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Analysing Products' Attributes Leading to Buying Behaviour for Organic Food

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Abstract: This study investigates the key product attributes that significantly influence consumer buying behaviour towards organic food. Specifically, it examines the impact of five key factors: taste, availability, premium price, social media influence, and packaging and labeling. Five hypotheses were formulated to test the relationship between these attributes and consumer buying behaviour. A close ended questionnaire was created and subsequently distributed among consumers among 320, out of which 284 responses were positively collected. The data were tested with the help of exploratory factor analysis using SPSS 25.Results indicate that taste, availability, social media impact, and packaging & labeling have an important influence on the purchasing decision of customers, whereas premium price is not a determining factor. The research is helpful for companies to formulate efficient marketing strategies and enhance product offerings to cater to the increasing demand for organic products.

Keywords: Buying behaviour, Organic Food, Product Attributes, consumers' preferences.

Organic Food Market in India

(Ajzen, December 1991) Research that looks into various aspects of the theory of planned behavior is reviewed, and some of the still unresolved problems are discussed. In broad terms, the theory is well supported by empirical evidence. Intentions to perform behaviours of different kinds can be predicted with high accuracy from attitudes toward the behavior, subjective norms, and perceived behavioural control; and these intentions, together with perceptions of behavioural control account for considerable variance in actual behavior. (Leonidas, et al., November 2022)Researcher has developed an integrated conceptual model of the drivers and outcomes of consumers' intentions to buy organic goods, drawing on the Theory of Planned Behaviour. Meta-analysis uses data retrieved from 149 studies published within 135 articles. The findings suggest that, compared with price consciousness, environmental, health, and safety consciousness have a much stronger impact on the development of favourable attitudes toward organic products, higher levels of subjective norms, and stronger personal behaviour control. These constructs positively influence consumer intentions to purchase organic goods, and they, therefore, predict buying the products. (Chen, October 2007) Much attention recently has been paid to the understanding of motives by consumers while selecting choice of food types. This study has, therefore, been done to recognize various motives that identify attitude of consumers while buying organic foods in Taiwan, leading to purchase intentions. Personality traits of Food Involvement and Neophobia have been asked to ascertain adoption separately by using Moderated Regression analysis. The study vindicates the use of Theory of Planned Behaviour, TPB, (Ajzen 1991) in explaining food choice behaviour. To conduct this study Data was collected from Taiwan's consumers through survey. Information obtained concerning demographic was compared with census information to establish the representativeness of served sample. Target Population Targets respondent who are above 20 years in Taiwan. The research gives suggestions that there exist two identified personality traits associated with foods—Food involvement and Neophobia—that are moderating the relationships between consumers' attitude and motives of food choice.(Sharma & Singh, 20 November 2017)The purpose of the study is to identify factors influencing the actual buying behavior of organic food by consumers. Data were collected from a sample of 611 Indian consumers through a structured questionnaire. The data were analysed using various techniques such as factor analysis, independent t-test, and ANOVA multiple linear regression and hierarchical multiple regression analysis. Results have confirmed four factors (health consciousness, knowledge, subjective norms, and price) To test the proposed hypotheses, empirical data has been collected through a structured questionnaire; the items in the questionnaire were adopted from previous studies such as Gil et al., 2000, Gracia and de Magistris, 2007, Chen, 2009, Chakrabarti, 2010 and Effendi et al. (2015). (Rambalak Yadav & Govind Swaroop Pathak, 1 January 2016)The main objective of the present study is to analyze the intention of consumers to purchase organic food in the context of India, as a

developing nation, under the Theory of Planned Behavior. Moreover, the current research has included three additional constructs—moral attitude, health consciousness, and environment concern—in the TPB, measuring its appropriateness. Responses were collected from 220 young consumers using a convenience-sampling approach. The Indian food market for organic food pegged at whopping value of US$ 815 Million in 2020, IMARC, IFAD has predicted around 42% growth during the 2022 -2026.The organic food is basically a agricultural produce or altered products which are neither grown with the help of any pesticides, herbicides, any antibiotics, growth hormones nor it is genetically modified. Organic food are basically a products which are free from any chemical usage, pesticides etc. The organic food is categorised into many types such as agricultural produce, organic altered/ processed products, organic dairy products, organic beverages, organic bread and bakery, organic meat and poultry or even organic fish etc. Rising health concern has triggered the increased inclination of Indian consumers towards organic food. As the consumers become more and more focusing on nutrients value and the quality of food, hence there is swift rise in organic food demand. Moreover there are some other factors such as increased income, spending power, urbanization, so spending on health as well as wellness has increased tremendously in recent years especially after the strike of deadly corona pandemic that acknowledged the significance of good quality food with nutrients content.

