

STUDY IMPACT ON CONSUMER PURCHASE INTENTION TOWARDS FOR ORGANIC PRODUCTS WITH REFERENCE TO KANCHIPURAM DISTRICT

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Abstract

This study aims to explore the factors affecting consumer purchase intentions towards organic products in Kanchipuram District. It investigates the role of health consciousness, environmental awareness, social influences, and economic factors in shaping these intentions. The research employs a survey method, collecting data from a diverse group of consumers in Kanchipuram. The findings provide valuable insights for marketers and businesses aiming to penetrate the organic product market in this region. The study employs a quantitative research design, utilizing surveys to collect data from consumers in the district. Through statistical analysis, including regression analysis and correlation, the study examines the relationship between consumer attitudes, perceptions, and purchase intention towards organic products. The objectives of the study was used to analyse the socio-economic profile of the sampled consumers and their knowledge about Organic products. To examine consumers' preferred marketing channels and their impact on shaping perceptions and purchase decisions related to organic products. The Convenience sampling (Non-probability sampling technique) is adopted to select the samples from the target population. Hence, the final sample size of the present research is 793. The Statistical techniques used Mean, Standard Deviation, Weighted Average Method, Regression, Correlation and Friedman Tests and SEM. Additionally, demographic factors such as age, gender, income, and education level are considered to understand their influence on consumer behavior. The findings of the study provide insights into market opportunities, challenges, and policy recommendations for promoting sustainable consumption patterns and supporting the growth of the organic products market in Kanchipuram District.

Keywords: Consumer Purchase, Intention, towards, Organic Product.

INTRODUCTION

The demand for organic products has seen a significant rise globally and in India, driven by increased health consciousness and environmental concerns. Kanchipuram District, known for its rich cultural heritage, is also witnessing this trend. This study focuses on understanding the key factors that influence consumer purchase intentions towards organic products in this specific region. In recent years, the global market for organic products has experienced substantial growth, driven by increasing consumer awareness and concern for health, environmental sustainability, and ethical production practices. This trend is not confined to Western countries; it is also gaining momentum in developing nations, including India. Kanchipuram District, renowned for its cultural heritage and silk sarees, is now also witnessing

a shift towards organic products. This transformation is influenced by several factors, ranging from health consciousness to environmental awareness and social influences. Organic products, defined as those produced without synthetic chemicals, pesticides, or genetically modified organisms, are perceived to offer numerous benefits. They are often seen as safer, healthier, and more environmentally friendly compared to their conventional counterparts. This perception has led to a growing consumer base that prefers organic food, clothing, and personal care products

Understanding consumer behavior and the factors that drive purchase intentions towards organic products is crucial for businesses and marketers. It enables them to tailor their strategies to meet consumer demands, thereby enhancing their market presence and competitiveness. This study focuses on the consumer purchase intentions towards organic products in Kanchipuram District, aiming to uncover the underlying motivations and barriers faced by consumers in this specific region.

Importance of Consumer Purchase Intention

Consumer purchase intention refers to the likelihood that a consumer will buy a particular product or service. It is a critical concept in marketing as it helps businesses predict future sales and understand consumer behavior. In the context of organic products, purchase intention can be influenced by various factors including health benefits, environmental concerns, social influences, and economic considerations. Organic products are often viewed as healthier alternatives to conventional products due to the absence of synthetic chemicals and pesticides. This perception significantly influences consumer purchase intentions. Many consumers are motivated by the desire to support sustainable farming practices. Organic farming is perceived as more environmentally friendly, as it avoids harmful chemicals and promotes biodiversity.

Definition of Consumer Purchase Intention

Consumer purchase intention refers to the planned or intended future behavior of consumers regarding the acquisition of goods or services. It represents the likelihood that a consumer will decide to buy a particular product or service based on various internal and external factors. Purchase intention is a critical precursor to actual purchasing behavior, providing insights into the consumer decision-making process. In the context of organic products, purchase intention indicates a consumer's inclination towards choosing organic over conventional products. This inclination is influenced by multiple factors including health benefits, environmental concerns, social influences, and economic considerations.

