

A Study on Factors Influencing Purchase Behaviour in Organic Food Products with Special Reference to Chennai City

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Abstract—Today's environment has created an alarming environmental concern for human population. Customers are more aware about health issues and hence they give more importance to organic food products. This study analyzes the different factors that motivate the purchase decision of customers towards organic products. As consumer are more health conscious after COVID situation, they purchase more of organic products to increase their immunity power. The structured questionnaire was distributed to a sample of 283 consumers in Chennai city and identified about the demand for organic products.

Index Terms—Environmental Concern, Organic food products, Purchase decision, Demand.

I. INTRODUCTION

The word Organic food products have gained popularity over the past few years. Significance of organic products is gaining its importance more because of the awareness and need towards healthy way of living. Many new organizations are introducing more forms of organic food products and hence it has become a trend of business all over the world. Comparing to general food products organic food products are costly but still in order to maintain health immunity consumers give preference to this product. A better knowledge of consumers is very essential to be known by these organic food producers to utilize their opportunities in right time. Companies in order to position their market should first segment according to the purchase behaviour of consumers. This way of positioning will enable them to formulate and implement strategies that could encourage organic food products demand. The best predictor of consumer behaviour is intention of consumers hence marketers

should strike a balance between the limited supply of resources and unlimited demands.

II. NEED OF THE STUDY

The number of consumers preferring organic food products has increased considerably for the past few years hence this research will focus on the factors that influence that consumers in purchasing organic food products and its importance in growing environmental concern is studied.

III. OBJECTIVE OF THE STUDY

1. To study the demographic condition of the respondents.
2. To assess and evaluate the factors influencing the customers to purchase organic food products.
3. To assess the relationship between the factors and intention to buy.

IV. REVIEW OF LITERATURE:

Chaitra Bharath and H.M. Chandrashekar (2018) studied consumer awareness of Organic certification of food products, the data collected from consumers of generic super markets and organic retail outlets revealed that consumers are still in adoption stage as consumers noticed the benefits very slowly.

Ismail Bulent Gurbuz & Modassir Macabangin (2019) studied many significant differences of purchasing and consumption attitude between undergraduate and foundation degree students. Consumers become

dependent on own preferences and hence complete understanding of factors is essential to develop an effective marketing strategy.

Tabassum Ali and Jabir Ali (2020) analyzed the factors affecting the consumers willingness to pay for health and wellness food products based on a consumer survey. The researcher provided an insight to various stakeholders and helped in mapping the factors affecting the willingness to pay for purchasing health and wellness food products.

Fiorella Pia Salvatore, Nino Adamashvili & Francesco Contò (2021) identified the primary drivers behind consumer adoption of functional food products. The researcher insisted to understand the factors that consumer consider in the process of choosing FFs. Understanding these factors will help to define strategies that business can use for product improvements.

Chandrakala M, Easubatham Armstrong Anand J, Gowri Lakshmi S (2024) concluded there was significant impact on the demand of consumer's perception of organic products. Today consumers are more concerned about health and environmental sustainability hence they are willing to pay more for these products.

The demand curve for these products is a function of consumer perception regarding organic benefits.

V. RESEARCH METHODOLOGY

After review of literature a questionnaire was prepared and distributed to 300 respondents to collect primary data, out of which only 283 were received and used for study. Convenience Random Sampling method is used to collect data and the tools used for analysis are listed below

1. Percentage Analysis
2. Weighted Average method
3. Correlation

VI. ANALYSIS AND FINDINGS

Table 1
Dmographic Profile of the Respondent

Particulars	No:of respondents	Percentage
Gender:		
Male	98	34.63
Female	180	63.60
Transgender	5	1.77
Total	283	100.00
Age of respondent:		
20-30	45	15.90
30-40	82	28.98
40-50	85	30.03
50-60	36	12.72
60-70	35	12.37
Total	283	100.00
Monthly Income		
Below 40,000	30	10.60
40,000 - 80,000	83	29.33
80,000 - 1,20,000	95	33.57
Above 1,20,000	75	26.50
Total	283	100.00
Martial Status		
Married	189	66.78
Unmarried	94	33.22
Total	283	100.00
Educational Qualification		
Higher Secondary	46	16.25
Under graduate	86	30.39
Post graduate	88	31.10
Others	63	22.26
Total	283	100.00

Source:Primary data

Inference:

From the above table it is inferred that

- a) Female purchase more organic food products compared to male.
- b) Age group of 40-50 prefer organic food products as they are more aware of health when they reach 40's.
- c) Income group of 80,000 to 1,20,000 purchase organic food products more compared to other income group.
- d) Married respondents give more importance to spend for purchasing organic food products.
- e) More number of educated respondents prefer to purchase organic food products in Chennai city.

Table 2
Factors influencing the customers to purchase organic food products

Particulars	W5	W4	W 3	W 2	W1	Total Weight	Final Ranking
Benefit to Health	103 (515)	81 (324)	60 (180)	39 (78)	0 (0)	1097	V
Chemical Free	79 (395)	98 (392)	65 (195)	21 (42)	20 (20)	1044	VIII
Environmental Concern	77 (385)	88 (352)	99 (297)	7 (14)	12 (12)	1060	VII
Past Experience	35 (175)	39 (156)	44 (132)	122 (244)	43 (43)	750	XII
Trust	59 (295)	102 (408)	0 (0)	61 (122)	61 (61)	886	X
Brand Image	115 (575)	88 (352)	39 (117)	41 (82)	0 (0)	1126	II
Sensitivity of Price	78 (390)	113 (452)	46 (138)	45 (90)	0 (0)	1070	VI
Product Quality	189 (945)	94 (376)	0 (0)	0 (0)	0 (0)	1321	I
Hygienic	154 (770)	52 (208)	25 (75)	20 (40)	32 (32)	1125	III
Taste	65 (325)	79 (316)	98 (294)	20 (40)	21 (21)	996	IX
Packaging and Safety	99 (495)	89 (356)	69 (207)	15 (30)	11 (11)	1099	IV
Help in dieting	44 (220)	43 (172)	121 (363)	39 (78)	35 (35)	868	XI

Source: Primary Data

Inference:

It is inferred from the table that Product quality is ranked as first factor to purchase followed by Brand Image and other factors.

Table 3

Correlation between the variable factors and intention

	Factors	Intention
Factors	1	
Intention	0.8706413	1

Source: Primary Data

As $r=0.871$ there is a positive correlation between the factors and intention to purchase. The variable factors highly influence the buyer's intention to purchase organic food products.

VII. CONCLUSION

Organic food products has created a new trend in the health market. The major reason for consumption of

organic food products is because of product quality. This study reveals that female consumers give more importance to organic food products in Chennai city as they are concerned about the health of their family. The researcher suggest that the manufacturers of organic food products can concentrate is providing the product with a better taste and much more affordable price.

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