

# CONSUMER PERCEPTION ON FACTOR ROTATION AND INTERPRETATION TOWARDS ORGANIC FOOD PRODUCTS

**REDDY VISHWANATHAREDDY**  
ASSISTANT PROFESSOR OF COMMERCE,  
GOVERNMENT FIRST GRADE COLLEGE SHORAPUR,  
YADAGIRI DISTRICT.

## ABSTRACT

Consumer in the most part act dependent on the information they see. Knowledge change the consumer perception either positive or negative demeanor. The more information we get, the more we have either perfect or unpropitious perspective towards the product. Since organically developed food is useful for health. It is all basics to the general population that it ought to be educated about their advantages, which thusly may lead the consumer to make them, to purchase the product.

**KEY WORDS :** Organic Food Products, Perceptions, Consumers.

## INTRODUCTION

Consumer purchasing depends on attitude. Their last ask has supported the factor that attitude is a significant inspiration factor, which impact purchase behavior. Uplifting attitude prompts the positive acknowledgment and consequently it roused the consumers know the products and its advantages. Attitude can be made dependent on internal and external motivation the consumer has watched or experienced.

## CONSUMER ATTITUDE AND PERCEPTIONS TOWARDS ORGANIC FOOD PRODUCTS

In this day and age consumer's food example is quickly evolving. The specialty market of organic is at the skirt of blast. It has been that from most recent couple of years the organic products creation and accessibility in the market has been expanded and made a noteworthy development in the economy. A few people have begun to consider organic food rather than ordinary food since it is more beneficial and less inclined to chemicals. This sort of purchasing behavior assumes a significant job among consumer attitude and perception perspective towards purchasing of organic food products. Further this, the issues, concern and real reasons have been distinguished through a wide audit of prior studies.

Approach for purchasing organic food are basically impacted by sexual orientation, age, salary, dimension of instruction and the nearness of kids in the family, distinguished the principle purposes behind organic food utilization among consumers. The fundamental reasons are: worries about health and nutrition, prevalent

taste, care for the earth, food security, absence of trust in conventional food, care for animal welfare, support the nearby economy, freshness, interest or on the grounds that they are viewed as stylish.

People consume this kind of food from various reasons however the majority of them are identified with animal welfare and ecological agreeable. Results show that the components of impact over the consumers rely upon sexual orientation and age. The organic food is for the most part refreshing for its taste and quality. Ladies are additionally impacted by cost and by the popular certainty of being "organic". Significant contrasts have been seen between people with various ages in regards to developments, suggestions from associates and promoting. Adolescents are more affected by publicizing than some other gathering of age while grown-up people are impacted by developments.

Consumer perceptions towards organic food and found that food health, human health and ecological worry alongside tangible properties, for example, nutritive worth, taste, freshness and appearance impact organic food consumer inclinations. Premium value keeps on smothering organic food utilization. Understanding the grounds of expanding dimension of organic food utilization, for example, inspiration are most basic in understanding the capability of the organic food to turn into a truly conventional market.

Consumers' perceptions with respect to organic food utilization are affected by five elements, to be specific food health, cost, ecological neighborly, nutrition and tactile properties. Food utilization examples are consistently changing because of health and ecological issues. Enthusiasm for organically produced food is evolving starts to finish the world.

Six noteworthy components were found to impact the attitude towards organic food. They were perception towards organic food, health awareness, product information, and esteem for cash, ease of access and trust. Consequences of the study demonstrated that ladies and more childhood consumers demonstrated an uplifting attitude towards organic food and saw utilization of organic food to be a more beneficial food choice. They were excited about getting product information and thought about names while choosing nutritious food. Ladies saw utilization of organic food to be a more advantageous alternative.

It reasoned that consumers are especially mindful that organic food are useful for health, these products are free from compound which bringing about no reactions and don't make hurt the consumers. The consumers living in urban territories are increasingly mindful about organic food products. Consumer accepts that consuming of organic food lessens anxiety and keep up a fiery lifestyle. Another factor this study found that respondents are eager to pay significantly more expensive rates due to it is valuable for health. Consumers want to purchase organic food products due to their perception that the organic food products are strong and protected, nutritious and environment agreeable.

