Original Article
ISSN (Online): 2582-7472

ShodhKosh: Journal of Visual and Performing Arts
June 2024 5(6), 2818–2825

INFLUENTIAL DETERMINANTS SHAPING CONSUMER PURCHASING PATTERNS FOR ORGANIC FOOD PRODUCTS

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DOI
10.29121/shodhkosh.v5.i6.2024.3439

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

ABSTRACT

The study examines multiple variables that influence consumer's purchasing behavior of organic products. This study incorporates both secondary and primary data. The main data is gathered via a standardized questionnaire. A total of 388 people from different areas of Jaipur city responded to the questionnaire.The study indicates a greater level of environmental awareness, a focus on the quality characteristics of organic products, and recognition of the health advantages associated with purchasing organic food products. Nevertheless, customers prioritize factors other than the price when it comes to organic foods. The research findings validate the correlation between consumer views and the inclination to purchase organic food products. The findings indicate that marketers can successfully develop marketing strategies by prioritizing aspects such as product quality, health advantages, and environmental friendliness, while considering pricing to a lesser extent, as these elements significantly influence customer attitudes and purchasing Patterns.

Keywords:

1. INTRODUCTION

Organic farming is a technique employed by farmers to cultivate organic food products without the use of chemical substances, pesticides, or synthetic fertilisers. Plant cultivation involves the integration of ancient and modern techniques, innovative approaches, and scientific procedures to enhance both environmental sustainability and crop quality. The organic food products were cultivated in accordance with a specific set of norms and processes (Ganesh Kumar et al., 2017). The product derived from this practise is commonly referred to as organic foods. Organic farming is a cultivation technique that relies solely on natural fertilisers and resources to safeguard crops against illnesses and pests. The organic product offers more social, cultural, political, economic, and environmental advantages in comparison to nonorganic items. Organic food items typically incur greater production costs due to increased labour expenses, resulting in relatively lower yields. The production of eco-friendly products incurs substantial input costs and presents challenges in managing these expenses. The majority of organic farmers are facing difficulties as a result of increasing expenses for inputs, insufficient legislative interventions, and limited prospects in the market. Currently, consumers have become more aware of ecological concerns and the significance of organic food primarily for health-related motives. Currently, there is a rising trend in the occurrence of both deadly and non-fatal diseases. Additionally, people are

becoming increasingly well-informed about the advantages of organic food items. It has become a crucial factor influencing customers' decision to buy natural products. The characteristics of organic food items have also contributed to the growth of the nonchemical organic food industry in their efforts to market their products.

India possesses a copious number of natural resources. The majority of the population relies on agriculture for their sustenance. Due to its extensive size and varied temperature and geography, various crops are grown in different regions of the country. Following the green revolution in the 1960s, there has been a notable surge in the utilization of fertilizers in the field of agriculture. India. Consequently, there has been an excess increase in the production of food grains, fruits, and vegetables and enhanced efficiency in livestock in relation to dairy products. Nevertheless, the utilization of the use of pesticides and chemical fertilizers in agriculture and related industries has resulted in significant consequences. Consequently, numerous individuals are seeking a more healthful alternative. The resolution is Organic food items. Organic products are cultivated using an agricultural approach that excludes the use of the utilization of chemical fertilizers and pesticides has both environmental and social implications. This is a grassroots agricultural strategy that focuses on preserving resources. The soil's ability to reproduce and regenerate, optimal plant nourishment, and healthy soil conditions. The product yields nourishing food abundant in vitality and possesses illness resistance. The acronym APEDA stands for Agricultural and Processed Food Products Export Development Authority.