Literature Review

(Mohamed bilal Basha & David Lal, December 2018) The main aim of this research was to identify from extant research nine key determinants influencing the purchasing intentions for organically produced foods, with a view to understanding relational significance between these key determinants and those buyers from the cities of Bengaluru and Chennai in India. Data was obtained through the random distribution of 1300 questionnaires (with mainly closed questions) to customers of large supermarkets in these cities. The key determinants identified were then subjected to a multiple regression analysis, of which environmental concerns, health and life style, product quality, support towards local farmers, convenience and price, safety and trust, and subjective norms, showed significant influence on consumer purchase intentions. Future investigation is required as one of the major problems facing industry development was the lack of accessibility of organically produced products available to consumers. Results also alluded to a distinct need for marketing professionals to focus more attention to highlighting consumer benefits of organically produced foods to rapidly grow this important market. (Mohamed bilal Basha & David Lal, December 2018) Paper gives an overview of ORGANIC FOOD – food quality and potential health effects. The empirical evidence suggested that the following six determinants do have a significant influence on consumer purchase intentions for organic foods: environmental concern, health and life style, product quality, supporting local farmers, convenience and price, and subjective norms. Used multiple regression analysis. The study has implications that policy makers should educate and promote organically produced foods amongst consumers. (Zander & Ulrich Hamm, Consumer preferences for additional ethical attributes of organic food, July 2010) The aim of the paper is twofold. First, it aims at identifying consumer preferences regarding additional ethical attributes of organic food. Second, to deal with the social desirability problem, the results obtained by using IDM are compared with those from a direct inquiry in a single source approach. All this research gives a view on what customers are really looking for in addition to the organic production standards—ethical attributes.(David Kühn, Thomas Krikser, Irwa Issa, & Adriano Profeta, January 2023)This research is based on 'attitude-behaviour gap'. The attitudes of consumers recorded in studies often differ from the actual purchasing behaviour of consumers. This gap between expressed attitude and actual behaviour is known as the 'attitude-behaviour gap'. An item set for 'organic food' was developed in this study that less identifies intentions and motivations but rather actual attitudes and preferences of consumers. (Shalini Talwar, Fauzia Jabeen, Anushree Tandon, & Mototaka Sakashita, 15 April 2021) The current study explores the driving forces of willingness to pay and stated buying behavior toward organic food by consumers within the framework of the Stimulus–Organism–Behavior–Consequence paradigm. Data was collected through an online cross-sectional survey, taking due care that there was adequate representation regarding gender, age, and organic food buying frequency. With the help of one of Japan's top market research firms called Macro mill Inc., an online survey will be carried out. The firm has conducted data collection through a probabilistic sampling technique in just one wave by targeting respondents enactment installed on panels with Macromill Inc. (n.d.) based in multiple Japanese cities. (Anushree Tandon, Fauzia Jabee, Shalini Talwar, Mototaka Sakashita, & Amandeep Dhir, March 2021) The factors that have been considered by the researcher are: first, increasing interest among consumers to buy organic food due to rising personal-health consciousness, and second, this interest is getting translated appropriately into stated preference to buy organic food. Thus, the main objective of this study is to explore those factors facilitating or inhibiting Japanese consumers' buying behaviour towards organic food. To support this, the Researcher has applied Stimulus Organism Response framework, Innovation Resistance Theory, and Dual Factor Theory (DFT) to analyse these factors. Data for above research was

secondarily collected firms 928 consumers. Primary data collected by a survey conducted in Japan through the automated system of a leading Japanese market - research firm, Macro mill Inc.

Objective
The study aimed at evaluating various attributes lead to buying organic food.