It closed ten factors, for example, names, health, concern, environment concern, brand promoting, security, ease of access, moderateness, freshness and store area as affecting variables to purchase organic food. Out of this health, environment and security are key factors that are discovered essential influencers.

### MAJOR PRODUCTS PRODUCED IN INDIA BY ORGANIC PRODUCTION

TYPE	PRODUCTS
Commodity	Tea, coffee, rice, wheat
Spices	Cardamom, black pepper, white pepper, ginger, turmeric, vanilla, mustard, tamarind, clove, cinnamon, nutmeg, mace, chilli
Pulses	Red gram, black gram
Fruits	Mango, banana, pineapple, passion, sugarcane, orange, cashew
Vegetables	Okra, brinjal, garlic, onion, tomato, potato
Oil seeds	Sea same, castor, sunflower
Others	Cotton, herbal extracts

\*primary source

### LITERATURE REVIEW

**PittawatUeasangkomsate (2016)** dissected consumers' attitude towards organic food products. It was uncovered that wellbeing variable impact to purchase the organic food products the most, trailed by neighborhood starting point, natural concern and food security. Through factual instruments (Pearson relationship) high positive connection was recognized between nearby starting point and purchase aim pursued by animal welfare and ecological concern then wellbeing and food security.

**Camelia F. Oroian et al (2017)** clarified that organic food usage has extended in the midst of the latest years because of its prompt impact on consumer prosperity, lifestyle, and social settlement similarly as on the earth and prudent headway. Diverged from the European measurement, the use of organic food products is extremely low in Romania. This paper investigates the perception and demeanors of the organic food

consumers from the North-West Development Region of Romania. Consumers' perception towards organic food products was assessed using 30 things. The data was accumulated from 568 respondents and separated using realistic and inferential estimations. A factor-bundle approach was used to recognize consumer get-togethers. The disclosures demonstrated that prosperity concerns, unmistakable interest, supportable usage and weight concerns are the major purposes behind using organic food products. Three standard get-togethers of organic food consumers were recognized: "gourmand", "ecologically concerned" and "wellbeing concerned".

**Camelia F. Oroian et al., (2017)** contended that organic food utilization has expanded during the most recent years as a result of its immediate effect on consumer health, life style, and social convenience as well as on the environment and sustainable development. Contrasted with the European dimension, the utilization of organic food products is very low in Romania. This paper examines the perception and attitudes of the organic food consumers from the North-West Development Region of Romania. Consumers' perception towards organic food products was estimated utilizing 30 things. The information were gathered from 568 respondents and examined utilizing expressive and inferential statistics. A factor-cluster approach was utilized to distinguish consumer groups. The findings showed that health concerns, sensory appeal, sustainable consumption and weight concerns are the main reasons for consuming organic food products. Three main groups of organic food consumers were distinguished: "gourmand", "environmentally concerned" and "health concerned".

**Gabriela O. Chiciudean et al., (2019)** explained that organic farming has turned into a significant option in contrast to conventional farming, for the most part as a result of environmental sustainability issues, and has long term positive advantages over soil, water, air and environmental change, biodiversity, restricting the utilization of hereditarily adjusted life forms, and empowering the improvement of biological administrations.

In Romania, the organic food market pursues a positive trend, in spite of the fact that the utilization rate is still low contrasted with the European Union; hence, it is important to distinguish the fundamental hindrances in utilization yet in addition the components impacting the expansion sought after for this class of food products. So as to achieve these goals, a study dependent on a questionnaire was led in the North-West Development Region of Romania, the second most significant Romanian district from a economic development perspective. Five hundred and sixty-eight questionnaires were conveyed in 2016. The gathered information were examined utilizing descriptive statistics and principal component analysis. The outcomes showed that the most important barrier in utilization was cost, trailed by perish capacity and accessibility. High costs, question, and absence of appropriate advancement for organic food are the influencing factors for organic food.

## OBJECTIVE OF THE STUDY

- To examine the psychological components impacting consumer purchasing behavior towards organic nutrition products

## RESEARCH QUESTION

- **Research Question 1 (RQ1)** : Does the dimensions viz. Perception, Attitude, Attributes, Availability, Price have an impact on Purchase Intention?