Definition of Organic Products

Organic products are those produced using environmentally and animal-friendly farming methods, without the use of synthetic chemicals, pesticides, genetically modified organisms (GMOs), or artificial additives. The organic label typically applies to food and beverages, but it also extends to personal care items, textiles, and household products. To be

certified organic, products must comply with specific regulatory standards set by governmental and certification bodies.

Key Characteristics of Organic Products

1. **No Synthetic Chemicals:** Organic farming avoids synthetic pesticides and fertilizers, opting instead for natural alternatives like compost and manure.
2. **Non-GMO:** Organic products are free from genetically modified organisms, ensuring that their genetic material has not been altered in a laboratory.
3. **Sustainable Farming Practices:** Organic farming promotes biodiversity, soil health, and ecological balance through practices like crop rotation, companion planting, and organic pest control.
4. **Animal Welfare:** Organic livestock farming requires humane treatment of animals, including access to outdoor spaces, organic feed, and prohibition of antibiotics and growth hormones.
5. **Natural Processing:** Organic processing minimizes the use of artificial additives and preservatives, maintaining the product's natural state as much as possible.

REVIEW OF LITERATURE

Hughner et al. (2007) shows that environmental awareness significantly influences organic purchase intentions. Consumers who are aware of the environmental benefits of organic farming, such as reduced pollution and enhanced biodiversity, are more likely to buy organic products.

Janssen and Hamm (2012) investigate the role of product labeling in the market for organic food, focusing on consumer preferences and their willingness-to-pay (WTP) for various organic certification logos. The study is crucial as it provides insights into how different labeling schemes influence consumer behavior and purchase decisions. To understand the underlying reasons for the varying levels of trust and credibility associated with different labels. Surveys were conducted to collect data on consumer attitudes towards organic products and certification labels. The study found that consumers have varying preferences for different organic certification logos. Labels associated with well-known and trusted certification bodies, such as the European Union organic logo and the German Bio-Siegel, were preferred over less familiar labels. The findings underscore the importance of trust and familiarity with certification logos in shaping consumer behavior. For marketers and policymakers, leveraging trusted labels and enhancing consumer education are critical strategies for promoting organic products and supporting market growth. By understanding and addressing consumer preferences and concerns, stakeholders can better cater to the growing demand for organic foods and reinforce the integrity of the organic certification process.

[V́ctor Dante Ayaviri-Nina \(2022\)](#) made a study on Consumer Behaviour and Attitude towards the Purchase of Organic Products. The development of organic agriculture has been promoted worldwide to improve the nutritional health of families, and Ecuador is no exception. The aim of this research was to identify the behaviour and attitudes of consumers toward the commercialization of organic products in the city of Riobamba. This will help us to understand in what situations the consumers access these organic s, the producer position in relation to the

market, and to know their attitude towards these products. The study used a quantitative approach, and is descriptive, incorporating the deductive method and a non-experimental design. The techniques used were a survey as a source of data collection, with a sample including 195 consumers. Linear regression was applied to test the hypotheses; this made it possible to identify those demographic and cultural factors that determine, to a lesser extent, consumer purchase behaviour in regard to organic products. The study determined that motivation, emotions, and feelings are significantly related to the consumer's attitude and purchase of organic products.

Shampy Kamboj (2023) conducted a study on Examining consumer purchase intention towards organic product: An empirical study. The ongoing transition in consumer attitudes toward organic products may lead to the rise of organic product; therefore, it is critical to study customers' purchasing intentions toward organic product in a developing country like India. The main objective of this study is to examine what motivates consumer's purchase intention towards organic product. Data was collected from 294 consumers, and selected using purposive sampling, through a questionnaire survey. The findings revealed that consumers' intentions to purchase organic product are influenced by functional value quality, social norms, consumer innovativeness and green trust. Additionally, health benefits, convenience and availability have major significant influence on consumers' choice for organic product. Further, knowledge about organic product exerts strongest impact among all the other factors. The current study contributes to the lack of research on customers' organic product in India. This study incorporates the unique importance of motivating factors that drives their choice of organic products and has both theoretical and managerial implications.

METHODOLOGY

The methodology section outlines the research design, sampling technique, data collection methods, measurement instruments, and data analysis techniques used in the study. It provides details on how data was collected from consumers in Kanchipuram District and how statistical analysis was conducted to analyze the relationship between variables.

Need for the study

The significance of the study on the impact of consumer purchase intention towards organic products in Kanchipuram District lies in its potential to contribute valuable insights and benefits to various stakeholders. Understanding the factors influencing consumer purchase intention towards organic products can help identify patterns in consumer behavior. This knowledge can inform marketing strategies aimed at promoting organic products and fostering sustainable consumption habits among consumers in Kanchipuram District. Insights from the study can assist businesses, particularly local farmers and organic product manufacturers, in identifying market opportunities and tailoring their offerings to meet consumer preferences. This can contribute to the growth of the organic products market in the district, leading to economic benefits for local producers and businesses. The study can contribute to academic knowledge by filling gaps in the existing literature on consumer behavior towards organic products, particularly in the context of Kanchipuram District. It can serve as a valuable resource for researchers and scholars interested in understanding consumer attitudes and behaviors related to organic consumption in similar geographical and cultural contexts.

Statement of the problem

In recent years, there has been a growing interest in organic products globally, driven by increasing consumer awareness of health and environmental sustainability. Kanchipuram District, known for its agricultural heritage, holds the potential for organic farming and the production of organic products. However, despite this potential, there is a lack of comprehensive understanding regarding consumer attitudes, perceptions, and purchase intentions towards organic products within the district. While there is a burgeoning market for organic products in urban centers, little research has been conducted to assess the factors influencing consumer purchase intention specifically in Kanchipuram District. Furthermore, with the district's unique socio-economic and cultural context, it is crucial to explore how these factors may differ from those observed in other regions.

Scope of the study

The scope of the study on the impact of consumer purchase intention towards organic products in Kanchipuram District will encompass several key aspects. The study will focus specifically on Kanchipuram District, located in the state of Tamil Nadu, India. Data collection and analysis will be restricted to this geographical area to ensure relevance and applicability to local stakeholders. The study will target consumers of organic products residing in Kanchipuram District. While efforts will be made to capture diversity in demographic characteristics such as age, gender, income level, and occupation, the study's primary focus will be on understanding consumer behavior within this specific population. The study will explore various factors that influence consumer purchase intention towards organic products, including consumer attitudes, perceptions of product quality, health consciousness, environmental concerns, price sensitivity, and availability of organic products. Additionally, socio-demographic factors such as age, gender, income, and education level will be examined for their influence on consumer behaviour.

Objectives of the study

- ✓ To analyse the socio-economic profile of the sampled consumers and their knowledge about Organic products.
- ✓ To examine consumers' preferred marketing channels and their impact on shaping perceptions and purchase decisions related to organic products.

Hypothesis of the study

- ✓ There will be no significant difference between socio-economic profile of the sampled consumers and their knowledge about Organic products.
- ✓ There is no significant difference between consumers' preferred marketing channels and their impact on shaping perceptions and purchase decisions related to organic products.

Sampling

Sampling procedure is the process of choosing part of a population that represents the entire population. The Convenience sampling (Non-probability sampling technique) is adopted to select the samples from the target population. Hence, the final sample size of the present research is 793.

Statistical techniques used

The responses obtained from the respondents through questionnaire has been analyzed by using statistical techniques viz., Mean, Standard Deviation, Weighted Average Method, Regression, Correlation and Friedman Tests and SEM.

Result and Discussion

Table 1
Gender categories of sampled consumers

S.No	Gender	Frequency	Percent
1	Male	328	41.4
2	Female	465	58.6
	Total	793	100.0

Gender categories of the sampled consumers is presented in table 1, which indicates that the majority (58.6%) of the sampled consumers are female and nearly 41.4% of the sampled consumers are male.

