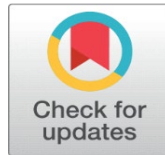


# A STUDY ON IMPACT OF ORGANIC FOOD PRODUCTS TOWARDS THE BUYING BEHAVIOUR OF CONSUMERS IN KANYAKUMARI DISTRICT

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## ABSTRACT

Organic food products significantly impact consumer buying behavior by shaping preferences, priorities, and purchasing decisions. Health consciousness is one of the primary factors driving this behavior. Many consumers perceive organic foods as healthier alternatives, free from synthetic chemicals, pesticides, and genetically modified organisms (GMOs). This perception influences health-focused buyers to prioritize organic options, particularly for fresh produce, dairy, and meat products. For families, especially those with young children, organic food is often seen as a safer and more nutritious choice, encouraging them to spend more on organic groceries despite higher costs. In addition to health benefits, sustainability and ethical considerations heavily influence consumer buying behavior. Increasing awareness about environmental issues has made eco-conscious consumers more inclined to choose organic foods, which are produced using environmentally friendly farming practices. Ethical considerations, such as support for fair trade and local farming communities, further strengthen the bond between organic food brands and socially responsible buyers, fostering brand loyalty. The important objective of this study is to analyze the impact of organic food products towards the buying behaviour of consumers in Kanyakumari district. The study is confined with both primary and secondary data. In order to study the impact of organic food products towards the buying behaviour of consumers in Kanyakumari district 50 consumers of organic food products are randomly selected as samples using convenient sampling method. The collected data were analyzed with the help of various statistical measures such as Percentage, Friedman test and Chi-Square Test.



**Keywords:** E Organic Food Products, Consumers, Benefits and Buying Behaviour

## 1. INTRODUCTION

Organic food products significantly impact consumer buying behavior by shaping preferences, priorities, and purchasing decisions. Health consciousness is one of the primary factors driving this behavior. Many consumers perceive organic foods as healthier alternatives, free from synthetic chemicals, pesticides, and genetically modified organisms (GMOs). This perception influences health-focused buyers to prioritize organic options, particularly for fresh produce, dairy, and meat products. For families, especially those with young children, organic food is often seen as a safer and more nutritious choice, encouraging them to spend more on organic groceries despite higher costs. In addition to health benefits, sustainability and ethical considerations heavily influence consumer buying behavior. Increasing awareness about environmental issues has made eco-conscious consumers more inclined to choose organic foods, which are produced using environmentally friendly farming practices. This demographic often views their purchases as a way to

contribute to reduced carbon footprints, soil preservation, and better animal welfare. Ethical considerations, such as support for fair trade and local farming communities, further strengthen the bond between organic food brands and socially responsible buyers, fostering brand loyalty.

However, there are barriers and complexities in the relationship between organic food and consumer behavior. Price sensitivity remains a significant factor, with some consumers hesitant to purchase organic products due to their premium pricing. Additionally, limited availability and skepticism about the authenticity of organic claims can deter buyers. Despite these challenges, the market for organic foods continues to grow, driven by targeted marketing strategies, educational campaigns, and increasing consumer trust in certifications. As awareness and accessibility improve, organic food products are expected to have an even greater influence on consumer behavior, shaping a more health-conscious and environmentally mindful market.

## **2. OBJECTIVE**

The important objective of this study is to analyze the impact of organic food products towards the buying behaviour of consumers in Kanyakumari district.

## **3. METHODOLOGY**

### **SOURCES OF DATA**

The study is confined with both primary and secondary data. The primary data is collected through a well-structured interview schedule and the secondary data have been mainly collected from the books, journals, magazines, and also from the internet.

### **SAMPLING DESIGN**

In order to study the impact of organic food products towards the buying behaviour of consumers in Kanyakumari district 50 consumers of organic food products are randomly selected as samples using convenient sampling method.

### **STATISTICAL TOOLS USED**

The collected data were analyzed with the help of various statistical measures such as *Percentage, Friedman test and Chi-Square Test*.

