



## PURCHASE INTENTION OF ORGANIC PRODUCE AMONG CONSUMERS

**Dr.K.Thiripurasundari\***      **S.V.Divya\*\***

*Associate Professor of Commerce, Sri Parasakthi College for women, Courtallam, (TN) India.  
Full Time Research Scholar in Commerce, Sri Parasakthi College for women, Courtallam, (TN) India.*

### **Abstract**

*Organic food exports from India are increasing with more farmers shifting to organic farming. With the domestic consumption being low, the prime market for Indian organic food industry lies in the US and Europe. India has now become a leading supplier of organic herbs, organic spices, organic basmati rice, etc. The exports amount to 53% of the organic food produced in India. This is considerably high when compared to percentage of agricultural products exported. Using easily available local natural resources, organic farming can be practiced with a view to protect/preserve/safe guard our own natural resources and environment for a fertile soil, healthy crop and quality food and let our future generations enjoy the benefits of non-chemical agriculture. Given the same profitability, organic farming is more advantageous than conventional farming considering its contribution to health, environment, and sustainability.*

*Hence, it becomes essential to study the purchase intention of consumers towards organic food produce; this paper is an attempt to analyze the purchase behavior of consumer towards organic food produce.*

**Key Words: Organic Produce, Purchase Intention.**

### **INTRODUCTION**

Global demand for organically grown foods is increasing and organic agriculture is growing fast in recent years. As a result, the area under organic farming and the number of countries practicing it are also increasing every year. India is also not an exception with considerable land area under organic farming and most of the north eastern states have been declared as organic by default. Using easily available local natural resources, organic farming can be practiced with a view to protect/preserve/safe guard our own natural resources and environment for a fertile soil, healthy crop and quality food and let our future generations enjoy the benefits of non-chemical agriculture. Given the same profitability, organic farming is more advantageous than conventional farming considering its contribution to health, environment, and sustainability. Organic food exports from India are increasing with more farmers shifting to organic farming. With the domestic consumption being low, the prime market for Indian organic food industry lies in the US and Europe. India has now become a leading supplier of organic herbs, organic spices, organic basmati rice, etc. The exports amount to 53% of the organic food produced in India. This is considerably high when compared to percentage of agricultural products exported. Hence, it becomes essential to study the purchase intention of consumers towards organic food produce; this paper is an attempt to analyze the purchase behavior of consumer towards organic food produce.

### **METHODOLOGY**

A sample of 100 consumers of organic produce were selected for the study by adopting Snowball sampling. The sample respondents were selected from various districts of Tamil Nadu. An elaborative interview Schedule was prepared and administered to the sample respondents.

### **MATERIAL AND METHODS**

#### **Purchase Behaviour of Consumers towards Organic Food Products Based on Marital Status**

An attempt was made to know the purchase behavior of consumers towards organic food products based on marital status such as married and unmarried. To test the purchase behavior of consumers towards organic food products based on marital status, the following null hypothesis was proposed.

***H<sub>0</sub>: There is no significant difference in purchase behavior towards organic food products among different marital status of consumers.***

The non-parametric statistics of Mann-Whitney U test was used to analyze the purchase behavior of consumers towards organic food products based on marital status and test the proposed null hypothesis. The details of the result of Mann-Whitney U test is illustrated in table.

**Table – 1, Mann-Whitney U Test: Purchase Behaviour of Consumers towards Organic Food Products Based on Marital Status**

| Reasons  | U-value | Z-value | p-value | Mean rank |           |
|--|---------|---------|---------|-----------|-----------|
|  |         |         |         | Married   | Unmarried |
| Perishable nature of food                              | 227.500 | -0.200  | 0.841   | 50.39     | 52.50     |
| Absence of food additives ( less flavour )             | 230.000 | -0.135  | 0.893   | 50.42     | 52.00     |
| Not much difference on the taste                       | 202.000 | -0.646  | 0.518   | 50.87     | 43.40     |
| Not much difference on the health issue                | 199.000 | -0.733  | 0.463   | 50.09     | 58.20     |
| Not much difference on the preparation and consumption | 160.500 | -1.338  | 0.181   | 51.31     | 35.10     |
| Don't care about organic                               | 109.500 | -2.465  | 0.014   | 51.85     | 24.80     |
| Prefer other cereals                                   | 206.500 | -0.641  | 0.521   | 50.83     | 44.30     |
| Not enough choice                                      | 147.500 | -1.583  | 0.113   | 51.45     | 32.50     |
| Don't eat organic cereals                              | 193.000 | -0.943  | 0.346   | 50.97     | 41.60     |
| Mood   | 165.500 | -0.1257 | 0.209   | 51.26     | 36.10     |
| Time constraints                                       | 214.500 | -0.387  | 0.698   | 50.26     | 55.10     |
| Inconvenient to get organic food                       | 235.500 | -0.033  | 0.974   | 50.48     | 50.90     |
| Too expensive  | 122.500 | -1.887  | 0.059   | 51.71     | 27.50     |
| Not available where I shop                             | 183.500 | -0.919  | 0.358   | 49.93     | 61.30     |
| Haven't noticed them                                   | 223.000 | -0.282  | 0.778   | 50.65     | 47.60     |
| Don't like the image                                   | 203.000 | -0.724  | 0.469   | 50.86     | 43.60     |

Source: Primary Data.

