



Consumer Behavior Towards Purchase of Organic Food Products in Coimbatore City – An Empirical Study

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ABSTRACT

In India, the market of organic products is growing, as the number of people willing to consume organic food and their attitude towards organic food products have changed to a greater extent. In short, consumer attitude and knowledge have become significant factors in changing of preference and buying behaviour towards organic foods, which is expected to drive the growth in the organic food markets further. Moreover, the increase of the environmental consciousness has a thoughtful effect on consumer behaviour, which has supported in expansion of organic market in India at a remarkable phase. The pandemic caused by COVID-19 has changed the mindset of many consumers. They are increasingly aware of the risks of not caring for the planet. Before the pandemic, there was a perceived increase in collective environmental concern and sustainability, but COVID-19 has further accelerated this process and motivated more people to assume this responsibility. Thus, the health crisis could trigger the consumption of organic foods, which are foods produced through environmentally friendly agricultural methods and that have not been artificially altered. To study the factors that influence consumer behavior and willingness towards purchase of organic food products in Coimbatore city were analysed through various factors through factor analysis.

Keywords : Consumer attitude, Organic food products, purchase, Organic farming, consumer behaviour.

INTRODUCTION

The market for organic food products is growing day by day as most of the people shows interest in consuming organic food products. The consumers attitude and knowledge about organic food products made the marketers to focus more on the organic food products. The organic farming is becoming famous worldwide but the traditional practice of organic farming made the

Indian indigenous farmers to become a global market leader in this sector. Furthermore, the upsurge of the environmental consciousness has a considerate effect on consumer behaviour, which has supported in expansion of organic market in India at an extraordinary phase. In India more than 50% of the organic food products production were exported and there are few producers who look for market in the domestic. Anxiety over the

health of one's own children is the most vital reason for purchasing organic food. Organic food products are more expensive when compared with the conventional food items, but people who care for their health were ready to pay more for procurement of organic food products. The consumers were ready to pay for their organic food as their income were rising, urbanization, development of retail sector, change in life style and rapid economic growth.

There were many reasons for the consumers to prefer organic food products as it is good for health, absence of pesticides or fungicides on the crops. The consumers while purchasing organic food products prefer to buy the products which do not have modern imitation of products and instead pick the products that would be beneficial to them in the long-term. These were the reasons for the remarkable growth of the organic product stores in India.

OBJECTIVES OF THE STUDY

- To analyze the factors that influence consumer behavior towards purchase of organic food products in Coimbatore city.

REVIEW OF PREVIOUS STUDIES

1. Suganya and Aravinth (2014) in their research study analysed the importance of pricing, its impact on consumer behaviour and the consumers' response towards hike in price. The study findings reveal the fact that nowadays people have more awareness towards organic products which has increased considerably and the consumers are ready to purchase the organic products if it is affordable and available at all retail stores.
2. Curvelo, I.C.G., Watanabe, E.A.d.M. and Alfinito, S. (2019) in their article studied the influencing attributes, consumer trust and perceived value on purchase intention of organic foods. The descriptive methodology was adopted with 247 respondents as sample respondents. Findings of the study revealed that emotional value had a strong relationship and sensory appeal has negative relationship with the purchase intention.

RESEARCH METHODOLOGY

Research Design: Descriptive research were adopted in this study to make the research effective and useful.

Collection of Data: Both the primary and secondary data were collected in this research work

Primary Data: Primary data was collected from the sample respondents of a population by way of preparing a questionnaire. The questionnaire was prepared with the guidance of the experts in the relevant field. Necessary corrections were made in the questionnaire to complete the research work successfully.

Secondary Data: Secondary data was collected from the journals and magazine published in the related topics

Sample Selection: The population for the study is the organic shop retailers and the organic product consumers. Fifteen organic product stores were selected and 120 organic product consumers were randomly selected for the study.

Study Period: The study period for the research work is 2 months period starting from September 2022 to November 2022.

Study Area: Coimbatore city is one of the city with high awareness about organic food products. Further the Coimbatore city has specialized stores for different organic products. Hence the researcher selected Coimbatore district for the research work.

Statistical Tools: The collected data were analyzed and interpreted appropriately to find the result of the research work. The statistical tools involved in the study were simple percentage, Factor analysis and Henry Garrett ranking.

ANALYSIS AND INTERPRETATION

The Demographic profile included for the study includes Age of the respondent, Gender of the respondent, Nature of Family, Family Monthly income, Frequency of purchase of organic products which were analysed through simple percentage analysis.

The influencing variables for purchase of organic food products includes Organic food is good for health, Organic food is tasty, Consuming organic food makes me feel good, Organic food is well produced, Organic food has an acceptable safety standard, Organic food has a consistent quality, Organic food has a reasonable price, Organic food offers benefit for the money spent, Organic food is cheap compared to other products, Consuming organic food helps me feel socially accepted, Consuming organic food makes a good impression on members of my family, Consuming organic food matches the eating culture and tradition of

my social circle, these variables were analysed through Factor analysis.

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is used to identify the frequency of the number of responses for the categories under demographic profile.

Age of the Respondent

The age of the respondent includes less than 25 years of age, 26-35 years of age, 36-45 years of age and above 45 years of age.

Table 1 : Age of the Respondent

Age of the Respondent	Frequency	Percentage
Less than 25 years	30	25.0
26 - 35 years	30	25.0
36 - 45 years	24	20.0
Above 45 years	36	30.0
Total	120	100.0

Source: Primary Data

From the above table, it is understood that 30 percent of the respondents were above 45 years of age, 25 percent of the respondents were less than 25 years of age and 26-35 years of age respectively, 20 percent of the respondents were 36-45 years of age.

Gender of the respondent

The Gender of the respondent includes Male and Female.

Table 2 : Gender of the Respondent

Gender of the Respondent	Frequency	Percentage
Male	66	55.0
Female	54	45.0
Total	120	100.0

Source: Primary Data

From the above table, it is identified that 55 percent of the respondents were male and 45 percent of the respondents were female.

Nature of the Family

The Nature of the respondent's family has been categorized into Joint Family and Nuclear family.

Table 3 : Nature of Family

Nature of Family	Frequency	Percentage
Joint Family	51	42.5
Nuclear Family	69	57.5
Total	120	100.0

Source: Primary Data

From the above table, it is identified that 57.5 percent of the respondents were from Nuclear family and 42.5 percent of the respondents were from Joint family.

Family monthly Income

The Family monthly income has been categorized into Less than Rs.30000, Rs.30001 to Rs.40000, Rs.40001 to Rs.50000 and Above Rs.50000.

Table 4 : Family monthly income

Family monthly income	Frequency	Percentage
Less than Rs.30000	26	21.7
Rs.30001 to Rs.40000	31	25.8
Rs.40001 to Rs.50000	34	28.3
Above Rs.50000	29	24.2
Total	120	100.0

Source: Primary Data

From the above table, it is identified that 28.3 percent of the respondent's family monthly income is Rs.40001 to Rs.50000, 25.8 percent the respondents family monthly income were Rs.30001 to Rs.40000, 24.2 percent of the respondents family monthly income were Above Rs.50000 and 21.7 percent of the respondents family monthly income were Less than Rs.30000.

Frequency of Purchase

The frequency of purchase has been categorized into daily, alternate days, weekly once, bi-monthly and monthly once.

Table 5 : Frequency of Purchase

Frequency of purchase	Frequency	Percentage
Daily	12	10.0
Alternate days	33	27.5
Weekly once	20	16.7
Bi-monthly	33	27.5
Monthly once	22	18.3
Total	120	100.0

Source: Primary Data

FACTOR ANALYSIS – INFLUENCING VARIABLES

For getting a deeper insight into the influencing variables, the technique of Factor Analysis is used. Factor Analysis is the technique used to estimate factors or to reduce the dimensionality of a large number of variables to a fewer number of factors. It is a data reduction technique and the main objective of the technique is to reduce the number of variables.

KMO Test checks whether the number of samples are adequate to conduct Factor Analysis. The ideal value for the statistics should be more than 0.4. In the below table, KMO Statistics is 0.692. It can be inferred that Number of respondents in the Sample are adequate to conduct Factor Analysis.

Bartlett’s Test of Sphericity shows whether data are suitable for Factor Analysis or not. This test should be significant at 0.05 level. In the below table, significant value is 0.0 which is lower than 0.05. It indicates that data are suitable for Factor Analysis.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.692
Bartlett's Test of Sphericity	Approx. Chi-Square	422.414	
	df	66	
	Sig.	.000	

Source: Primary Data

The below table shows the communalities values of the variables. It is the regression value of each variable in the scale, which is shared by all the other variables. The

cut off value for variable is 0.4. Variables above 0.4 value are considered for the further studies. In this case all the variables have the value above 0.4, so all variables will be considered further for Factor Analysis.

	Initial	Extraction
Organic food is good for health	1.000	.574
Organic food is tasty	1.000	.543
Consuming organic food makes me feel good	1.000	.652
Organic food is well produced	1.000	.665
Organic food has an acceptable safety standard	1.000	.694
Organic food has a consistent quality	1.000	.817
Organic food has a reasonable price	1.000	.716
Organic food offers benefit for the money spent	1.000	.548
Organic food is cheap compared to other products	1.000	.721
Consuming organic food helps me feel socially accepted	1.000	.607
Consuming organic food makes a good impression on members of my family	1.000	.726
Consuming organic food matches the eating culture and tradition of my social circle	1.000	.472
Extraction Method: Principal Component Analysis.		

Source: Primary Data

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.689	30.739	30.739	3.689	30.739	30.739	2.138	17.817	17.817
2	1.640	13.664	44.404	1.640	13.664	44.404	1.990	16.579	34.396
3	1.278	10.650	55.053	1.278	10.650	55.053	1.955	16.294	50.690
4	1.129	9.406	64.459	1.129	9.406	64.459	1.652	13.769	64.459
5	.967	8.058	72.517						
6	.780	6.504	79.021						
7	.611	5.094	84.115						
8	.567	4.723	88.838						
9	.488	4.069	92.907						

10	.322	2.680	95.586						
11	.298	2.482	98.068						
12	.232	1.932	100.000						

Extraction Method: Principal Component Analysis.

Source: Primary Data

Eigen value is the standardized form to decide number of factors extracted from Factor Analysis. Ideal Eigen value is 1. So those factors which had the Eigen value of 1 or above had been considered for the study. Each factor here shows the percentage of variance in descending order. But researcher had considered cumulative variance of all valid factors together. As per the research, the minimum cumulative variance should be more than 60%. Factor 1 has the Eigen value 3.689, having the variance of 30.739, Factor 2 has Eigen value 1.640, having the variance of 13.664, Factor 3 has Eigen value of 1.278, having the variance of 10.650, Factor 4 has Eigen value of 1.129, having the variance of 9.406. Cumulative variance of all four factors is 64.459%, It is higher than the cut off value of 60%.

Variables	Component				Labeled as
	1	2	3	4	
Organic food has a consistent quality	.845				Standard I (17.817)
Organic food has an acceptable safety standard	.821				
Organic food is tasty	.556				
Organic food is cheap compared to other products		.761			Conscious II (16.579)
Organic food is good for health		.751			
Organic food offers benefit for the money spent		.562			
Consuming organic food makes me feel good			.761		Quality III (16.294)
Organic food is well produced			.749		
Organic food has a reasonable price			.662		
Consuming organic food makes a good impression on members of my family				.740	Proud IV (13.769)
Consuming organic food helps me feel socially accepted				.697	
Consuming organic food matches the eating culture and tradition of my social circle				.640	

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.a.
Rotation converged in 6 iterations.

Source: Primary Data

From the above table it is identified, the variables which were used for rotation has been clustered into four factors viz., Standard, Conscious, Quality and Proud with a cumulative percentage of 64.549%.

CONCLUSION

The expansion of organic agriculture is seen as a part of promising promotion trends. This research reveals the percentage consumption of organic food products by the consumers for its quality, standard, health consciousness and for a prestige. The challenges faced by the supplier of organic products should ensure whether they have convinced the customer about their

organic product and their necessity in building good health but convincing the middle-income Indian customers is a great challenge for the retailers.

Conflict of interest statement

Authors declare that they do not have any conflict of interest.

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