## **4. DRIVERS OF CONSUMER INTEREST IN ORGANIC FOOD PRODUCTS**

The following are the important drivers of consumers interest in organic food products:

### **1. HEALTH CONCERNS**

One of the primary drivers of consumer interest in organic food is the perception of superior health benefits. Organic food is often associated with being free from synthetic pesticides, chemical fertilizers, antibiotics, and genetically modified organisms (GMOs). Consumers believe these products offer a safer and more natural alternative, which is particularly appealing to health-conscious individuals. The preference for organic food is often stronger among those managing specific health conditions or seeking preventive health measures, as they perceive organic options to be less harmful and more nutritious.

### **2. ENVIRONMENTAL AWARENESS**

A growing awareness of environmental issues has significantly influenced consumer choices, driving interest in organic foods. Organic farming methods prioritize sustainability, including reduced chemical usage, soil preservation, and water conservation. For environmentally conscious consumers, purchasing organic food aligns with their values of minimizing harm to the planet and supporting sustainable agricultural practices. The idea that organic farming has a lower carbon footprint and promotes biodiversity further motivates these consumers to opt for organic products.

### **3. ETHICAL CONSIDERATIONS**

Ethical concerns play a pivotal role in driving consumer interest in organic foods. Many consumers are motivated by the belief that organic farming practices are more humane and socially responsible. These include better treatment of animals, fair labour practices, and support for small-scale farmers. Ethical consumers often view purchasing organic

products as a way to contribute to broader societal goals, such as improving the livelihoods of farmers and fostering a fair-trade system.

#### 4. FOOD SAFETY AND QUALITY

Concerns about food safety have heightened consumer demand for organic products. Organic certification assures buyers that the food has undergone rigorous quality checks and adheres to strict production standards. This is especially important for families with young children or individuals with food sensitivities, who prioritize food that is free from harmful residues and additives. The perception of higher freshness, better taste, and superior quality further boosts the appeal of organic foods.

#### 5. SOCIAL INFLUENCE AND TRENDS

Social factors, including peer influence and cultural trends, significantly impact consumer interest in organic foods. As organic food consumption becomes associated with a healthier and more sustainable lifestyle, many consumers feel social pressure to align with these values. Additionally, the visibility of organic products in media, endorsements by influencers, and their presence in high-end restaurants and grocery stores contribute to their aspirational appeal. For some, purchasing organic food is a status symbol, reflecting a commitment to quality and well-being.

#### 6. PSYCHOLOGICAL PERCEPTIONS OF VALUE

Consumers often view organic food as an investment in long-term health and environmental sustainability, which justifies its higher cost. The psychological value of contributing to a healthier lifestyle and a better planet creates a sense of satisfaction and pride. This perceived value influences repeat purchases, as consumers see organic products as worth the premium price due to the benefits they provide.

These key drivers demonstrate that the interest in organic foods is fuelled by a combination of personal health priorities, environmental concerns, ethical values, social influences, and psychological factors. Together, they create a strong and evolving demand for organic products in the market.

### 5. ANALYSIS OF DATA

The data collected to study the objectives of the study are analyzed using suitable statistical tools and presented below in the form of tables.

#### PERSONAL PROFILE OF THE RESPONDENTS

##### AGE WISE CLASSIFICATION OF THE RESPONDENTS

The age is an important factor which influences the buying behaviour and the sample respondents are classified on the basis of their age and presented below.

Table:1

Age Wise Classification of the consumers

S. No	Age	No. of respondents	Percentage
1.	Up to 35 years	14	28
2.	36 years to 60 years	29	58
3.	Above 60 years	07	14
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

The above table depicts that 14(28 percent) of the sample consumers belongs to the age group of up to 35 years, 29(58 percent) of them comes under the age group of 36 – 60 years and the remaining 7(14 percent) of them belongs to the age group of Above 60 years.

#### GENDER OF THE CONSUMERS

The sample consumers are classified on the basis of their Gender and presented in the following table.