1.1. INDIAN ORGANIC SCENARIO

According to Willer and Kilcher (2018), India holds the 9th position globally in terms of organic agricultural land, with Argentina, Brazil, China, and Uruguay following closely behind. India accounts for 30% of the world's organic producers, yet its products contribute only 2.59% to the whole global production. Indian farmers cultivate a wide range of agricultural and food products, including pulses, spices, fruits, cereals, cotton, tea, medicinal plants, oilseeds, dried fruits, vegetables, herbal and aromatic plants, condiments, and coffee. The demand for organic food production is steadily increasing worldwide, including in India. The organic product category had a significant surge in demand for oilseeds, medicinal plant products, and other related items (Padmanabhan and Chandirasekaran, 2016). Madhya Pradesh, Karnataka, Rajasthan, Maharashtra, Uttar Pradesh, and Himachal Pradesh in India have a significant expanse of organic cultivable land. In 2016, Sikkim farmers achieved a significant accomplishment by converting all cultivable fields, totaling over 76,000 hectares, into certified organic lands. In the fiscal year 2017-18, India exported organic products valued at $515 million (Apeda, 2012). The Meghalaya government has recently stated its goal to convert all cultivable land into organic land by 2020. In India, there are 5.78 million hectares of cultivable land dedicated to organic farming as of 2018. All of the produce from these areas is certified as organic food items (Willer and Kilcher, 2018). The use of organic food items by Indian consumers has been on an upward trend in the past decade (David and Banumathi, 2014a). The conversion rate from conventional to organic agriculture is on the rise, however, it is not meeting customers' anticipated level. Many Indian individuals exhibit a negligent attitude and behaviour, often neglecting their health and environmental concerns due to their impoverished circumstances. The Indian organic food market is now considered a specialised sector, with a compound annual growth rate (CAGR) of 25%. It is projected to reach a value of 10,000 crore by the end of 2020, up from 4,000 crores in 2018 (Willer and Kilcher, 2018). Anticipated factors driving the increase in demand for organic food in the coming years include rising income levels, concerns about food adulteration, understanding of health benefits, growing nutrition consciousness, and more consumer education and awareness of organic products (David, 2018). In the fiscal year 2017-18, India exported over 4.56 lakh million tonnes valued at $515 million. It was shipped to several countries like the European Union, the United States, Japan, Switzerland, Australia, Canada, South Korea, Vietnam, Israel, and others.

2. REVIEW OF LITERATURE

Patterns Kiran Wazir1,Haider Khan (2021) explored that green marketing tactics that have the potential to increase consumers' awareness of environmental issues, familiarity with ecofriendly goods, and ability to tell the difference between conventional and green options. "Green branding," "green labelling," and "green commercials" are the three promotional methods included in the study. The purpose of this research was to examine how green marketing tactics affected people's opinions and purchases of environmentally friendly products like natural cleaning supplies and organic groceries.

Rahbar and Nabsiah (2011) noted that consumers' preferences for eco-friendly and non-eco-friendly products involve a nuanced decision-making process, making broad generalisations problematic across cultures and regions. Consumer demand and views regarding green marketed items may be inconsistent across cultural and market sectors, Furthermore, it's timely to study green marketing's impact on established markets. Given these discrepancies, it was decided to investigate how green marketing strategies affected the attitudes and actions of consumers in Guildford, Surrey.

Ajzen (1985) claimed that attitude is considered as personal factors of individuals which an overall individual's negative or positive evaluation of performing a given behavior. Attitude toward the behavior is defined as consumer's beliefs and evaluation toward an object or product. In this study, author used terms of attitude toward organic food to identify consumers attitude in organic food consumption. Attitudes are significant because consumers need to understand their attitudes in order to overcome the possible boundaries they have when buying (Hill and Lynchehaun, 2012). Likewise, previous research on organic food consumption has identified that there is a significant relationship between consumer attitude and intention to purchase (Tarkiainen and Sundqvist, 2005; Yang et al., 2014).

Brown et al. (2013) suggests that consumers with intention to purchase a particular product tend to have higher actual purchase behavior than those who have no intention of buying. Previous studies have found a significant relationship between intentions and purchases of organic food.