A Mann-Whitney U test was run to determine if there were differences in purchase behavior of consumers towards organic food products between married and unmarried.

The null hypothesis ( $H_0$ ) is retained at the 5% level of significance with regard to purchase behavior towards organic food products such as perishable nature of food, absence of food additives (less flavour), not much difference on the taste, not much difference on the health issue, not much difference on the preparation and consumption, prefer other cereals, not enough choice, don't eat organic cereals, mood, time constraints, inconvenient to get organic food, too expensive, not available where I shop, haven't noticed them and don't like the image due to the  $p$  value is more than 0.05. It shows that marital status wise there is no significant difference in purchase behavior of consumers towards organic food products such as perishable nature of food, absence of food additives (less flavour), not much difference on the taste, not much difference on the health issue, not much difference on the preparation and consumption, prefer other cereals, not enough choice, don't eat organic cereals, mood, time constraints, inconvenient to get organic food, too expensive, not available where i shop, haven't noticed them and don't like the image .

**Table – 2, Kruskal-Wallis Test: Purchase Behaviour of Consumers towards Organic Food Products Based on Educational Qualification**

| Particulars                                | Chi-Square <sub>2</sub> | p value | Mean Rank |                  |          |               |
|--|-------------------------|---------|-----------|------------------|----------|---------------|
|  |                         |         | Primary   | Higher Secondary | Graduate | Post Graduate |
| Perishable nature of food                  | 8.181                   | 0.042   | 64.50     | 47.50            | 55.69    | 44.17         |
| Absence of food additives ( less flavour ) | 5.443                   | 0.142   | 61.57     | 65.94            | 47.86    | 47.98         |
| Not much difference on the taste           | 3.593                   | 0.309   | 65.57     | 50.94            | 46.51    | 51.64         |
| Not much difference on the health issue    | 8.690                   | 0.034   | 68.00     | 57.11            | 43.08    | 53.11         |
| Not much difference on the                 | 7.485                   | 0.058   | 45.00     | 71.00            | 52.33    | 45.52         |

|                                  |        |       |       |       |       |       |
|----------------------------------|--------|-------|-------|-------|-------|-------|
| preparation and consumption      |        |       |       |       |       |       |
| Don't care about organic         | 2.175  | 0.537 | 44.00 | 51.17 | 47.49 | 54.14 |
| Prefer other cereals             | 3.111  | 0.375 | 56.64 | 56.67 | 46.08 | 52.28 |
| Not enough choice                | 1.286  | 0.732 | 41.93 | 52.67 | 52.96 | 49.18 |
| Don't eat organic cereals        | 0.253  | 0.969 | 46.93 | 50.11 | 50.35 | 51.28 |
| Mood                             | 3.777  | 0.287 | 40.86 | 46.67 | 56.44 | 47.42 |
| Time constraints                 | 10.077 | 0.018 | 50.50 | 52.44 | 60.16 | 41.32 |
| Inconvenient to get organic food | 3.339  | 0.342 | 39.93 | 61.61 | 53.30 | 47.36 |
| Too expensive                    | 3.294  | 0.348 | 54.00 | 58.50 | 54.21 | 44.93 |
| Not available where I shop       | 2.763  | 0.430 | 45.29 | 55.78 | 54.90 | 46.25 |
| Haven't noticed them             | 6.429  | 0.093 | 48.14 | 63.67 | 54.20 | 44.82 |
| Don't like the image             | 3.229  | 0.358 | 51.86 | 62.22 | 50.46 | 47.92 |

Source: Primary Data.

Kruskal –wallis test: purchase behavior of consumers towards organic food product based on educational qualification.

The table discloses that the null hypothesis is rejected at the 5% level of significance with regard to purchase behavior towards organic food products such as perishable nature of food and not much difference on health issue, Time constraints due to p value is less than 0.05. It shows that educational qualification wise there is a significant difference in purchase behavior towards organic food products such as perishable nature of food and not much difference on health issue, time constraints.

The null hypothesis ( $H_0$ ) is retained at the 5% level of significance with regard to purchase behavior towards organic food products, such as absence of food additives, not much difference on the taste, not much difference on the preparation and consumption, don't care about organic, prefer other cereals not enough choice, don't eat organic cereals, mood, inconvenient to get organic food, too expensive, not available where I shop, haven't noticed them and don't like the image due to p value is more than 0.05.