## STATEMENT OF THE PROBLEM

- As the people turn out to be increasingly more worried about the security, nutritional benefit, and environ psychological impacts of their nourishment and its creation, it is imperative that we gain a comprehension of purchasers' recognitions and learning of organically developed nutrition.

## FACTOR ROTATION AND INTERPRETATION

Once the number of factors has been determined, one can start trying to interpret what they represent. To assist in this process the factors can be “rotated”. Rotation does not change the underlying solution, but rather presents the pattern of loadings in way that is easier to interpret (Pallant, 2005). Factor rotation can be done in several ways. If there are theoretical grounds to think that the factors are independent (unrelated) then it is advisable to choose one of the orthogonal rotations (varimax is recommended). However, if theory suggests that factors might correlate, then one of the oblique rotations (direct oblimin or promax) should be selected (Field, 2005). Despite of this, one can argue that varimax rotation is the best method in order to create more interpretable clusters of factors. The reason of this is that varimax rotation attempts to maximize the dispersion of loadings between factors. Also, varimax is good for simple factor analysis since it is known to be a good general approach that simplifies the interpretation of factors (Field, 2005). On the basis of this argument, varimax rotation was chosen.

Table below shows the rotated component matrix by using Principal Component analysis with varimax rotation. Only three factors were retained for this analysis.

**TABLE – 01**  
**Rotated Component Matrix<sup>a</sup>**

	Component						
	1	2	3	4	5	6	7
Q4.5	.769						
Q4.6	.762						
Q3.3	.756						
Q3.2	.630						
Q5.3		.752					
Q7.7		.679					
Q5.2		.641					
Q8.3			.847				
Q8.2			.814				
Q8.4			.696				
Q1.2				.830			
Q1.1				.700			
Q1.3				.672			
Q2.1				.660			
Q6.3					.793		
Q6.2					.705		
Q6.4					.672		
Q2.3						.845	
Q2.2						.767	
Q3.1							.686
Q4..4							.627

One can conclude that the factor analysis has shown that it is reasonable to create constructs out of most of the initially intended variables, but the variable less than 0.7 may have to be excluded from the final constructs.

## FACTOR ANALYSIS

To ensure a good factor analysis, variables should be correlated to some extent, but not be perfectly correlated (Field, 2005). The correlation matrix between the variables was therefore scanned in order to see if there was any correlations coefficient above 0.9. None of these were found. Secondly, it is recommended by Pallant (2005) that several correlations should be at least above 0.3. One can also see from the correlation matrix that this requirement was also satisfied. Considering that the variables are to some degree correlated, but not particularly large, one did not have to consider eliminating any of the variables from the analysis at this stage.

Other important initial tests are the Keiser-Meyer-Olkin (KMO) measure, Bartlett's test of sphere city and checking the anti-image correlation and covariance matrices. The KMO measure tests whether the partial correlations among variables are small (Field, 2005). A measure over 0.5 is barely acceptable, values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb (Kaiser, 1974). In this case the KMO for all 64 variables was 0.737

**TABLE – 02**  
**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.737
Approx. Chi-Square	5035.531
Bartlett's Test of Sphericity	df
	276
	Sig.
	0.000

The KMO for the individual variables can be found by looking at the bolded diagonal elements in the anti-image correlation matrix. All these variables should have a KMO above 0.5 and preferably higher (Field, 2005). The last control before moving on to the principal component analysis was to control that the Bartlett's test of sphere city had a significance level above 0.05. This test measures whether the correlations between variables are sufficiently large for factor analysis to be appropriate (Field, 2005). One can see from Table that Bartlett's test is highly significant ( $p < 0.001$ ) and good enough for further analysis.

The tests from the preliminary analysis conclude that the included variables have good characteristics in order to conduct a factor analysis.



## CONCLUSION

In this quick moving society, one's needs to dependably deal with his/her wellbeing. Devouring the correct nourishment (organic sustenance) and take proper dietary may continually bring a solid and cheerful life. Through wellbeing cognizance, consumers will be progressively judicious in picking the correct sustenance. Price is definitely not a prime factor as long as the organic nourishment can convey increasingly dietary benefit when contrasted with the conventional food in the market. The majority of this can occur if the advantages of organic food can be imparted to the consumer. The more information given the more the client will see organic sustenance products as something that has esteem and worth purchasing.

