

Factors Influence the Buying Behaviour of Organic Food in Bangalore

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Abstract

There are various reasons consumer prefer to buy organic products. The consumers prefer organic product due to some of their demographic characteristics. Households with graduates were less likely to buy organic products. The behaviour of a consumer is a complex and diverse field because it tough to judge the consumer behavior in trending market. This study explores the purchase behaviour of consumers in relation to organic products. Individual differences are highlighted, with specific reference to consumption pattern. The objectives all concern factors influencing purchase behaviour and highlight the need to conduct primary research. Questionnaires highlighted purchase behaviours and correlations were found between occupation and health concern. Experiencing the adverse effects of inorganic farming in a dependent agriculture, the concept of organic farming is gaining momentum in India.

Keywords: organic, inorganic, farming, agriculture, behaviour.

Introduction

Organic products are the new trends in emerged consumption pattern and an organic product's production and consumption is a positive approach to the growing organic farming system. To achieve the Sustainable growth in organic sector there is need to concentrate on the consumer behavior, factor influencing for buying the organic products as well as their consumption patterns. India has traditionally been a country of organic agriculture, but the growth of modern scientific, input intensive agriculture has pushed it to wall. But with the increasing awareness about the safety and quality of foods, long term sustainability of the system and accumulating evidences of being equally productive, the organic farming has emerged as an alternative system of farming which not only addresses the quality and sustainability concerns, but also ensures profitability and productivity based on demand of the products among the consumers. This research is concentrated on only factor influencing and consumer behaviours towards organic products.

Statement of the Problems

Consumer attitude and consumption pattern have being changed from inorganic product to organic product nowadays as well as there are flinty of products are available in market. organic products are the new trend in the consumer market where the consumer need to understand the demand of the organic products as well as consumer should know about the benefits of organic products. However, this study focuses on assessing the impact of organic product and consumer buying behaviour.

Objectives of the Study

1. To assess the factors that influence the buying behaviour of organic food consumers
2. To study the relationship between consumer socio-economic profile and buying behavior.

Research Methodology Sampling Procedure

As far as objectives of the study are concerned, the study aims to analyse and describe the socio-economic profile of the respondents' organic products and its impact on consumer. Hence, the research design applied for this study is analytical and descriptive in nature. Both primary and secondary data were used in this study. The primary data was collected from consumer, using a well structured interview schedule. The sample respondents have been selected by adopting purposive sampling method. The sample size is 120 respondents were chosen from Bangalore.

Data Analysis and Interpretation

Collected data is analyzed using the statistical tools namely factor analysis, cluster analysis and correlation analysis for assess the factors influencing buying organic products.

Factor Analysis

Factor analysis is used to identify and define the underlying dimensions (factors) in the original variables. Here 14 statements are identified to know the buying behavior of organic products and the variables are stated in the form of statements to collect opinion from consumer of organic products. They were asked to give their opinion for all the 14 statements in the Likert’s five point scale with alternate options such as highly dissatisfied, dissatisfied, neither satisfied nor dissatisfied, satisfied, and highly satisfied. Initially, the correlation among these variables is calculated.

Table-1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	1067.889
	Df	91
	Sig.	.000

KMO and Bartlett’s Test

The value of test statistics is given above as 0.734 which means the factor analysis for the identified variables is found to be appropriate to the data. The value of KMO measure of sampling adequacy is 0.734

The significant value of Bartlett test is 0.000. Hence, there exists significant Significance Association among the variables. The measure of KMO test and value of Bartlett test indicate that the present data is useful for factor analysis.

Table-2: Grouping of Factors

Factors	Statements	Scores
Health concern	Healthier than other alternatives available	.919
	Healthy and the most importantly children were preferred the taste	.915
	Safety food	.764
	Freshness	.763
	Alternative medicine	.724
	It has good nutrition	.689
Awareness	Consumer should have sufficient knowledge about organic products	.734
	Market place	.884
	Availabilities in the market	.883
	Organic products enable the consumer to move next level of health concern	.721
Affability	Price of product	.884
	Easy availabilities	.881
	Trust	.782

	Life style	.752
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(Source: Primary Data)

Table 2 reveals the factor loadings (co-efficient) which indicate how much weight is assigned to each factor. Factor’s with large co-efficient for the variable are closely related to that variable. Thus, the 14 variables in the data are reduced into three factor models and each factor is identified with the corresponding variables as given below.

