



Factors Affecting Buying Behaviour of Organic Products in Bangalore: An Empirical Analysis

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Abstract

Numerous motives consumer prefers to buy organic product. Consumers' prefer organic product due to health and environmental concerns. This study systematically investigated the factors influencing on buying behavior of organic products. This study was undertaken in Bangalore with a sample of 157 and data collected using structured questionnaire. The study results found that, health consciousness, quality of life and easily availability of organic products significantly predicts the buying behavior of organic products

Key words: organic, health consciousness, quality of life, buying behaviour.

1. Introduction

Organic product 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 product as well as their consumption patterns. Consumer 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 purchasers. This research is concentrated on the factors influencing on the

1. **Anupam Singh, Priyanka Verma (2017)** study stated that organic foods are considered to be more nutritious, very healthy, and nature-friendly than conventional food. In today's time the consumers are switching over to organic food products and are willing to pay a premium price.

The study has confirmed that the four factors health consciousness, knowledge, subjective norms, and prices are influencing the consumer attitude towards organic food products. The purchase intention towards organic foods is affected by these four factors along with one additional factor that is availability of the product. Even the socio-demographic factors like age, education and income also found to have an impact on actual buying behaviour.

1. **Boban Melovic, Dragana Cirovic, Branislav Dudic (2020)** According to study, organic product, price, distribution channel, and promotion are considered the main factors. The study confirms that price and promotion strongly predict the consumer acceptance and buying decisions. The attitudes towards organic food products, price/quality ratio, distribution barriers, and modern media as a promotion instrument are considered to be the factors that have more impact on consumer perception and attitudes towards the available market offers.
2. **Yunita Wijaya Handranata, Dewi, Kunti Murbarani (2019)** study attempted to investigate the factors that influence the actual buying behaviour of organic food products such as health awareness, knowledge of organic food, subjective norms, perceived price and availability. The study proves that purchase intention, health consciousness and availability affected people's behavior towards organic food and it is expected to be able to explore the interest of Indonesian people to improve health and help marketers of organic food.
3. **Frewer, L., & Trijp, H. v. (2006) study explores that** European countries such as Austria, Switzerland, Germany, Denmark, Finland, France, Italy, and the United Kingdom have various reasons which are also based on health consciousness to consume organic food. The Austrian people assume that organic food can improve health and avoid risk and in Switzerland, the people specifically, mothers and sick people, think that organic food is healthier for consumption. In Germany people believe that organic food can improve health, especially for children because it avoids dangerous chemicals.
4. **Shimiao Li* and Nor Siah Jaharuddin (2020)** presents that the purchase attitude correlates positively with subjective norms and knowledge, while purchase intention correlates positively with purchase attitude, perceived behavioural control, and food therapy culture. The purchase intention can significantly mediate relationships between each of purchase attitude, perceived behavior control, food therapy culture, and purchase decision.
5. **L. Paul Edis, and R.P. Ramesh (2021) explains** that market buying intentions are influenced by the food quality, convenience, and price, as well as purchase behavior effect. The study also tells that there is no connection between attitude and purchasing purpose. In order to help the organic food industry, the Indian government, strategists, producers, and marketing experts must concentrate more emphasis on the benefits of organically grown foods.
6. **Malak Tleis, Roberta Callieris, Lina Al Bitar (2019)** revealed that quality of life, pleasure, and peace of mind are the main factors driving organic food consumption in Lebanon. The organic consumers have a higher concern for their family's health and for the environment, whereas the organic consumers who are rarely eating organic food cared more about their own pleasure. The study revealed that care for nature and care for children's health are affecting consumers purchasing behavior.

Statement of the Problems

Consumer attitude and consumption pattern have been changed from inorganic product to organic product nowadays as well as there is more product in the market. organic product is the new trend in the consumer market where the consumer needs to understand the needs of products as well as consumer should know about the benefits of product, However, this study focuses on assessing the impact of products and consumer buying behavior.

Objectives of the Study

1. To assess relationship between health consciousness, quality of life and availability of the product and buying behavior of organic food product.
2. To investigate the effect of health consciousness, quality of life and availability of the product on buying behavior of organic food product.

