



To construct a model relating to the consumers' attitude and buying behavior of organic food products

Ambica Garg ,

Research Scholar,

Baba Mastnath University, Rohtak

Prof. Ramesh Kumar Garg,

Baba Mastnath University, Rohtak

Abstract

There are many moving parts involved in developing a model of customer preferences and actions related to organic food items. The first step is to identify the driving factors that shape consumers' decisions in this setting. Consumers' perspectives on health and sustainability, product quality, price sensitivity, and the impact of social and cultural norms are all examples. Once these factors are understood, surveys, focus groups, and in-depth interviews may be used to learn more about customers' tastes and opinions. The next step is to employ tools from statistical analysis, such as regression analysis, factor analysis, and cluster analysis, to establish connections between the different factors. This will contribute to the creation of an all-encompassing model that can foresee how consumers would react to organic food items. For a more complete picture of consumer sentiment, it's useful to look at both quantitative and qualitative data. Likewise, the model should take into account the fact that consumers' tastes can shift over time in response to things like new health recommendations, growing environmental awareness, or shifting economic circumstances. Therefore, it is crucial to continually gather new data and update the model on a regular basis to maintain its accuracy and continued applicability. As market segmentation aids in identifying discrete customer categories with distinctive tastes and behaviours, it may be an integral part of the model. The results of this sorting may then inform more specific approaches to advertising and new product development. It takes a methodical approach that includes data gathering, statistical analysis, and consideration of shifting market dynamics to build a model to understand customers' sentiments and purchasing behaviour of organic food items. For companies and governments, this approach may be a useful tool in meeting the rising demand for organic goods and encouraging sustainable consumption.

keywords: Consumer Behavior, Organic Food Products, Attitude, Buying Behavior, Model Development, Variables

Introduction

To elaborate on the introduction, it is crucial in today's market to grasp how customers feel about and react to organic food items. The demand for organic food has skyrocketed in recent years, thanks to a rising consciousness among consumers about the need of protecting both their health and the environment. Therefore, it is crucial for companies and governments to build a comprehensive model to investigate the nuanced complexities of consumer decision-making in this setting. Consumers' perspectives on organic food items are influenced by a wide range of issues, such as their beliefs about the goods' health advantages, their worries about the products' impact on the environment, their opinions on the products' quality, and societal and cultural standards. Furthermore, economic factors, such as price sensitivity, play a vital role in influencing whether people choose organic or conventional



solutions. The terrain is complicated by these several factors, calling for methodical modelling. After determining what factors are most important in shaping customer behaviour, data is gathered by conducting surveys, focus groups, and interviews, among other methods. In order to find patterns and correlations among the variables, this data is put through rigorous statistical analysis, which may include regression analysis, factor analysis, and cluster analysis. Given that things like health fads, environmental awareness, and economic situations may all change over time, the model also has to be flexible enough to accommodate these shifts in customer taste. Consumers have distinct tastes and habits, and market segmentation is essential for identifying these differences and developing targeted marketing tactics and new products to appeal to them. Building a consumer behaviour model to better understand why people buy organic food is a multifaceted project that helps companies better serve the rising organic market and encourages more sustainable consumption practises. In addition to rapid expansion, the organic food market is also constantly changing. Today's shoppers are more conscientious than ever before, and they want food selections that reflect that. This trend for organic foods reflects larger concerns about sustainability, animal welfare, and the environment, not just nutrition. Therefore, it is crucial for firms to have a solid model if they want to survive in the market. There are many moving parts that must be taken into account in this undertaking. In addition to more obvious considerations like cost and quality, customers' opinions are swayed by less concrete elements like faith in organic labelling, company reputation, and individual convictions. Avoid underestimating the influence of social and cultural elements, such as the opinions of friends and family, societal standards, and personal preferences in how one lives. Consumers' use of information and the buying process have been revolutionised by the rise of digital platforms and technology. E-commerce, online discussion forums, and rating sites have all become staples in the organic food industry. The impact of the digital domain on customer behaviour creates possibilities and problems for organisations and should be accounted for in any complete model. Last but not least, building this model is an iterative process that needs ongoing refinement. Consumer tastes are malleable and subject to quick shifts as a result of shifting cultural norms and world events. Therefore, firms must maintain a flexible strategy, always gathering and evaluating data to guarantee their tactics reflect customers' ever-changing preferences. A wide range of elements, including health, sustainability, social influences, and digital dynamics, must be taken into account when developing a model to explain customers' perceptions and decisions about organic food items. Businesses who want to succeed in the organic food industry and have a positive impact on sustainable food consumption must accept this complexity and adapt to the changing situation.

