811**	.773*	1	.813**	.800**	.719**	.705**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Availability	Pearson Correlation	.750*	.738**	.753**	.769**	.744*	.813**	1	.788**	.832**	.775**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Freshness	Pearson Correlation	.726*	.655**	.683**	.728**	.729*	.800**	.788**	1	.881**	.852**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	375	375	375	375	375	375	375	375	375	375

Labelling	Pearson Correlation	.742* *	.674**	.663 **	.707**	.746* *	.719**	.832**	.881**	1	.835**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	375	375	375	375	375	375	375	375	375	375
Sales promotion	Pearson Correlation	.679* *	.614**	.585 **	.629**	.626* *	.705**	.775**	.852**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	375	375	375	375	375	375	375	375	375	375
**. Correlation is significant at the 0.01 level (2-tailed).											

(Source: Computer data)

Interpretation:

The correlation table shows that there is a high correlation between the factors that influence in purchase of organic products. The highest correlation is .881 between freshness and labelling and the lowest correlation is .585 between taste and sales promotion. All the factors are positively skewed. **Hence, it is positive correlation.**

Table – 6 Product Feature Influences The Buying Behavior of Organic Food - Linear Regression

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.330 ^a	.109	.096	.81048		
a. Predictors: (Constant), Attractive packing, Low price, Sustainability, Fashion / more appealing, Taste better						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.114	.130		16.305	.000
	Fashion / more appealing	.007	.066	.011	.105	.916
	Low price	.323	.066	.405	4.876	.000
	Taste better	-.270	.086	-.356	-3.158	.002

	Sustainability	-.079	.066	-.099	-1.199	.231
	Attractive packing	.163	.064	.243	2.523	.012
a. Dependent Variable: Monthly income						

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	29.442	5	5.888	8.964	.000 ^a
	Residual	241.734	368	.657		
	Total	271.176	373			
a. Predictors: (Constant), Attractive packing, Low price, Sustainability, Fashion / more appealing, Taste better						
b. Dependent Variable: Monthly income						

Interpretation:

The above table depicts the regression model showing the product feature influences the buying behavior of organic food towards monthly income. The multiple regression co-efficient R^2 is found to be .109 indicating 10 percent of the loyalty predicted by the factors and monthly income. The results confirm that the model is significant. The t values of the factors are significant towards monthly income.

6. Findings

- ✓ Majority of the respondents (60%) belongs to the age group of 28-37 years.
- ✓ Majority of the respondents 57% are married.
- ✓ Majority of the respondents (55%) are belongs to joint family.
- ✓ Majority (49%) of the families consists of 4-6 members.
- ✓ Majority 28% of the respondents are involving in agriculture.
- ✓ Majority (59%) of the earning members in the family consists of 3-4 members.
- ✓ The mean score value (4.95) said that organic products are of better quality.

- ✓ Majority (55.5 %) of the respondents are female.
- ✓ Majority (73.3 %) of the respondents are in the age category of 21 – 40.
- ✓ Majority (62.1 %) of the respondents having UG/PG qualification. Majority (47.5 %) of the respondents are private employees.
- ✓ Majority (26.2 %) of the respondents prefer general super market for organic food products purchase.
- ✓ Majority (26.7 %) of the respondents faced lack of information as a challenge while buying organic food products.
- ✓ The difference between level of awareness towards organic food vs gender of respondents is significant viz Taste and quality.
- ✓ The difference between level of awareness towards organic food vs age of respondents is significant viz Health and nutrition concern, Food and safety,

7. Suggestions

- + Farmers should encourage being actively involved when providing training on organic farming.
- + Sensitization programmes on organic farming should use preferred sources of information like radio and extension agents in local languages.
- + Farmers should be enlightened on various organic methods of controlling weeds, pest and diseases, through the farmers' regular sources of information.
- + Farmers should be motivated through credit facilities and series of training on technical-know-how of organic farming in order to ensure sustainable production of food, since the farmers have favorable perception towards organic farming.

- ✚ Based on the study the following suggestions has been recommended Organic food products are relatively high in prices compared to the regular food products. This can be minimized so as all the level of people would prefer organic food products. The purchase of organic food products has been higher in the recent years.
- ✚ All the people has to aware of the food products and try to change their nature to consume organic food products. The government can take initiatives to deliver the organic products at a cheaper cost through ration shops.

8. Conclusion

Several perspective regarding factors influencing consumer's decision to buy organic food have been discussed. More and more people are now conscious about their own health. They certainly are looking for ways to live healthier. Since organic food comes under the healthy food chain category hence its popularity and demand is increasing worldwide. Several research papers have proved that organic food helps reduce the risk of excessive exposure to chemical residues.

Environment consideration is also deemed an important factor to consumer's buying decision on organic food because the foods are grown using environmental friendly way. The advantages of organic food are enormous such as healthy, nutritious, safe and so on. On the other hand, the drawbacks are perhaps its price, unavailability and inadequate information of the truth on organic food.

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