Research Methodology

This study is conducted to examine the influence of health consciousness, quality of life and availability of the product on buying behavior of organic food product. The population of the study comprises consumers who consume organic food product in Bangalore. A self-reporting questionnaire was used to collect the data on the basis of a convenience sampling method. The questionnaire was administered among consumers through Google form, and the study received 157 responses.

A Self-reporting questionnaire administered to collect the primary data includes questionnaire to measure health consciousness, quality of life, availability of product and buying behavior. The data is collected from identified consumer responses using 5-point Likert-scale questionnaires ranging from strongly disagree (1) to strongly agree(5).

Reliability of data has been measured through Cronbach's alpha. SPSS-20 has been used for reliability, correlation analysis and regression analysis. Regression analysis has been used to find out the contribution of health consciousness, quality of life and availability of product on buying behavior.

Result and Discussion

The main objective of the study is to health consciousness, quality of life and availability of product on buying behavior. The following analysis is being conducted to test the validity, relationship, and influence between the variables.

Table No.1- Reliability Analysis

Scale	Items	Cronbach's Alpha (α)
Health Consciousness	5	0.733
Quality of Life	3	0.789
Availability of Product	3	0.831
Buying Behaviour	4	0.878

Source: Primary Data

The reliability analysis for all the constructs showed the Cronbach's alpha values ranged from 0.733 to 0.878. All the constructs indicate alpha point above 0.7 (Nunnally, 1978). This demonstrates that all the research variables (health consciousness $\alpha = 0.733$, quality of life α

=0.789 and availability of product $\alpha = 0.831$, buying behaviour $\alpha = 0.878$, were internally consistent and had the acceptable reliability values. All items for the constructs were assessed using a Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly agree)

Table No. 2- Relationship between social support, knowledge, psychological support and entrepreneurs' success.

Variables	Health Consciousness	Quality of Life	Availability of Product	Buying Behaviour
Health Consciousness	1			
Quality of life	.732**	1		
Availability of product	.765**	.788**	1	
Buying behaviour	.793**	.786**	.891**	1

Source: Primary data

Buying behaviour of organic food product is positively related to health consciousness ($r = .793$), quality of life ($r = .786$) and availability of product ($r = .891$) at $p < 0.01$. The

bivariate correlation between the variable confirms the strong and significant positive relationship, which explains health consciousness of consumers about their family, intention to lead quality life and easily availability of organic food products positively associated in the buying decision of organic food products.

Table no. 3a: Determinants of Organic Food Product Buying Behaviour

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839a	.851	.836	.41036
a. Predictors: (Constant), health consciousness, quality life, product availability				

Source: Primary Data

The regression model in the table 3a shows that, 83.6 per cent (Adjusted R Square 0.836) of the variability in buying behaviour is due to variability of health consciousness, quality life, product availability. Meanwhile, the remaining 14.6 per cent was due to other variables which are not included in the study objectives.

Table no. 3b: Determinants of Women Entrepreneurs Success

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.911	.723		.841	.229
	Health Consciousness	.928	.087	.833	14.068	.000
	Quality of Life	.855	.071	.718	5.821	.000
	Product Availability	.701	.135	.715	15.211	.000
a. Dependent Variable: Buying Behaviour						

Source: Primary Data

In the above table 3b, the Beta under standardized coefficient of all the determining variables showing strong and significant predictive ability on the buying behaviour. This means that health consciousness ($\beta = .833$), quality of life ($\beta = .718$), product availability ($\beta = .715$) makes the significant contribution to explain the buying behaviour towards organic food product. Hence, it can be explained that, health consciousness among people about their family by enhancing quality and availability of organic product significantly determines the buying behaviour of organic product.

Conclusion

The main objective of this study is to examine the effects of health consciousness, quality of life and availability of organic product on buying behaviour of organic products. The results of the study revealed that, health consciousness, quality of life and availability of organic products significantly predicts the buying behaviour of organic products. In this regard, this findings explored greater opportunity for producers and marketers of organic products, which may help them in developing marketing strategies to reach the larger customers.

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