Figure 1
Gender categories of sampled consumers

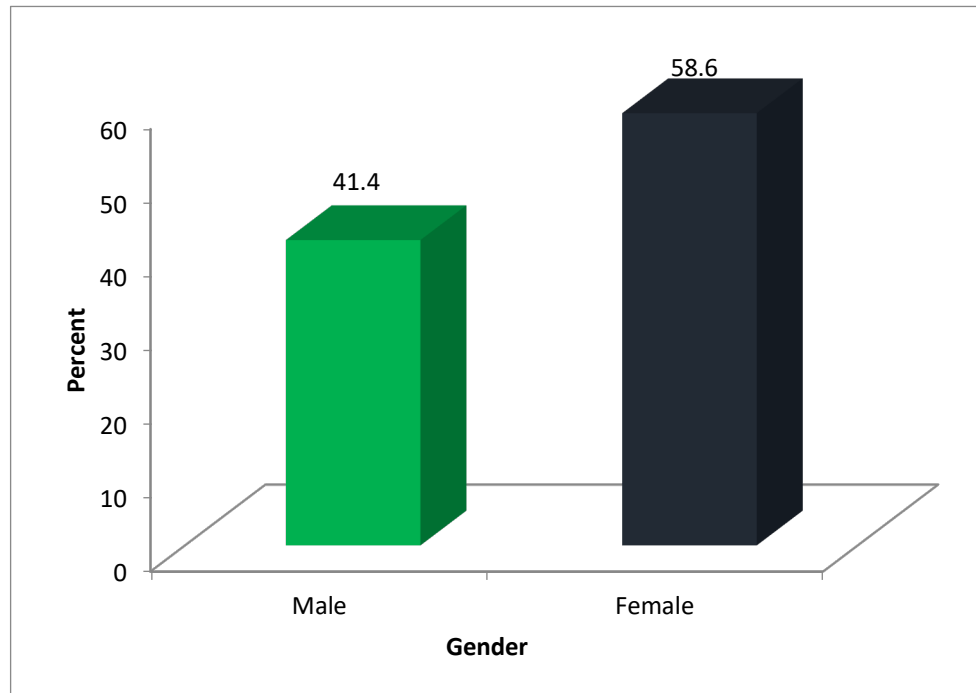


Table 2
Age category categories of sampled customers

S. No	Age Category	Frequency	Percent
1	18 – 25 Years	122	15.4
2	26 – 35 Years	417	52.6
3	36 – 45 Years	163	20.6
4	Above 46 Years	91	11.5

	Total	793	100.0
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Age categories of sampled consumers is mentioned in table 2, which shows that almost half (52.6%) of the sampled consumers who purchase the organic product belong to the age category of 26 to 35 years. It is also found from the analysis that around one-fifth (20.6%) of the consumer are aged between 36 to 45 years, 15.4% of them are aged between 18 to 25 years and only 91 consumers are above the age of 46 years who have accounted to almost 11.5 percentage.

