

What Factors Influencing Indian to purchase Organic Food

Sarat K Samal

Siksha O Anusandhan Deemed to be University, Bhubaneswar, India.

saratkumarsamal@soa.ac.in

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Abstract

There has been a flood of organic food in India a decade ago of course with a price tag. These foods range from cucumber the avocado, rice to spices you name it they are available to buy at the grocery store. Health concern and food welfare have led to the emergence of consumer awareness towards the organic food and they associate these food with being natural which are produced with using any chemical pesticides and fertilizers. The result revealed that the factor influencing an Indian users to purchase an organic food are Self-Efficacy, Subjective Norm, Trust, Revealed Information, Perceived Knowledge and above all the external drivers

Keywords: Organic food, Trust, Perceived knowledge.

I. Introduction

The diseases associated with food are a major burden in the present scenario. Worldwide around 1.8 million children die due to food-borne diseases every year and the major cause is the presence of chemical substances in the food(Hedberg, 2017). Agrichemicals were introduced with a objective to increase the yield and to protect the crop from pest but the awareness towards food safety is enabling biological chemical-free agriculture(Carvalho, 2006). The focus is on having bio-chemical agriculture but still it has to go far ahead to reach to mass production(Motarjemi, 2016). However, manifold socio-economic and bio-physical factors impacts the food safety in India as there is wide diversity of climatic variation which lead to the change in the food systems. So food safety is vulnerable as wide range of pesticides and chemical fertilisers are used depending upon the climatic conditions(Dandage, Badia-Melis, & Ruiz-García, 2017). The initiative of FSSAI has led to the awareness of food safety and enabled the upsurge in the awareness and mandate for

chemical free food namely organic food(Dudeja & Gupta, 2016).

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II. Review of Literature

Promoting organic product is one best way to inform consumers about the food safety. Research was conducted in Vietnam to identify the buying intention of the organic food, it was found that the products which are of eco-friendly nature are more environment influence the attitude of consumer do effect the purchase behaviour and Others factor like food taste and environment concern plays a little role in decision making. And

High price of product, Poor availability and poor labelling negatively affected the attitude and purchase behaviour toward the food (Pham, Nguyen, Phan, & Nguyen, 2018). Similarly, a result of a Research was done on the Adolescents to find out their attitude towards organic foods show that Health was the main factor that influence the Adolescents behaviour. (Marangoz, Paksoy, Ozcalici, & Celikkan, 2014). Demography is a vital influencer in choosing organic food and analysed that there was heterogeneity among the buyers. (Pestek, Agic, & Cinjarevic, 2018). This study focuses on finding out the consumer motive behind purchasing of organic coffee by using Theory of Planned Behaviour approach found that Price and behaviour of the customers are the factors that affect the purchase of coffee. (Lee, Bonn, & Cho, 2015). A survey accompanied in Italy and showed attitude towards their health describes the consumer decision making process. (Magistris & Gracia, 2008), similarly social identity and social influence were the two important factors that influenced the purchase. (Persaud & Schillo, 2017). Apart from religion values and beliefs impact both Environmental and Appearance Consciousness effect the purchase of organic products. In a study conducted in India showed that a lot of organic food varieties are grown and consumed. Demographic also play an important role while talking about the organic product. When it emanates to organic agri-business India comes in top 10. (Balaji & Injodey, 2017). Similarly results were also depicted in the study (Chauhan, Godara, S.P, Ramawat, & Singh, 2014) consumer awareness and purchase power get together it upsurge the purchase of organic products. A education in Hyderabad regarding organic products on the present generation has knowledge proved that they are very well aware about the benefits of product. (Saraswathi, 2018). Moreover, Indian consumer Belief that Original Organic Goods are good for their health though some people were not much aware about the organic products. (Bhatia & Panwar, 2016).

Objective of the Study

The objective of this paper is to find out a number of factors influencing Indian consumer to buy organic food i.e. to underpin the reason for an Indian consumer to buy anbiological food product at a premium value.

