

FACTORS INFLUENCING ON BUYING BEHAVIOR OF CONSUMERS WHILE PURCHASING ORGANIC PRODUCTS

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Abstract: Organic food is created by utilizing the concept of organic farming methods. Organic foods are grown without the use of chemicals, fertilizers, pesticides, or other artificial additives. There are numerous stores that sell organic foods. Consumers have begun to purchase organic food products on a regular basis, and demand is steadily increasing. There are a variety of factors that influence organic food consumers' purchasing intentions for organic food products. The purpose of this paper is to investigate Bangalore consumers' knowledge, consciousness, availability, price on purchase attitude, and purchasing intentions regarding organic food products.

Index Terms - Organic Food Products, Price, Purchasing Attitude, Purchasing.

I. INTRODUCTION

Organic food is a type of natural food that is grown without irradiation and does not contain artificial chemicals such as fertilizers, antibiotics, pesticides, genetically modified organisms, or herbicides. According to the research "India Organic Food Market Forecast & Opportunities, 2019," market revenues for organic food in India are expected to expand at a CAGR of approximately 25% from 2014 to 2019.

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The environment's behavior has become a source of concern, and it is regarded as crucial for both producers and consumers. