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An Empirical Analysis of Consumer Purchase Behavior Towards Organic Food Products in Selected Areas of Thanjavur

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Abstract: The primary goal of this study is to identify four main determinants affecting buying intentions for organically grown foods based on existing studies, with the goal of better understanding the relationship between these key determinants and buyers in the selected cities of Thanjavur. With a final survey of 60 respondents, four hypotheses were formed and evaluated. Market buying intentions were significantly influenced by the determinants of food quality, convenience, and price, as well as purchase behaviour, according to multiple regression study. Supporting small producers, on the other hand, had a detrimental effect. Furthermore, there was no connection between attitude and purchasing purpose. In order to quickly expand this critical segment, the Indian government, strategists, producers, and marketing experts must concentrate more emphasis on the benefits of organically grown foods, according to the findings.

Keywords: organic, food products, buying intentions, purchase behavior. Consumer ability

INTRODUCTION

Consumers all over the world are becoming more health-conscious. Almost all users are becoming more health-conscious in the current eating setting. Since food is a fundamental human need, it is important for customers to access high-quality food in order to sustain optimum health. They have been more aware of not just their own lives, but also of the environment's wellbeing, both explicitly and indirectly. They actively try to preserve the fields and lands that have been providing food for humans since the beginning of time. The rising demand for food has forced farmers to use more advanced methods to increase production, even to the point of using chemicals and toxic pesticides. The soil's consistency has declined as a consequence of this. Organic food goods have emerged as a result of growers and retailers seeing the need to provide customers with food products derived from natural cultivation and processed without the use of contaminants or dangerous pesticides. The increasing market for such food has driven the development of many countries, and as a result, many countries have given valuable incentives and other advantages to organic farmers so that they can convert much of their lands to organic farming lands. Health-conscious product segments, such as organic food, are seeing increased sales potential. Organic food is a viable option for those worried about the potential consequences of large levels of chemical infusions in food, both in terms of personal intake and the detrimental influence on the climate. Organic food gives customers the choice of living a "healthy existence" by having nutritious food. It guarantees that no poisonous permanent chemicals, synthetic fertilizers, or Genetically Modified Organisms (GMOs) are used in development, and that livestock are not provided antibiotics or growth hormones. It also ensures that rigorous organic farming requirements have been reached in terms of land, water, and air impact, which helps to preserve the climate. Individuals' preferences for organic foods are strongly reliant on their degree of understanding, purchasing ability, and accessibility.

Objectives Of The Study

- To analyze the awareness of consumers towards the organic food products.
- To examine the beliefs and attitudes of consumers towards the organic food products.
- To investigate consumers' willingness to pay a price premium for organic food products.

Significance Of The Study

The aim of this research is to highlight the significance of this question, to clarify why this analysis was worthwhile in terms of energy, time, and commitment and, most notably, to illustrate the relevance of literature review to this study. Both industry analysts and stakeholders are also involved in discovering how customers'

buying intentions for organic foods are shifting. They discovered a number of factors that lead to this, but the most significant one is customer awareness about the problem at hand, which fuels organic food buying behavior. Such research has aided markets in developing progressive competition policies that can potentially build a strategic advantage when framing rational policy changes. This review is a modest effort to add to the current literature while still highlighting the need for further science. In the current competitive climate, the study's findings will assist policymakers and advertisers in preparing and designing programs and communication campaigns.

REVIEW OF LITERATURE

Sharma and Bali (2014) Consumers are well aware that organic foods are safe for their health; these items are free of chemicals, and have no negative side effects and do not affect consumers. Consumers in metropolitan regions are more informed about sustainable goods. Organic food consumption, according to consumers, tends to relieve depression and sustain an active lifestyle. Another finding of this survey is that respondents are able to pay much higher premiums if it is good for their welfare.

Lernoud and Willer (2016) reported that the organic food market has grown at an unexpected rate in recent years. Despite this, the global percentage of registered organic agricultural property, which stands at 43.16 million hectares, remains below 1%. This is almost four times the region under organic cultivation in 1999, which was 11 million hectares.

Pandurangarao et al. (2017) Labels, fitness, concern, environmental concern, brand ads, protection, convenience, and availability, freshness, and market position were identified as influential factors in the purchase of organic food. Health, the climate, and protection are main influences that have been described as primary influencers.

Research Gap

Marketing tactics have been more socially significant in today's society. The marketing of sustainable goods has been a top target for modern advertisers. Person wellbeing and environmental conservation are big concerns for both the public and the government in India. Most studies look at awareness, information, health conscience, environmental interest, belief and behaviour, and purchasing intention as factors affecting organic food consumption separately, while the current study looked at another aspect, namely, consumers' willingness to pay (WTP) for organic foods, which is a specific attribute that spans the distance as compared to previous research.

METHODOLOGY

In this organized research, study onConsumer Purchase Behavior towards organic food productsinfluencing factors of selected for study 60customers were selected using random sampling in Thanjavur City. A study of 60customers were selected and data collected through questionnaire and conventional reliability through Cronbach’s Alpha tested using SPSS version 26 software is used for the research study. For analysis, descriptive statistics, Factor analysis, Rank correlation, chi-square, Multiple Regression Analysis were used for the study.

Factors Influenced By Consumer Purchase Behavior Towards Organic Food Products

Consumer beliefs and attitudes towards organic food products, has grown remarkably as consumers and marketers react to popular media about health and environmental effects of pesticides, genetically modified organisms, and food safetyis measures byseventeenvariables. Based on the responses collected and given by the selected respondents, factor analysis with principal component method using vari-max rotation was applied to group the variables in to factors. It was compressed with three factors for analysis purpose.

Factor Analysis

	Communalities	
	Initial	**Extraction**
Beliefs and Attitude	Organic food is good for theenvironment	.843
	Organic food is good for myselfandmy family’shealth	.830
	Organic food labels mean highqualityfood products	.832
	I personally think I should alwaysbuyorganic food	.838
	Organic food has no harmfuleffects	.838
	Organic food does not containpesticides	.834
	Iworryaboutharmfulchemicalsinmyfood	.843
	To me, it is important that the foodI usually eat can be easily found inthe food outlets near my house orworkplace	.836
	I am interested in experiencing thebenefitsof using	.844

	organicfoods	
Behavioral Purchase Intention	It is likely that I will buy organicfood products when they becomeavailable	.837
	I am eager to check out organicfood products because ofadvertisementsandpromotion	.836
Important Attributes to purchase organic food	Regulatory Construct	.840
	Sensory Appeal	.842
	Health Corner	.839
	Environment Corner	.839
	Availability	.851
	Price	.843

The result of the KMO measures of samples adequacy and bartlett's test of sphericity indicates that application of factors analysis is appropriate for the data. The KMO measures of sampling adequacy was 0.879 and it was significant (p<.001). In this case, seventeen variables are reduced to three factors by analyzing correlation between variable (Beliefs and attitude, Behavioral Purchase intention and important attributes to purchase organic food Consumer).

Friedman's test for k-related samples Social Media channels:
Consumer Purchase Behavior towards organic food productsis divided in to seven major partsareTo live a healthy life style, High safety level of guarantee, control & Trust and reliability, Environment is less polluted , Animal are treated better, Animal are treated better, Good taste and freshness, To overcome existing health issues, To support local/small farmers, To support organic movements/ sustainability, High Quality, Saving resource and product collection, Store service and product collection, Free from pesticides, It's fashion to consumer, and It's my life style tested with Friedman's test for k-related samples the test result and discussions were presented below.
Selected areas of Thanjavur city have ranked, to test the significance of consumer purchase behaviour; Friedman's test for k-related samples was applied to study the relationship that all organic foods have equal impact on consumers purchase behavior with of Thanjavur city.

Null Hypothesis H01:
All organic foods have equal impact on consumers purchase behavior with of Thanjavur city.