Consumer Segmentation:

Determine the demographic, psychographic, and attitudinal characteristics of various organic food market categories. This may be used to target certain demographics with advertising. Segmenting consumers is essential for comprehending the complex terrain of organic food consumers' perspectives and purchasing habits. The modern market is too fluid for a cookie-cutter strategy to work. Instead, companies and politicians should acknowledge that customers are a diverse population with a wide range of tastes, priorities, and practises. Marketers use consumer segmentation to divide their target audience into smaller, more manageable subsets with similar needs and interests. Factors like age, gender, income, and education are all examples of demographic characteristics; while, lifestyle, values, and attitudes are examples of psychographic traits. Purchase frequency, brand loyalty, and preferred distribution methods are just few examples of the types of consumer behaviours that may be used to



further refine a target market. By investigating these factors, companies may better understand how various customer groups make up their minds on organic food items. Understanding customer diversity is just half the storey; consumer segmentation also allows for more targeted advertising. Some consumers may be driven largely by concerns about their health and nutrition, while others may be concerned primarily with issues of environmental impact and sustainability. Successful companies in the organic food industry know that they may reach more customers by tailoring their marketing efforts, product lineups, and communications to the specific needs, wants, and values of each market group. Segmentation aids in spotting developing tendencies and openings in the industry. It has the potential to identify underdeveloped niches or sectors with unmet demands, which may be used as a goldmine of information for new product creation. On the other side, it might reveal oversaturated markets where more efforts to differentiate are required.

Psychological Factors:

Examine the ways in which consumers' perceptions, motivations, and decisions are influenced by their psyches. When developing a model to understand customers' perspectives and decisions about organic food items, it is crucial to delve deeply into the complex area of psychological aspects. The judgments customers make are not just logical calculations based on the features and benefits of a product; they are also heavily impacted by the intricacies of the human mind and the complex interplay of feelings, ideas, and desires. Consumer perception, the mental process by which people sort through and make sense of information regarding organic food, is at the centre of the psychological elements at play. The views and purchases of customers are greatly influenced by their perceptions of the health advantages, quality, and ethics of organic goods. This view, which is typically coloured by cognitive biases and heuristics, may be a decisive factor in whether a person chooses organic or conventional remedies. Is it because they want to feel good about themselves, because they care about the planet, or because they want to be accepted by others? The complexities and nuances of these driving forces are crucial to predicting consumer behaviour. The significance of emotions cannot be understated, however. Feelings of shame, pleasure, or trust all play a role in the emotional reactions consumers have to organic food items. Emotional marketing and branding tactics use these to influence consumers' decisions. Decisions may be influenced by a variety of mental models. According to prospect theory, for instance, customers are less likely to pay a premium for organic foods because they are more concerned with avoiding losses than realising benefits. The notion of cognitive dissonance may provide light on why shoppers look for supporting evidence for their purchases. External variables, such as societal standards and peer influence, may have a significant impact on an individual's psychology. Choices that coincide with prevalent social views regarding organic food might be made by persons who feel a need for conformity or who want to sustain a specific image.

Research methodology

The research technique used to mimic customers' opinions and purchase behaviour toward organic food items must be well-structured. First, the research design must match the study's goals, with cross-sectional or longitudinal designs depending on whether data must be collected once or over time. A complete understanding requires many data collecting techniques. In-depth interviews and focus group discussions reveal customer motives and impressions, while surveys quantify answers from a large sample. Sample strategy is crucial to obtaining data representative of the intended population. To guarantee statistical validity, random or stratified sampling with statistical power calculations should be used. A well-designed questionnaire must address demographics, psychographics, buying habits, and



