

Organic food products: An analysis of factors affecting the buying behaviour

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Abstract

Consumer behavior being one of the most challenging areas in marketing focuses on the purchasing, consuming and using products and services. Consumer Behavior is largely impacted by social, psychological, cultural and personal factors. In the recent years the trend towards the consumption of organic foods has grown largely. Organic Foods have been long considered to be more nutritious, health and ecologically sound compared to ordinary foods. Although, Organic Foods come for a price which is expensive than any other conventional foods, people are ready to pay the extra amount. The study aims to analyze the factors that influence that buying behavior of a consumer when s/he purchases an organic food product. This study uses independent t-test, ANOVA techniques to confirm the results from the data that has been collected. According to this study, price, subjective norms, and understanding of health issues are some of the elements that have a significant impact on how consumers feel about buying organic food. Other than the confirmed factors 'availability' is another factor that affects the consumer attitude. One can infer from the obtained results that these factors not only influence buyers point of view towards the organic food but it also influences the buying behavior of the consumer. Additionally, age, education, and income are some of the key elements that affect real purchasing behaviour. This research also help to better understand how consumers feel about the organic food business as a whole and their purchasing habits and intentions. The findings of the study have their suggestions for the market's merchants, regulatory bodies, and organic food industry businesses. Towards the end, this research comes up with instructions and recommendations for marketers and merchants who work with organic goods and want to grow the organic food sector.

1. Introduction

The rise in environmental awareness, demand and willingness to pay for Organic Foods has given rise to corporate interest in organic food industry which has led to initiation of major changes and innovations. With the growth in organic product market, this enhanced awareness and willingness of the consumer amounts for a thoughtful effect and influences his purchasing behavior in the market. When it comes to new marketing trends, the rise of the organic business is considered as a component since it encourages consumers to seek for the quality and other advantages of organic products before making a purchase.

The increase in population has led to major downfalls in the agriculture sector. It was very difficult to satisfy the needs and desires of the increasing population. To overcome this situation "green revolution" was launched to help the sector with technological advancements, rising agricultural output to fulfill the growing population's need for food. The Green Revolution although, being a positive reform had its negative impacts. Chemical pesticides and fertilizers are used to increase output, but they seriously harm the environment and public health.

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