Ranks

Friedman's test for k-related samples		
	Mean Rank	Chi-Square
To live a healthy life style	6.98	17.588 (P<.001)
High safety level of guarantee, control & Trust and reliability	7.58	
Environment is less polluted	7.40	
Animal are treated better	7.75	
Good taste and freshness	7.12	
To overcome existing health issues	7.25	
To support local/small farmers	7.08	
To support organic movements/ sustainability	7.42	
High Quality	7.25	
Saving resource and product collection	7.78	
Store service and product collection	7.90	
Free from pesticides	8.05	
It's fashion to consumer	7.67	
It's my life style	7.77	

The results of the Friedman's test showing that calculated value is higher than the table value at 5%. Hence, thenull hypothesis is rejected at 5% level. All organic foods have equal impact on consumers purchase behavior with of Thanjavur city.

Chi-Square Test
Awarness About Organic Food With Gender, Age, Family Members, Willingness To Par Extra Money, Type Of Organic Food, And Frequency Of Organic Food Purchased By Customers

Null Hypothesis:

(a) $H0_1$: There is no significant relationship between Awareness about organic food with gender.
(b) $H0_2$: There is no significant relationship between Awareness about organic food with Age.
(c) $H0_3$: There is no significant relationship between Awareness about organic food with family members.
(d) There is no significant relationship between Awareness about organic food with willingness to pay extra price for organic products.
(e) There is no significant relationship between Awareness about organic food with Type of organic food.
(f) There is no significant relationship between Awareness about organic food with frequency of organic food purchase.

Alternate Hypothesis:

(a) $H0_1$: There is significant relationship between Awareness about organic food with gender.
(b) $H0_2$: There is significant relationship between Awareness about organic food with Age.
(c) $H0_3$: There is significant relationship between Awareness about organic food with family members.
(d) There is significant relationship between Awareness about organic food with willingness to pay extra price for organic products.
(e) There is significant relationship between Awareness about organic food with Type of organic food.
(f) There is significant relationship between Awareness about organic food with frequency of organic food purchase.

Consolidated Results of Chi-Square Test

Awareness about organic food with demographic factors					
Factors	**Table Value**	**d.f**	**Calculated Value**	**Level of Sign.**	**Result**
Gender	14.067	7	7.315	5%	Not Significant
Age	32.671	21	24.828	5%	Not Significant
Family Members	23.685	14	29.801	5%	Significant**
Type of organic food	41.337	28	44.122	5%	Significant**
Frequency of Purchase	32.671	21	45.387	5%	Significant**
Willingness of pay extra money	41.337	28	20.295	5%	Not Significant

Inference

Awareness about organic food were categories with five distributions viz. Relatives,friendsor colleagues, Experts(e.g.doctors, nutritionists,health adviser), Retaileradvertisementor instorehandouts, Agriculturalfairsorexhibitions, NewsPapers/Journals/Magazines, Radio and television, InternetandSocial Media and Others (more than one choose). Gender is categories with two Male and Female. Agewere categories with four distributions viz. up to 25 years, 26 – 40 years, and 41 – 60 years and above 60 years. Family members were categories with three distribution 1-4 members (Small size), 5-7 members (Medium), and more than 7 members (Large Size) of consumers purchase behavior on organic food in Thanjavur city.

The result of the test is presented in the table 1 that reveals the accepted alternate hypothesis. “There is a significant relationship between family members, type of organic food, and frequency of purchase of respondents with awareness about organic food in selected areas of Thanjavur. On the differing, the calculated value of gender, age, and willingness of pay extra money of consumer behaviour variables calculated value is more than the table value. Hence, the null hypothesis is accepted and alternate hypothesis is rejected. it was concluded that there is a high significant relationship between the demographic factors with awareness about organic food for consumer behaviour. Organic products are growing in popularity is indisputable is impacted with demographic factors of consumer purchase behavior towards organic food products in selected areas of Thanjavur.