**Table -3, Kruskal-Wallis Test: Purchase Behaviour of Consumers towards Organic Food Products Based on Occupation**

| Particulars  | Chi-Square <sub>2</sub> | p value | Mean Rank     |          |               |          |             |
|--|-------------------------|---------|---------------|----------|---------------|----------|-------------|
|  |                         |         | Self Employed | Employed | Casual Labour | Students | Home Makers |
| Perishable nature of food                              | 2.024                   | 0.731   | 51.15         | 52.14    | 48.50         | 48.50    | 42.57       |
| Absence of food additives ( less flavour)              | 4.460                   | 0.347   | 54.37         | 49.64    | 15.50         | 15.50    | 52.89       |
| Not much difference on the taste                       | 2.159                   | 0.707   | 47.48         | 52.28    | 28.50         | 28.50    | 50.86       |
| Not much difference on the health issue                | 5.898                   | 0.207   | 41.52         | 54.46    | 33.00         | 33.00    | 50.50       |
| Not much difference on the preparation and consumption | 1.911                   | 0.752   | 47.78         | 51.11    | 74.00         | 74.00    | 48.93       |
| Don't care about organic                               | 5.146                   | 0.273   | 57.70         | 48.23    | 33.50         | 82.50    | 47.50       |
| Prefer other cereals                                   | 2.201                   | 0.699   | 53.28         | 51.29    | 37.50         | 37.50    | 44.36       |
| Not enough choice                                      | 2.612                   | 0.625   | 48.04         | 50.18    | 88.00         | 64.00    | 52.29       |
| Don't eat organic cereals                              | 1.520                   | 0.823   | 51.54         | 51.61    | 38.50         | 38.50    | 45.68       |
| Mood   | 2.040                   | 0.728   | 53.41         | 49.54    | 27.50         | 27.50    | 53.18       |

|                                  |       |       |       |       |       |       |       |
|----------------------------------|-------|-------|-------|-------|-------|-------|-------|
| Time constraints                 | 4.818 | 0.306 | 52.61 | 46.74 | 77.50 | 77.50 | 59.57 |
| Inconvenient to get organic food | 4.851 | 0.303 | 56.98 | 49.92 | 13.50 | 13.50 | 47.68 |
| Too expensive                    | 4.798 | 0.309 | 57.04 | 45.97 | 73.50 | 73.50 | 56.21 |
| Not available where I shop       | 2.373 | 0.668 | 49.39 | 50.63 | 24.50 | 24.50 | 55.46 |
| Haven't noticed them             | 1.408 | 0.843 | 51.78 | 49.62 | 35.00 | 35.00 | 54.43 |
| Don't like the image             | 2.058 | 0.725 | 55.46 | 49.33 | 38.00 | 38.00 | 49.25 |

Source: Primary Data.

The table reveals that the null hypothesis (H<sub>0</sub>) is retained at the 5% level of significance with regard to purchase behavior towards organic food products such as perishable nature of food, absence of food additives, not much difference on the taste, not much difference on the health issue, not much difference on the preparation and consumption, don't care about organic, prefer other cereals, not enough choice, don't eat organic cereals, mood, time constraints, inconvenient to get organic food, Too expensive, not available where I shop, haven't noticed them, don't like the image due to the p value is more than 0.05.

## RESULTS AND DISCUSSION

- Table-1 discloses that the null hypothesis (H<sub>0</sub>) is rejected at the 5% level of significance with regard to purchase behavior of consumers towards organic food products such as don't care about organic due to the p value is less than 0.05. It shows that marital status wise there is a significant difference in purchase behavior of consumers towards organic food products such as don't care about organic.
- Table-2 shows that educational qualification wise there is no significant difference in purchase behavior towards organic food products such as absence of food additives, not difference on taste, not much difference on preparation and consumption, don't care about organic, prefer other cereals, not enough choice, don't eat organic cereals, mood, inconvenient to get organic food, too expensive, Not available where I shop, Haven't noticed them, don't like the image.
- Table-3 reveals that occupation wise there is no significant difference in purchase behavior towards organic food products such as perishable nature of food, absence of food additives, not much difference on the taste, not much difference on the health issue, not much difference on the preparation and consumption, don't care about organic, prefer other cereals, not enough choice, don't eat organic cereals, mood, time constrains, inconvenient to get organic food, too expensive, not available where I shop, Haven't noticed them and don't like the image.

## CONCLUSION

The organic food sector is growing significantly and surmounted growth is being witnessed from tier 1 and tier 2 cities in India, indicating huge acceptance among the masses. The consumers prefer organic produce due to is increasing awareness and availability at all places. The purchase behavior of consumers is a significant aspect in determining the market of the organic produce. With its ever growing market size, organic market is said to be the highest grossing market in the coming future.

To conclude, if strategies are formulated to attract all strata of people, the organic market is sure to be successful.

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