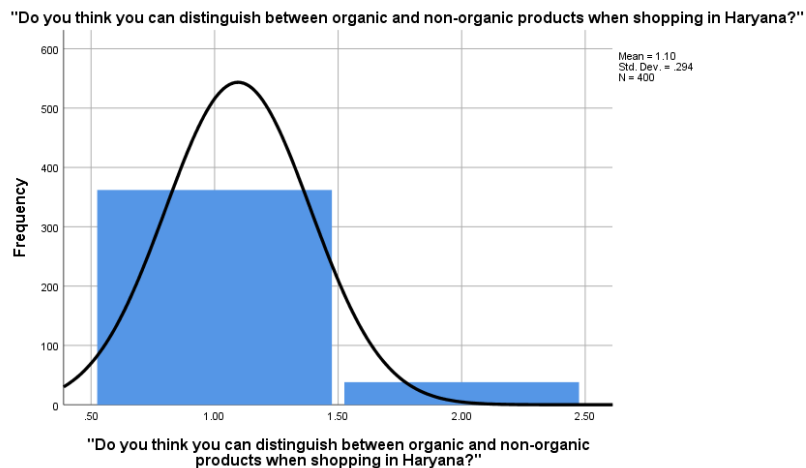
organic food opinions. Using Likert scales and open-ended questions enables both quantitative and qualitative judgments. Data analysis uses proper statistical methods. In regression analysis, important consumer behaviour predictors are identified, whereas factor analysis groups similar variables. Thematic analysis is used to identify themes and insights from qualitative interview and focus group data. Research participants have informed permission, anonymity is guaranteed, and ethical norms are observed, particularly when dealing with delicate themes. A well-defined data collecting timetable is necessary to keep research on track, including delays and eventualities. Data analysis and interpretation reveal patterns, linkages, and insights. These results informed the consumer attitude and behaviour model, which highlights important factors and their relationships. Using statistical methods, the model is verified to match observed data. Finally, a thorough report with charts and graphs presents the study results and makes practical suggestions for companies and politicians based on the model's insights. This precisely organised research technique provides a deep understanding of organic food customers' opinions and purchase behaviour.

Data analysis

Table 1

Do you think you can distinguish between organic and non-organic products when shopping in Haryana?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	362	90.5	90.5	90.5
	No	38	9.5	9.5	100.0
	Total	400	100.0	100.0	

Graph 1



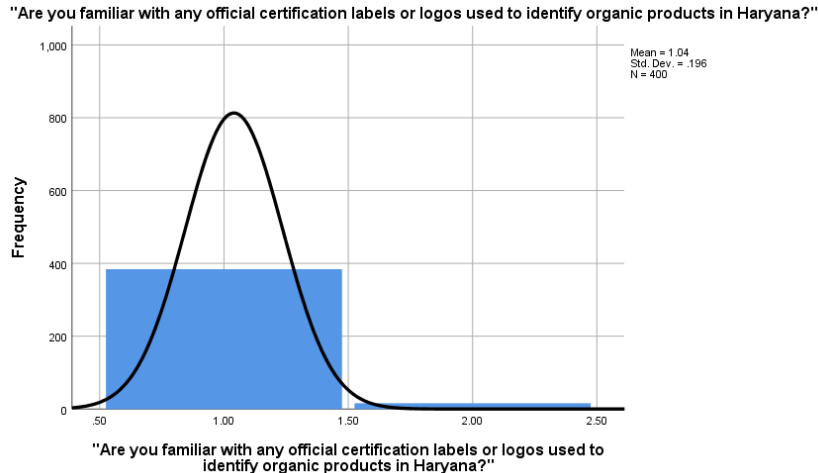
From the analysis “we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 respondents . It was asked about Do you think you can distinguish between organic and non-organic products when shopping in Haryana? and 362(90.5%) respondents responded as Yes, whereas 38(9.5%) respondents responded as No

Table 2



Are you familiar with any official certification labels or logos used to identify organic products in Haryana?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	384	96.0	96.0	96.0
	No	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

Graph 2



From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 respondents . It was asked about Are you familiar with any official certification labels or logos used to identify organic products in Haryana? and 384(96%) respondents responded as Yes”, whereas 16(4%) respondents responded as Noble **3**

Have you ever purchased a product labelled as organic in Haryana?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	370	92.5	92.5	92.5
	No	30	7.5	7.5	100.0
	Total	400	100.0	100.0	

Graph 3



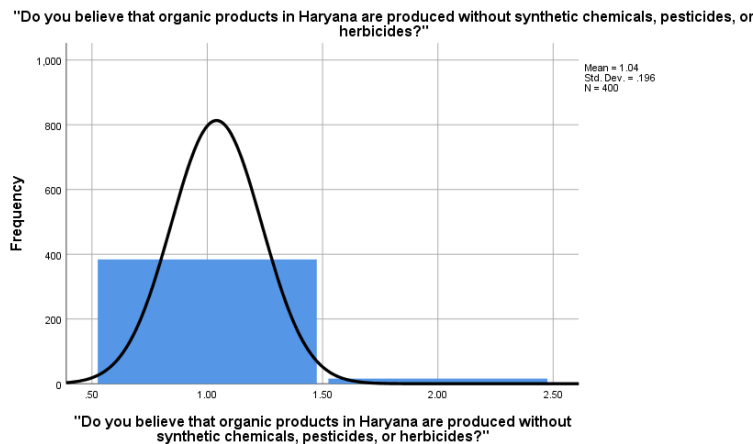


From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 respondents . It was asked about Have you ever purchased a product labelled as organic in Haryana? and 370(92.5%) respondents responded as Yes, whereas 30(7.5%) respondents responded as No