Peattie and Crane (2005) claimed that market share significantly changes the overall image. Green-labeled products have a small percentage of the market compared to other products, with the food industry being the exception. Although if the percentage of the green market for food goods is growing, it still accounts for around 5% of overall sales.

Suplico (2009), It was also determined that consumers are more likely to buy environmentally friendly goods if they have prominent environmental claims on their packaging.

It has been stated by Rex and Baumann (2007) that there may be drawbacks to promoting environmentally friendly items. The product's emphasis on environmental friendliness is only one example

(Meyer 2001), Environmental labelling techniques are now being introduced by the government and several non-governmental groups dedicated to environmental improvement. In tandem with this growth, a body of study has emerged to examine how consumers utilize and interpret environmental sustainability certifications known as "Eco labels."

De Boer (2003) suggested that the public is paying attention because environmental advocacy groups are pressuring businesses and consumers to start using labels. Academics are also racing to the finish line in the research and emphasis on environmental green labels.

The purchasing patterns for organic food products are influenced by various determinants that shape consumers' decisions. Some influential factors include:

1) **Health and Nutrition:** Consumers are increasingly concerned about health and nutrition. The perceived health benefits of organic food, such as being free from synthetic pesticides and chemicals, drive purchasing decisions. Awareness of potential health risks associated with conventional food production influences consumers to opt for organic alternatives.
2) **Environmental Concerns:** Growing environmental consciousness prompts consumers to choose organic food due to its environmentally friendly production methods. Concerns about soil quality, water conservation, biodiversity, and reducing the ecological footprint encourage support for organic farming practices.
3) **Food Safety and Quality:** Assurance of food safety and superior quality is a significant determinant. Trust in organic certifications and standards assures consumers of the authenticity and purity of organic products, leading to increased purchase intent.
4) **Perceived Taste and Freshness:** Some consumers perceive organic food as having better taste and freshness compared to conventionally produced food. This perception influences their preference and willingness to pay a premium for organic products.
5) **Price and Affordability:** Price sensitivity is a crucial factor affecting purchasing patterns. While many consumers appreciate the benefits of organic food, the higher cost compared to conventional alternatives can be a deterrent for some. Strategies to make organic products more affordable or competitive in price could influence purchase decisions.

6) **Marketing and Information Sources:** The availability of information through various channels influences consumer awareness and perceptions. Marketing strategies emphasizing the benefits of organic food through labeling, advertising, social media, and educational campaigns impact purchasing behavior.
7) **Demographic and Lifestyle Factors:** Consumer demographics, such as age, income level, education, and lifestyle choices, play a role in determining purchasing patterns. Younger, more educated, and health-conscious consumers are often more inclined to purchase organic food.
8) **Accessibility and Availability:** The accessibility and availability of organic products influence consumer choices. Convenient access through retail outlets, farmer's markets, online platforms, and proximity to organic farms can encourage or hinder purchases.
9) **Cultural and Ethical Values:** Cultural beliefs, ethical considerations, and personal values impact purchasing decisions. Some consumers opt for organic food as a part of their ethical or cultural values, supporting sustainable and socially responsible agricultural practices.

2.1. OBJECTIVE OF THE STUDY

1) To find out the different variable which affect the consumer purchasing decision of organic food products.
2) To know about the reasons for preference of organic food products.
3) To examine the effect of consumer involvement and consumer attitude on purchasing intention for Organic food products.

3. RESEARCH METHODOLOGY

This research is quantitative research where sources of information are gathered from questionnaire. Instrument utilized was through the self-administered questionnaire containing closed-ended and scales to matrix questions. This study is interested in describing the characteristics of a population or phenomenon; thus the study is a descriptive study. This study also used hypotheses testing to determine the influence of health consciousness, perceived value, food safety concern towards customer purchase pattern of organic products. The type of sampling is probability sampling. The sample estimated was 500 organic food customers.