Table-3 : Factors Influencing for Buying Organic Products with Rank and Score

Sl. NO	Statements	Score	Rank
1	Healthier than other alternatives available	0.919	I
2	Healthy and the most importantly children were preferred the taste	0.915	II
3	Market place	0.884	III
4	Price of product	0.884	IV
5	Availabilities in the market	0.883	IV
6	Easy availabilities	0.881	V
7	Trust	0.782	VI
8	Safety food	0.764	VII
9	Freshness	0.763	VIII
10	Life style	0.752	VIII
11	Consumer should have sufficient knowledge about organic products	0.734	IX
12	Alternative medicine	0.724	X
13	Organic products enable the consumer to move next level of health concern	0.721	XI
14	It has good nutrition	0.689	XII

(Source: Primary Data)

Table 3 describes the most as well as the least factors which influence for buying the organic products by consumer. Based on the scoring “Healthier than other alternatives available” stands on 1st Rank and the statement It has good nutrition on the 14th rank.

Cluster Analysis for Impact of Structured product

The impact of factors influencing on organic products can be classified in three categories based on choice criteria using the cluster analysis. They are classified into three segments because the difference between the co-efficient is significant only on three cases on the hierarchical cluster. For the purpose of classification of factors influencing, K- means cluster is used.

Table-4 Final Cluster

FACTORS	Cluster		
	1	2	3
Health concern	4.45	2.97	4.00
Awareness	4.45	3.32	5.27
Affability	4.54	3.47	5.23
Average Score	4.48	3.25	4.83
Rank	II	III	I

(Source: Primary Data)

The final cluster centers' table 4 shows the mean values for the three clusters which reflect the attributes of each cluster. The average score of the third cluster is 4.83 with first rank, first cluster is 4.48 with second rank and second cluster is 3.35 with third rank. This means that the third cluster factors influencing for buying organic products have created high level of impact on consumer, first cluster impact have created medium level of impact on consumer and second cluster impact have created low level of impact on consumer.

Table-5: Anova

FACTORS	Cluster		Error		F	Sig.
	Mean Square	Df	Mean Square	Df		
Health concerned	16.270	2	.185	117	87.830	.000
Awareness	17.801	2	.226	117	78.835	.000
Affability	13.818	2	.234	117	59.087	.000

The significant value for the above three factors is 0.000. This means that the above three factors have significant contribution on dividing factors influencing for buying organic products into three segments namely high level impact, medium level impact and low level impact based on prime criteria.

Table-6: Number of Cases in each cluster

Cluster	Respondents	Percentage	Rank
Cluster 1	40	33.33	II
Cluster 2	3	2.5	III
Cluster 3	77	64.17	I
Total	120	100	

The table 6 reveals that out of the 120 respondents, 77 (64.17%) have high level of influence on organic product, 40 (33.33%) have medium level influence on organic products and 3(2.5%) have low level influence on organic products. It is important to note that 64.17% of the respondents have high level influence on organic products.

2.3 Correlation analysis

The Pearson correlation analysis is applied between Organic Products and Investors Socio-economic Profile. The details given below

Table 7: Correlation between Structured Products and Investors Socio-economic Profile

Sl. No	Variables	Pearson Correlation Value	Sig.	RESULT
1	Gender	-.050	.664	Not Significant
2	Marital Status	-.103	.795	Not Significant
3	Educational Qualification	.024	.795	Not Significant
4	Occupation	.467**	.000	Significant
5	Alternative Option for medicine	.202*	.027	Significant
6	Frequency of Trading	.004	.964	Not Significant
7	Reason for preferring organic products	.170*	.049	Significant
8	Life style	-.005	.967	Not Significant

(Source: Primary Data)** Significant at 5%, * Significant at 1%

It is observed from above table that occupations, alternative option for medicine and reason for preferring organic products are positively correlating and has significant association with factors influencing. Gender, marital status and life style have negatively correlating with the factors influencing buying organic products.

Suggestions

As far as factors influencing for buying the organic product is considered consumer is concerned out of the 14 statements, the statement namely “Healthier than other alternatives available” this statement is placed first and it has to be seriously viewed and concentrate more on quality then only consumer may prefer to buy organic product without fear. The producer should also consider the research finding that only 64.17% of the respondents have agreed that organic products are healthier than other product.

It is suggested that no personal factors such as gender, marital status and educational qualification is influenced for buying the organic products. Only occupation is influencing more for buying on organic products.

CONCLUSION

Organic products consumption is new trending in Cities; the majority of consumer has consuming without knowing the benefits of organic products. In this regard if necessary measures taken to disseminate the information about organic products in all level market (rural urban and semi-urban) which may leads to change the consumption pattern of consumer as well as demand for organic product will increase gradually so that famers will benefits out of it.

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