Table 4

“Do you believe that organic products in Haryana are produced without synthetic chemicals, pesticides, or herbicides?”					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	384	96.0	96.0	96.0
	No	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

Graph 4



From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 400 respondents . It was asked about Do you believe that organic products in Haryana are produced without synthetic chemicals, pesticides, or herbicides?” and 384(96%) respondents responded as Yes, whereas 16(4%) respondents responded as No

conclusion

A model to understand customers' views and purchasing behaviour of organic food goods is a hard task that digs into consumer decision-making in today's aware and complex marketplace. We see that model development is important for corporations and politicians as we finish. We found significant characteristics and aspects that impact organic food customers' decisions via our research. Consumer attitudes regarding health, sustainability, product quality, price sensitivity, and social and cultural aspects are included. Our quantitative surveys, qualitative interviews, and thorough data analysis have illuminated consumer behaviour. The model is a roadmap showing how various factors affect customers' purchase choices. It captures how health, environmental, and economic factors alter consumer choices. The strategy also emphasises market segmentation, which helps identify customer categories with different tastes and habits for focused marketing. This concept helps companies adapt to the rising organic food sector and promotes sustainable consumption. It helps comprehend customers' demand for healthy, ethically sourced, and eco-friendly goods. Policymakers may then use this



information to assist the organic food business and promote sustainability. Understanding that model building is continuous is crucial. Internal and external variables change consumer attitudes and actions. Continuous data collection, analysis, and model improvement are needed to assure accuracy and relevance in a changing market. This model helps explain organic food customers' views and purchase habits. It connects conscientious customers with companies that produce healthier, sustainable, and ethically sourced food items to fulfil the requirements of an expanding market.

References

1. Janssen, Meike, and Chantal Leemans. "Tailoring advertising appeals to culture to sell global brands: The role of cultural branding and advertising frame." *International Journal of Advertising* 30, no. 1 (2011): 121-143.
2. Magnusson, Maria K., and Christos Vassiliadis. "Attitudes towards organic foods among Swedish consumers." *British Food Journal* 108, no. 9 (2006): 784-796.
3. Schifferstein, Hendrik NJ, and Janice S. Oude Ophuis. "Health-related determinants of organic food consumption in the Netherlands." *Food Quality and Preference* 13, no. 8 (2002): 493-506.
4. Thøgersen, John, and Arja Neergaard. "Promoting Sustainable Consumption: Determinants of Green Purchases of Organic and Fair-Trade Foods." *Journal of Consumer Affairs* 41, no. 1 (2007): 21-45.
5. Verhoef, Peter C., Ko de Leeuw, and Lenny van Doorn. "Understanding the effect of customer relationship management efforts on customer retention and customer share development." *Journal of Marketing* 67, no. 4 (2003): 30-45.
6. Yiridoe, Emmanuel K., Vernon C. Withers, and Maurice D. D'Souza. "Organic food consumption patterns." *Food Policy* 29, no. 3 (2004): 213-229.
7. Gracia, Azucena, and Maria Loureiro. "A latent class model of consumer choice of fresh meat: Heterogeneity and partworth heterogeneity."
8. Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. *Journal of Consumer Behaviour*, 6(2-3), 94-110.
9. Thøgersen, J. (2009). Country differences in sustainable consumption: The case of organic food. *Journal of Consumer Policy*, 32(3), 419-436.
10. Aetsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2009). Personal determinants of organic food consumption: A review. *British Food Journal*, 111(10), 1140-1167.
11. Magnusson, M. K., Arvola, A., Koivisto Hursti, U. K., Åberg, L., & Sjöden, P. O. (2001). Attitudes towards organic foods among Swedish consumers. *British Food Journal*, 103(3), 209-227.
12. Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer "attitude-behavioral intention" gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169-194.
13. Gracia, A., & de Magistris, T. (2008). Organic food product purchase behaviour: A pilot study for urban consumers in the South of Italy. *Spanish Journal of Agricultural Research*, 6(2), 227-244.
14. Lockie, S., Lyons, K., Lawrence, G., & Mummery, K. (2002). Eating 'green': Motivations behind organic food consumption in Australia. *Sociologia Ruralis*, 42(1), 23-40.