Figure 2

Age category categories of sampled customers

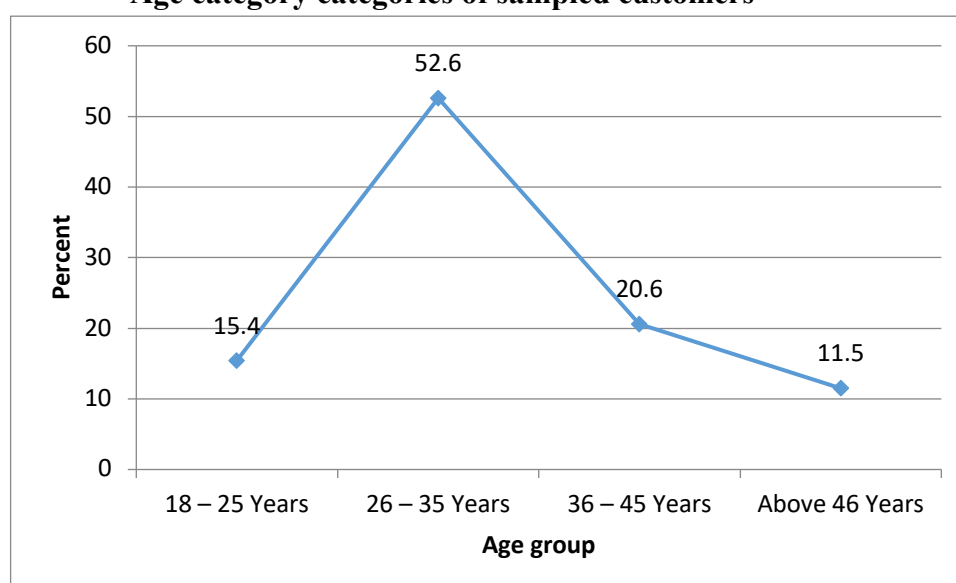


Table 3

Shopping responsibility for the purchase of organic products at home

S. No	Shopping Responsibility	Frequency	Percent
1	Self	455	57.4
2	Family members	338	42.6
	Total	793	100.0

Shopping responsibility for the purchase of organic products at home is shown in table 3. It is inferred from the above analysis significant proportion (57.4%) of consumers opined that they responsible for the purchase of organic products in their home, and 42.6% of them stated that the family members take the responsibility of organic products.

Figure 3

Shopping responsibility for the purchase of organic products at home

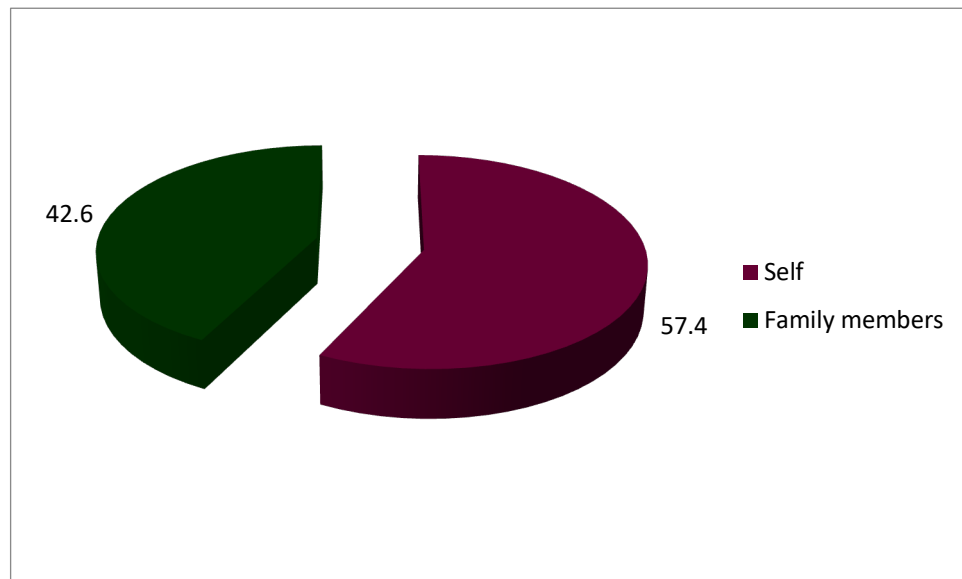


Table 4 Purchase intention – Descriptive

Purchase intention	Mean	SD
I am willing to purchase the organic products that reduce health risks	3.68	1.503
I would buy eco-friendly products that ensure environmental safety	3.69	1.461
I am willing to pay for products that are high on nutritional content	3.66	1.494
I always prefer to purchase organic product.	4.02	1.509
I am willing to pay extra for organic	3.65	1.501

The descriptive of items related to purchase intention is exposed in table 4. The sampled consumers agreed that they were having purchase intention towards Organic products with a mean score of more than 3.5. It is also found from the analysis that “I always prefer to purchase Organic products.” item which has the highest mean score 4.02 and SD 1.509, and the other item of the consumer attitude “I am willing to pay extra for organic food” has the comparatively least mean score of 3.65 and SD of 1.501.

The mean scores of the items related to purchase intention range between 3.65 and 4.02. The SD values of the items range between 1.461 and 1.509, which indicates the less variance among the consumer towards the perception of various statements related to Purchase intention. Above all, from the results of the analysis, it is clear that most of the sampled consumers are agreed to purchase the Organic product stored their health risks, and they prefer Organic products because it is eco-friendly, and nutritional content. They perceive the value of Organic products, and hence willing to pay extra for organic food while compared to conventional food products.