Table: 2

Gender of the consumers

S. No	Gender	No. of respondents	Percentage
1.	Male	31	62
2.	Female	19	38
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

It is revealed from the above table 31(62 percent) of the respondents are Male and the remaining 19(38 percent) of them are female.

## MARITAL STATUS OF THE CONSUMERS

The marital status is a factor which leads the buying behaviour since it decides the dependents of a person and hence the considered on the above basis and depicted in the following table.

Table: 3

Marital Status of the respondents

S. No	Marital status	No. of respondents	Percentage
1.	Married	44	88
2.	Unmarried	06	12
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

The above table shows that 44(88 percent) of the respondents are married and the remaining 06(12 percent) of them are unmarried.

## TYPE OF FAMILY OF THE CONSUMERS

The family type of the sample respondents also gathered by the researcher and presented in the following table.

Table: 4

Type of family of the consumers

S. No	Type of family	No. of respondents	Percentage
1.	Joint family	11	22
2.	Nuclear	39	78
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

It is clear from the above table that 11(22 percent) of the sample consumers belongs to joint family and the remaining 39(78 percent) of them belongs to nuclear family.

## EDUCATIONAL QUALIFICATION OF THE CONSUMERS

The education qualification of a person is an important factor which determine the status of them in society. The sample respondents are also classified on the basis of their educational qualification and illustrated in the following table.

Table:5

Educational qualification of the respondents

S. No	Educational qualification	No. of respondents	Percentage
1.	Under Graduate	23	46
2.	Post Graduate	12	24
3.	Others	15	30
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

It is revealed from the above table 23(46 percent) of the sample respondents are under graduates, 12(24 percent) of them are post graduates and the remaining 15(30 percent) of the respondents are having other qualifications such as diploma, professional degree etc.

## OCCUPATION OF THE CONSUMERS

Occupation is another important factor considered for the study because it plays an important role in the buying behaviour. The occupation wise classification of the respondents is presented in the following table.

Table:6

Occupation of the consumers

S. No	Occupation	No. of. respondents	Percentage
1.	Private employee	32	64
2.	Government employee	07	14
3.	Others	11	22
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

The above table infers that 32(64 percent) of the consumers are private employees, 7(14 percent) of them are government employees and the remaining 11(22 percent) of the consumers are comes under other categories.

## MONTHLY INCOME OF THE CONSUMERS

The sample respondents are also classified on the basis of their monthly income and presented in the following table.

**Table:7**  
**Monthly Income of the consumers**

S. No	Monthly income	No. of. respondents	Percentage
1.	Up to Rs.35,000	28	56
2.	Rs.35,000 – Rs. 70,000	09	18
3.	Above Rs. 70,000	07	14
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

The above table depicts that 28(56 percent) of the sample respondents are earning up to Rs.35,000 per month, 9(18 percent) of them are earning Rs.35,000 – Rs.70,000 per month and the remaining 7(14 percent) of them are earning above Rs.70,000 per month.

## DRIVERS OF CONSUMER INTEREST IN ORGANIC FOOD PRODUCTS

There are many important factors which drives the interest of consumers in purchasing organic food products. The following tables depicts the most influencing factor which drives the consumers' interest in organic products.

**Table: 8**  
**Drivers of consumer interest in organic food products**

Challenges	Mean	SD	Mean Rank	Reliability
Health concerns	3.79	0.93	<b>6.31</b>	0.721
Environmental awareness	3.63	0.85	<b>5.48</b>	
Ethical considerations	3.23	1.06	5.29	
Food Safety and quality	3.71	0.81	<b>6.18</b>	
Social influence	3.32	0.96	5.31	
Psychological perceptions of value	3.36	1.04	5.13	
Others	3.01	1.07	5.11	

Source: Computed Data

It is inferred from the above table that “health concerns” was ranked first by scoring 3.79, “food safety and quality” scores 3.71 and holds the second rank, “environmental awareness” scores 3.63 and ranked third in the most influencing drivers of consumer interest in organic food products.