III. Methodology

In order to fulfil the objective, the data was collected from a well-drafted questionnaire and Google form was prepared to collect the data from the month of January 2018 to June 2018 in various parts of India. All substances were measured by means of a five-point Likert-type scale, ranging from 1 to 5, where 1 denotes "strongly disagree", and 5 represents "strongly agree". The following table presents the scales employed in this study:

REVEALED INFORMATION	This four-item scale was adopted from (Doll & Torkzadeh, 1998), and measured whether relevant information regarding the packing, expiry date etc. are correctly mentioned or not. Example items include: "organic labelling provides correct information on organic foods".
PERCEIVED KNOWLEDGE	This five-item scale adapted from (Lin, Hung, & Chen, 2009) was used to measure the level of organic knowledge that consumer possesses. Example items include: "I'm personally very knowledgeable about organic foods".
TRUST	This four-item scale was based on the measures developed by (Chrysosohodis & Krystallis, 2005) to see how much trust a consumer has on the vendor, FSSAI etc. Example items include: "I trust those who sell certified organic foods indeed sell quality organic foods".
SELF-EFFICACY	This seven-item scale was adopted from the measures developed (Schwarzer & Jerusalem, 1995). Example items include: "organic foods are healthier than conventionally grown foods" and "organic foods have superior quality than conventional foods".
SUBJECTIVE NORM	This four-item scale adapted from (Lin et al., 2009) was employed to "assess respondent perceptions of the degree of social force associated with buying of organic foods". Model things include: "my family think I should buy organic foods", and "my friends think I should buy organic foods".

Around 800 filled forms were received and out of them on 747 forms were found to be useful for the analysis. Concerning the sample demographics, females were 59.18 per cent and males were 42.85 per cent. In the region of 62.2 per cent of defendants had graduate and above whereas 37.8 per cent were less than graduate when the education was considered. 21-30 years old age

group comprised of 48.3 per cent of the respondents.

Data Analysis

The data was analysed using factor analysis using SPSS. Initially, Cronbach Alpha (Trobias, 2011) was conducted to check the reliability of the instrument developed. It was found that the Cronbach alpha was 0.915 which is crossing the limit of 0.70 proving the reliability of the scale (Brown, 2002). Once the reliability was established factor analysis was conducted to know the factor influencing Indian to go for organic food products.

Summary of Factor Analysis

Factor	Construct	Factor loading	% of Variance
<i>Self-Efficacy</i>	V14	.806	12.391
	V16	.742	
	V15	.691	
	V18	.673	
	V19	.658	
<i>Subjective Norm</i>	V27	.789	12.100
	V26	.784	
	V25	.648	
	V5	.529	
<i>Trust</i>	V23	.590	11.089
	V22	.588	
	V24	.543	
	V21	.541	
<i>Revealed Information</i>	V4	.508	10.735
	V6	.789	
	V7	.544	
<i>Perceived Knowledge</i>	V3	.754	9.909
	V1	.750	
	V2	.726	
<i>External drivers</i>	V11	.709	7.614
	V12	.683	
	V13	.531	

The summary table revealed that the factor influencing an Indian consumer to purchase an organic food are Self-Efficacy, Subjective Norm, Trust, Revealed Information, Perceived Knowledge and above all the external drivers

such influence of friends and relative advertisement and government norms.

IV. Conclusions

It was found from the research that the major influencer for an Indian consumer to go for organic product is firstly, self-efficacy which implies that the person feels that he/she is sufficient enough to purchase the organic food. Secondly subjective norm which implies the belief and value systems of Indian are enabling them to purchase the organic food. Thirdly Trust which is an outcome of the revealed information of the norms being fulfilled according to the government regulations i.e. FSSAI. Next is Trust can only be developed if all the certified bodies the manufacturer reveals all the information related to the organic food will make the consumer to buy an organic product. Next important factor is what a consumer perceives about the information that is being provided to the consumer. And above all the external driver that stimulates the Indian to buy the organic food.

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