3.1. HYPOTHESIS OF THE STUDY

H1: There is no significant difference between health consciousnesses towards purchase patterns of the organic food.

H2: There is no significant difference between Perceived values and purchase patterns of the organic food.

H3: There is no significant difference between food safety concerns towards purchase patterns of the organic food.

Correlations

		Purchase patterns	Health consciousnesses
Pearson Correlation	Purchase patterns	1.000	.286
	Health consciousnesses	.286	1.000
Sig. (1-tailed)	Purchase patterns	.	.000
	Health consciousnesses	.000	.
N	Purchase patterns	450	450
	Health consciousnesses	450	450

There is a positive but modest relationship between purchase patterns and health consciousness. A correlation coefficient of 0.286 suggests that as health consciousness increases, there is a tendency for purchase patterns to show some degree of alignment toward organic or health-oriented products. However, the correlation of 0.286 is not very

strong, indicating that while there is a relationship between health consciousness and purchase patterns, other factors not captured in this analysis might also influence buying behavior.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286[a]	.082	.080	.50164

a. Predictors: (Constant), Health consciousnesses

The model with only "Health consciousnesses" as a predictor explains a small proportion (8.2%) of the variability in purchase patterns. This suggests that while there is a positive relationship between health consciousness and purchase patterns, other factors not included in this model also influence purchasing behavior significantly. The model's predictive power based solely on health consciousness is limited, as indicated by the low R Square value. Other variables or factors not accounted for in this analysis might contribute more substantially to purchase pattern

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.056	1	10.056	39.961	.000[b]
	Residual	112.735	448	.252		
	Total	122.791	449			

a. Dependent Variable: Purchase patterns

b. Predictors: (Constant), Health consciousnesses

The significance level (p-value) associated with the F-test determines if the overall regression model is statistically significant. In this case, the significance level is .000 ($p < 0.001$), indicating that the regression model Health consciousnesses as a predictor is statistically significant in explaining the variance in Purchase patterns. So null hypothesis is rejected and Alternative Hypothesis is accepted.

Correlations

		Purchase patterns	Perceived values
Pearson Correlation	Purchase patterns	1.000	.162
	Perceived values	.162	1.000
Sig. (1-tailed)	Purchase patterns	.	.000
	Perceived values	.000	.
N	Purchase patterns	450	450
	Perceived values	450	450

The correlation coefficient between " Purchase patterns" and itself (Purchase patterns vs. Purchase patterns) is 1.000, which is expected, representing a perfect positive correlation between the same variable. The correlation coefficient between " Purchase patterns" and " Perceived values " is 0.162. This positive correlation indicates a relatively weak positive relationship between these two variables. As " Perceived values " scores increase, there is a tendency for "Purchase patterns" scores to increase as well, but the correlation is not very strong.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.162[a]	.026	.024	.51665

a. Predictors: (Constant), Perceived values

The correlation coefficient (multiple correlation coefficient) between the predictor variable " Perceived values " and the outcome variable "Purchase patterns " is 0.162. This value represents the strength and direction of the linear relationship between these variables. The coefficient of determination is 0.026, indicating that approximately 2.6% of the variability in the dependent variable "Purchase patterns" is explained by the predictor variable " Perceived Values " in this model. In other words, this predictor alone accounts for about 2.6% of the variance in " Purchase patterns." This is the R Square adjusted for the number of predictors in the model. It's 0.024, very close to the R Square value. The adjusted R Square penalizes the addition of irrelevant predictors in the model.

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.207	1	3.207	12.014	.001[b]
	Residual	119.584	448	.267		
	Total	122.791	449			

a. Dependent Variable: Purchase patterns

b. Predictors: (Constant), Perceived values

The p-value associated with the F-value is 0.001, which is less than the typical significance level of 0.05. It suggests that the regression model, with " Perceived values " as a predictor, is statistically significant in explaining the variance in the dependent variable " Purchase patterns." This indicates that the relationship between " Perceived values " and Purchase Pattern" is unlikely due to random chance. So null hypothesis is rejected and Alternative Hypothesis is accepted.