Multiple Regression

By consideringfactors influenced by Purchase Behavior of organic food products customers in Thanjavur. Factors were divided in to three major factors to measure the purchase behavior of organic food customers are belief and attributes (Organic food is good for theenvironment,Organic food is good for myselfandmy family’shealth,Organic food labels mean highqualityfood products,I personally think I should alwaysbuyorganic food,Organic food has no harmfuleffects,Organic food does not

containpesticides,Iworryaboutharmfulchemicalsinmyfood, To me, it is important that the foodI usually eat can be easily found inthe food outlets near my house orworkplace), behavior purchase intention (I am interested in experiencing thebenefitsof using organicfoods, It is likely that I will buy organicfood products when they becomeavailable andI am eager to check out organicfood products because ofadvertisementsandpromotion) and important attributes and purchase organic food
(Regulatory Construct,Sensory Appeal, Health Corner, Environment Corner, Availability and Price). Multiple regression analysis was carried out to test the relationship between overall impacts on Purchase Behavior of organic food products customers in Thanjavur.

Null Hypothesis
H01: Independent variables are having significant impact on overallbehavior of organic food customers in Thanjavur city.

Regression for Behavour Of Organic Food Customers with Over All Behaviour

	ANOVA[a]								
Model		Sum of Squares	df	Mean Square	F Calculated value	F Tabulated value	Sig.	R	R square
1	Regression	3666.773	6	611.129	46.877	6.03	.000[b]		
	Residual	690.961	53	13.037				.8	.2
	Total	4357.733	59						
	a. Dependent Variable: Overall behavior of organic food customers								
	b. Predictors: (Constant), behavior purchase intention, belief and attributes, important attributes and purchase organic food								

In the above Table the F calculated (46.877) is greater than F tabulated (6.03). Therefore: The null hypothesis is rejected, with significant value=.000<0.005. There is positive relationship between the independent variables), Beliefs and attitude, Behavioral purchase intention and important attribute to purchase organic food. R value = (0.8), Which refers to coefficient of correlation of the independent variable and the dependent variable of behavior of organic food customers were impacted by over all behavior of organic food customers.

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917[a]	.841	.823	3.61068
a. Predictors: (Constant), behavior purchase intention, belief and attributes, important attributes and purchase organic food				
b. Dependent Variable: Overall behavior of organic food customers				

The above table shows the behaviour purchase intentions, dimensions of beliefs & attitudes of consumers and purchase intentions towards of organic food customers with overall behavior of organic food customers influenced (predictor) and it explains the 84.1% ofbehavior of organic food customers influenced (R^2=0.823).

CONCLUSION
Marketing tactics have been more socially significant in today's society. The marketing of sustainable goods has been a top target for modern advertisers. Person wellbeing and environmental conservation are big concerns for both the public and the government in India. As a result, the research examines market understanding, health effects, environmental concerns, values and behaviors, and purchasing intentions as they relate to organic food use. To help the study concerns, it was discovered that market perception has a major effect on organic food consumers' perceptions and attitudes. The result of the chi-square test states that the null hypothesis is accepted for Gender (7.315), age (24.828), and willingness of pay extra money (20.295) thereby alternative hypothesis is accepted for family members (29.801), type of organic food (44.122), and frequency of purchase (45.387).Furthermore, there is a need to enhance environmental concern in motivating organic food commodity choice and purchase actions. Natural food goods benefit from people's preferences and purchasing attitudes. Furthermore, customers' purchasing intentions were affected greatly by their purchase attitudes, which influenced their decision to purchase organic food items.Table the F calculated (46.877) is greater than F tabulated (6.03). Null hypothesis is rejected, with significant value = .000<0.005. Enriching the positive relationship between the independent variables), Beliefs and attitude, Behavioral purchase intention and important attribute to purchase organic food with R value = (0.8) and R^2= (0.823), Barriers needed to be lifted,

and the government needed to step in and support the general population select sustainable crops by offering discounts and tax cuts. Furthermore, the government shall establish policy and enforce it through their health department to selectively encourage organic food products thereby banning all food products that are harmful to their health or may trigger injury. As a consequence, it is assumed that if the recommendations are carefully examined by the government and politicians, they would help to boost the public's mindset and purchasing intentions toward organic food goods, helping current and future generations to live a secure and healthier life while also expanding domestic and export business prospects for Indian farmers.

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