Research Hypotheses
Ha1: The buying behaviour of organic food is influenced by its taste.
Ha2: The buying behaviour of organic food is influenced by availability
Ha3: The buying behaviour of organic food is influenced by premium price
Ha4: The buying behaviour of organic food is influenced by Social media influence.
Ha5: The buying behaviour of organic food is influenced by Packaging and Labelling.

Research Methodolgy

The research utilized a closed-ended structured questionnaire to measure consumer purchase behaviour towards organic food. There were 22 questions aimed at measuring the effect of five important product attributes: Taste, Availability, Premium Price, Social Media Influence, and Packaging & Labelling. The respondents gave their views using a five-point Likert scale, where:

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

The study was conducted between February 2022 and March 2022. Data was gathered through an online questionnaire, ensuring convenience and broader reach. A random sampling technique was used to select respondents, targeting individuals who purchase organic food products. Out of the 320 distributed questionnaires, a total of 284 valid responses were received and analyzed. The study utilized SPSS 25 to perform Exploratory Factor Analysis (EFA), identifying key factors influencing buying behavior. Factor analysis helped group related variables and validate the construct measurement. Cronbach's Alpha = 0.748, indicating an acceptable level of internal consistency and reliability in the survey instrument. Kaiser-Meyer-Olkin (KMO) Test = 0.758, confirming that the sample was adequate for factor analysis. Bartlett's Test of Sphericity: Significant at $p < 0.05$, indicating that the dataset was suitable for factor analysis. Correlation Coefficient (R) = 0.528, demonstrating a moderate positive linear relationship between the independent variables (product attributes) and consumer buying behavior. R-Square = 0.284, indicating that 28.4% of the variation in buying behavior was accounted for by the five attributes considered. Durbin-Watson = 2.275, which verified that there was no autocorrelation in the data, making the regression results reliable.

Table 1: Attributes and Questions

Attributes	Item	Questions	Reference
Taste	TA1	I prefer to buy organic food generally on weekend	(Batte, Hooker, Haab , & Beaverson, 2007)
	TA2	I prefer to buy organic even if some of them are not so delicious in taste as compare to conventional food.	(Batte, Hooker, Haab , & Beaverson, 2007)
	TA3	I prefer to buy organic because they are delicious in nature.	(Batte, Hooker, Haab , & Beaverson, 2007)
Availability	AV1	I prefer to buy organic food as it is easily available in online as well as in physical store.	(Zander & Ulrich Hamm, 2010)
	AV2	I prefer to buy organic food as it gets delivered to my doorsteps.	(Zander & Ulrich Hamm, 2010)
	AV3	Sometime, I am not able to buy my required Organic food because it is out of stocks in my vicinity.	(Zander & Ulrich Hamm, 2010)
Premium	PP1	I prefer to buy organic food due to its premium price	(Rödiger & Ulrich Hamm, 2015)
	PP2	I prefer to buy organic food if it gives me the sense that it is value for money.	(Rödiger & Ulrich Hamm, 2015)

Price	PP3	I prefer to buy organic food if it is relatively low in price	(Marian, chyrsochou, & Thogersen, 2014)
	PP4	I prefer not to compare prices with conventional food.	(Marian, chyrsochou, & Thogersen, 2014)
Social media influence	SM1	I prefer to buy organic food due updates as well as related information is available on social media.	(Subbarao & Dr P Nithya Priya, 2024)
	SM2	I prefer to buy organic food due to social media Influencers do the promotions of Organic foods.	(Subbarao & Dr P Nithya Priya, 2024)
	SM3	I prefer to buy organic food as many Blogs are available emphasizing the importance of Organic food.	(Subbarao & Dr P Nithya Priya, 2024)
	SM4	I prefer not to blindly rely on social media while buying organic food.	(Subbarao & Dr P Nithya Priya, 2024)
Packaging and Labelling	PL	I feel that packaging of organic food should be user friendly.	(Bauer, Daniel Heinrich, & Daniela B. Schäfer, 2013)
	PL	I believe that packaging should be environment friendly just like organic food.	(Bauer, Daniel Heinrich, & Daniela B. Schäfer, 2013)s
	PL	The visual aspects of packaging and labelling make no impact on my decision to buy organic food.	(Bauer, Daniel Heinrich, & Daniela B. Schäfer, 2013)
	PL	I believe that Packaging & labelling should be properly done so that consumers can be sure about its safety.	(Bauer, Daniel Heinrich, & Daniela B. Schäfer, 2013)