Table 5

Important factors which boost the purchase of Organic products–WA Score

S. No	Item	Score	WA Score	Rank
1	Adequate promotion of its benefits & originality(IF1)	1640	78.10	6
2	The nearness of Exclusive Organic Retail outlet (IF2)	3092	147.24	3
3	Trusted Organic labeling and certifications(IF3)	3616	172.19	2
4	Offers & discounts on its purchase(IF4)	4146	197.43	1
5	Availability of Organic food product categories(IF5)	2755	131.19	4
6	Monthly subscription with free do or delivery and price discount (IF6)	1875	89.29	5

Table 5 displays the weighted average (WA) score computed for all the significant factors which boost the consumer for the purchase of Organic products of the research along with its rank. The weighted score is divided by the summation of weights (i.e. $6+5+4+3+2+1=21$).

For example in the above table 5, the weighted score of offers & discounts on its purchase(IF4)and it is divided by the summation of weights (i.e.21), so the weighted average score is 197.43, which is the highest score among the given six significant factors.Hence,it is ranked as 1, which denotes that offers & discounts in the purchase of Organic products are the most important factor which boosts the purchase of Organic products. The second most important factor is that boost the purchase of Organic products is “Trusted Organic labelling and certifications (IF3)” which has WA score of 52.47, which is followed by “Nearness of Exclusive Organic Retail outlet (IF2)- Rank 3”, “Availability of Organic food product categories(IF5)- Rank 4”, “Monthly subscription with free door delivery and price discount (IF6)(RO5)- Rank 5” and the last factor is “Adequate promotion of its benefits & originality (IF1)” - Rank 6.

Findings

- ✓ From the frequency analysis, it is acknowledged that majority 58.6%) of the sampled consumers were female as they are more particular about family health, concern, health-conscious, and have concerned about diet quality than males. It is observed that more than half (52.6%) of the sampled consumers who purchase the Organic product belong to the age category of 26 to 35 years.
- ✓ The researcher has carried out the percentage analysis to explore the most influential factor that motivates the consumers to purchase the Organic product and found from the analysis that almost half (49.1%) of the sampled consumers opined that adequate knowledge of Organic product extremely influenced them to purchase the Organic product and majority(69.5%)of the sampled consumers stated that the health

consciousness the extremely influential factor which creates an attitude and purchase intention towards the purchase of Organic product. Likewise, it is also found that the majority (60.0%) of the sampled consumers very much influenced by environmental concerns during their purchase of Organic product, majority (62.5%) of the consumers agreed that personal norms extremely influential in creating an attitude and intention towards the purchase of Organic product and majority (50.2%) of the consumers agreed that social norms are very much influential towards their attitude and purchase intention of Organic product.

- ✓ The factor “purchase intention” was measured through five items. From the results, it is identified that “ I always prefer to purchase Organic product .” item has the highest mean score 4.02 and SD of 1.509. The sampled consumers have shown strong purchase intention towards the Organic product with the mean score of all the items more than 3.5.

Conclusion

The study highlights the growing consumer interest in organic products in Kanchipuram District, driven by health consciousness, environmental awareness, and social influences. While economic factors pose a challenge, the perceived value of organic products often justifies the higher cost for many consumers. Consumer purchase intention towards organic products is influenced by a complex interplay of health consciousness, environmental awareness, social influences, economic factors, and knowledge levels. By understanding these factors, businesses can tailor their strategies to effectively target potential consumers, thereby driving growth in the organic product market. The insights gained from this study are particularly relevant for stakeholders in Kanchipuram District, offering a roadmap for capturing the increasing consumer interest in organic products. Marketers and businesses can capitalize on this trend by implementing targeted strategies that address these factors, ultimately driving the growth of the organic product market in Kanchipuram District. The primary constraint to purchasing organic products is their high price, followed by a lack of awareness about organic product standards. Therefore, providing organic products at a reasonable cost and creating awareness about organic product standards and certifications among the consumer community becomes crucial. Another important barrier to organic products is their availability at nearby stores; hence, it is important to establish an organic product retail store network that enables easy access to organic products. Farm-to-home is another emerging concept that also plays a key role in shaping the attitude and purchase intention of consumers towards organic products by facilitating the convenient purchase of garden-fresh organic products.

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