## IMPACT OF DEMOGRAPHIC PROFILE TOWARDS THE BUYING BEHAVIOUR OF THE CONSUMERS

Further an analysis was made to know about the impact of demographic profile towards the buying behaviour of the organic food product consumers by adopting Chi-square test and for the above purpose the following null hypothesis was adopted.

### HYPOTHESIS:

H<sub>0</sub> There is no significant association between the demographic profile and the buying behaviour of the organic food product consumers.

### Age and buying behaviour of the organic food product consumers

The association between the age of the consumers and their buying behaviour is analyzed using chi-square test and presented in the below table.

**Table:9**  
**Age and buying behaviour of the organic food product consumers**

Chi-square value	Degrees of freedom	Table value	Inference
11.22	4	9.488	Significant

**Source: Computed Value**

From the above analysis it is seen that the calculated value (11.22) of Chi-square is greater than the table value (9.488), and hence the null hypothesis is rejected. Hence it is inferred that there is a significant association between the Age and the buying behaviour of the organic food product consumers.

## MARITAL STATUS AND BUYING BEHAVIOUR OF THE ORGANIC FOOD PRODUCT CONSUMERS

The association between the marital status of the respondents and their buying behaviour is analyzed using chi-square test and presented in the below table.

**Table:9**

**Marital status and buying behaviour of the organic food product consumers**

Chi-square value	Degrees of freedom	Table value	Inference
7.08	2	5.99	Significant

**Source: Computed Value**

It is clear from the above analysis the calculated value (7.08) of Chi-square is greater than the table value (5.99), and hence the null hypothesis is rejected. Hence it is revealed that there is a significant association between the marital status and the buying behaviour of the organic food product consumers.

## EDUCATIONAL QUALIFICATION AND BUYING BEHAVIOUR OF THE ORGANIC FOOD PRODUCT CONSUMERS

The researcher further made an attempt to know the association between the educational qualification of the consumers and their buying behaviour by using chi-square test and presented in the below table.

**Table:11**

**Educational qualification and buying behaviour of the organic food product consumers**

Chi-square value	Degrees of freedom	Table value	Inference
10.36	4	9.488	Significant

**Source: Computed Value**

From the above analysis it is seen that the calculated value (10.36) of Chi-square is greater than the table value (9.488), and hence the null hypothesis is rejected. It is found that there is a significant association between the educational qualification and the buying behaviour of the organic food product consumers.

## 6. FINDINGS OF THE STUDY

### THE MAJOR FINDINGS OF THE STUDY ARE:

- The researcher found out that 29(58 percent) of the sample consumers comes under the age group of 36 – 60 years.
- It is found out that 31(62 percent) of the respondents are Male.
- From the total 50 sample consumers 44(88 percent) of them are married.
- Majority 39(78 percent) of the sample consumers belongs to nuclear family.
- It is revealed that 23(46 percent) of the respondents are under graduates.
- Out of 50 sample consumers 32(64 percent) of them are private employees.
- Regarding the monthly income it is found out that (56 percent) of the sample respondents are earning up to Rs.35,000 per month.
- The “health concerns” was ranked first by scoring 3.79, “food safety and quality” scores 3.71 and holds the second rank, “environmental awareness” scores 3.63 and ranked third in the most influencing drivers of consumer interest in organic food products.
- The researcher found out that there is a significant association between the demographic factors such as age, marital status and educational qualification and the buying behaviour of the organic food product consumers.

## 7. CONCLUSION

From the above study it is concluded that the organic food products have significantly influenced consumer buying behavior by aligning with growing health, environmental, and ethical priorities. Despite challenges such as higher prices and concerns about authenticity, the demand for organic products continues to rise as consumers increasingly prioritize quality, sustainability, and transparency in their purchasing decisions. By addressing barriers through targeted



education, improved accessibility, and clear certifications, the organic food industry has the potential to further shape consumer preferences and drive a long-term shift toward healthier and more sustainable consumption patterns.

## **CONFLICT OF INTERESTS**

None.

## **ACKNOWLEDGMENTS**

None.

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