## REFERENCE

- Almeida, M.D.V., Pinhao, S., Stewart-Know, B, Parr, H.J. and Gibnet, M.J. (2006) An overview of findings from a six-country European survey on consumer attitudes to the metabolic syndrome, genetics in nutrition and potential agro-food technologies, *Nutrition Bulletin*, 31: pp. 239-246.
- Atulkar.S;& Kesari.B.(2016), "Shopping Of Hypermarket Shoppers On Weekends", *Indian Journal Of Marketing*, Vol. 46(11), 36-49.
- Ai Nhu Huynh Thi,2011, *Consumer Attitude and Behaviour Towards Organic Food in Germany*.
- Assoc. Prof. Dr. Mehmet Marangoz, Prof Dr. H. Mustafa PAKSOY, and Assoc. Prof. Dr. Sadettin (2014) ,"modeling attitude towards organic foods: A research on adolescents", *Business Management Dynamics*, Vol.3, No.7, pp.40-49.
- Annunziata Azzurra and Pascale Paola's. (2009), "Consumers' behaviours and attitudes toward healthy food products: The case of Organic and Functional foods", 113th EAAE Seminar "A resilient European food industry and food chain in a challenging world", Sept 2009.
- Bharathi B, Ananthnag K and G. N. Nagaraja (2014),"Purchaseing Behaviour of Urban Residents towards Organically Produced Food Products", *International Journal of Research in Applied*, Vol. 2, Issue 2, 33-38.
- Budi Suharjo, MuchlisAhmady, and Mohammad Reza Ahmady. (2013). "Indonesian Consumers' Attitudes towards Organic Products", *Proceedings of 8th Asian Business Research Conference*, Bangkok, Thailand, ISBN: 978-1-922069-207.
- Brijesh Sivathanu (2015), "Factors affecting Consumer Preference towards the Organic Food Purchases", *Indian Journal of Science and Technology*, 8(33), 1-6.
- Budi Suprpto and Tony Wijaya (2012)," Intentions of Indonesian Consumers on Purchaseing Organic Food" *International Journal of Trade, Economics and Finance*, Vol. 3, No. 2, April 2012, page 114-119.
- Camelia F. Oroian, Calin O. Safirescu, Rezhen Harun,2017, *Consumers' Attitudes towards Organic Products and Sustainable Development: A Case Study of Romania*.



- Chiew Shi Wee, Khalid Ismail, and Nawawi Ishak (2014),” Consumers Perception, Purchase Intention and Actual Purchase Behaviour of Organic Food Products”, review of integrative of business and economics, Vol 3(2), PP:378-397.
- Chris Timmins. (2010).  
Consumer Attitudes towards Organic Produce”. Phase 2: Survey of General Public Beaufort Research, BOBL.
- Camelia F. Oroian et al (2017) Consumers’ Attitudes towards Organic Products and Sustainable Development: A Case Study of Romania Received: 27 July 2017; Accepted: 29 August 2017; Published: 6 September 2017. Rodal Institute White Paper (2014), “Regenerative organic agriculture and climate change a down-to-earth solution to global warming”.
- Dr.D.Anand and V.S. Palaniammal (2015),” consumers purchasing behaviour towards organic foods in Vellore region”, International Research Journal of Management & Social Sciences, Volume (1) Issue (4), Page 35-44.
- Dr .H.M. Chandrashekar, 2014, Consumers Perception towards Organic Products - A Study in Mysore City, Volume 1, Issue 1, November 2014, PP 52-67.
- Dr. P. Sankar, 2015, A review on Consumer Perception on Organic Food and its Consumption in Indian Context ISSN (Online): 2319-7064.
- Dr. M. Jayanthi (2015),” A Study on Promotional Strategies to Enhance the Market Potential of Organic Food Products in Coimbatore District” ,International Journal of Management and Social Science Research Review, Vol.1, Issue.14, Page 254-262.
- Dr S. Nathiya and R. Karpagavalli (2016),” A Study on Consumer Awareness and Attitude Towards Purchasing Organic Products in Tirupur District”, International Journal of Business and Administration Research Review, Vol. 3, Issue.1, Jan-March, 2016. Page 72-76.