Correlations

		Purchase patterns	food safety
Pearson Correlation	Purchase patterns	1.000	.247
	food safety	.247	1.000
Sig. (1-tailed)	Purchase patterns	.	.000
	food safety	.000	.
N	Purchase patterns	450	450
	food safety	450	450

There is a positive correlation (0.247) between "Purchase patterns" and "Food Safety." This implies that as one variable increases, the other tends to increase as well, albeit moderately.

The statistically significant correlation suggests that there is a tendency for individuals with certain purchase patterns to also prioritize food safety concerns or vice versa.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.247[a]	.061	.059	.50726

a. Predictors: (Constant), food safety

The predictor variable " food safety " accounts for approximately 6.1% of the variance in the dependent variable " Purchase patterns". The low R Square value (6.1%) indicates that " food safety " alone is a relatively weak predictor of " Purchase patterns," explaining only a small proportion of its variance The model's standard error suggests that the model's predictions might have a deviation of around 0.50726 units from the actual values on average.While statistically

significant, the relatively low R Square value suggests that factors beyond " food safety " likely contribute significantly to explaining variations in " Purchase patterns"

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.515	1	7.515	29.205	.000[b]
	Residual	115.276	448	.257		
	Total	122.791	449			

a. Dependent Variable: Purchase patterns

b. Predictors: (Constant), food safety

For Regression, Mean Square = 7.515 (SS Regression / df Regression). For Residual, Mean Square = 0.257 (SS Residual / df Residual). The F-value (29.205) is the ratio of the Mean Square for Regression to the Mean Square for Residual. It's a test statistic that compares the variance explained by the model to the variance that remains unexplained. In this case, it indicates whether the regression model provides a significant improvement over a model with no predictors. The p-value associated with the F-value is 0.000 (or <0.001), which is less than the typical significance level of 0.05. It suggests that the regression model, with " food safety " as a predictor, is statistically significant in explaining the variance in the dependent variable " Purchase patterns." This indicates that the relationship between " food safety " and " Purchase patterns " is unlikely due to random chance. In summary, the ANOVA table confirms that the regression model using " food safety " as a predictor significantly explains a portion of the variance in the dependent variable " Purchase patterns" The low p-value (0.000) indicates that the relationship between these variables is statistically significant. So null hypothesis is rejected and Alternative Hypothesis is accepted.

4. CONCLUSION AND RESULT

The purchasing patterns for organic food products are shaped by a multitude of factors, primarily driven by health consciousness, perceived health benefits, environmental concerns, and food safety considerations. Education, awareness campaigns, pricing strategies, and cultural shifts significantly influence consumers' willingness to opt for organic alternatives. Understanding these determinants is crucial for businesses to cater to consumer preferences and effectively market organic food products.

Consumers with higher health consciousness tend to exhibit a greater inclination towards purchasing organic food products. Individuals who prioritize their well-being are conscious about healthy eating. Perceived values associated with organic foods, such as environmental sustainability, naturalness, and ethical production methods, significantly influence purchase patterns. Consumers value the perceived benefits of organic foods, such as being free from synthetic chemicals, GMOs, and pesticides, leading to a higher likelihood of purchase. Food safety concerns, particularly regarding conventional food products and the use of harmful chemicals or additives, drive consumers towards choosing organic alternatives perceived as safer and healthier. Rising awareness about food safety issues amplifies the demand for organic food, as consumers seek products perceived to be safer and less harmful to health.

In conclusion, the collective impact of health consciousness, perceived values, and food safety concerns plays a pivotal role in driving consumer preferences and purchase behaviors towards organic food. As individuals become more health-conscious and aware of the benefits associated with organic products, the demand for organic food continues to grow, highlighting the importance of these factors in shaping consumer choices in the organic food market.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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