Table 2

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.748	**19**

Table 3

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.758
Bartlett's Test of Sphericity Approx. Chi-Square		201.622
df.		109
	sig.	0.000

Table 4

Rotated Component Matrix

Component									
1	2	3	4	5	6	7	8	9	10
0.852									
0.811									
0.721									
0.655									
	0.725								
	0.732								
	0.645								
		0.684							
		0.655							
		-0.6425							
			0.745						
			0.621						
			0.510						
			0.484						
				0.684					
				0.625					
				0.638					
					0.784				

		0.658			
		0.784			
		0.635			
		0.559			
			0.678		
			-0.601		
			-0.584		
				0.875	
				0.555	
					0.784
					0.485

Regression Analysis

The summary of regression model depicts that the correlation coefficient is 0.438, that shows that a positive linear correlation between dependent and independent variables. 38.21

Table 5
Model Summary

Model	R	R- square	Adjusted R-square	Std. Error of the Estimate	Durbin-Watson
1	0.528[a]	0.284	0.220	0.61235	2.275

Hypothesis Testing
Ha1: The buying behaviour of organic food is influenced by its taste. ($p<0.05$)
The Hypothesis is accepted
Ha2: The buying behaviour of organic food is influenced by availability ($p<0.05$)
The Hypothesis is accepted
Ha3: The buying behaviour of organic food is influenced by premium price. ($p>0.05$)
The Hypothesis is rejected
Ha4: The buying behaviour of organic food is influenced by Social media influence. ($p<0.05$)
The Hypothesis is accepted
Ha5: The buying behaviour of organic food is influenced by Packaging and Labelling. ($p<0.05$)
The Hypothesis is accepted

Conclusion

The research investigated major product characteristics that shape consumer purchasing behavior towards organic food, such as taste, availability, premium price, social media influence, and packaging & labeling. The results indicate that taste, availability, social media influence, and packaging & labeling have a significant impact on consumer purchasing behaviour, whereas premium price has no strong impact. This reflects that consumers value product experience and accessibility over price while selecting organic products. The research also identifies the increasing influence of digital platforms in shaping consumer attitudes and choices. Companies should utilize social media and emphasize appealing, informative packaging to promote organic food adoption. Moreover, making organic food widely available can further motivate consumers to incorporate organic food into their lifestyle.

Theoretical Implications

Expansion of the Theory of Planned Behaviour (TPB):The research vindicates TPB by validating that subjective norms (social influence in social media), perceived behaviour control (availability), and attitudes (taste perception and packaging perception) influence organic food buying intentions.

Consumer Decision-Making Models: The results are consistent with consumer behaviour theories that highlight sensory attractiveness and convenience in buying choices. The elimination of premium price as a main driver indicates that affordability is not the primary limitation—perceived value and accessibility take precedence.

Digital Marketing and Consumer Engagement: The effect of social media indicates the significance of online consumer interaction. Future studies can further examine how influencer marketing, content strategy and e-commerce integration boost organic food sales.

Future Scope for Research

Role of Sustainability and Ethical Issues

Subsequent research can investigate the ways in which environmental awareness and moral sourcing affect organic food shopping. Analysing how environmentally friendly packaging and fair-trade labels influence purchasing behavior.

Behavioural Economics and Price Strategies

Investigating why premium pricing does not significantly influence consumer decisions.

Examining the willingness of consumers to pay for organic food within various income levels and demographics.

Impact of Digital Marketing and E-commerce

Evaluating the long-term effect of social media campaigns and influencer marketing on organic food consumption. Unravelling the influence of online grocery sites and subscription-based plans on purchasing organic food.

Supply Chain and Market Dynamics

Conducting research on how supply chain disruption affects the availability and pricing of organic food. Studying how government policies and organic farming incentives affect consumer demand.

Innovative Product Development

Investigating consumer reactions to novel categories of organic foods (e.g., organic plant alternatives, fortified food organics). Measuring the effect of technology-based labeling (e.g., QR code for traceability) on buying behavior.

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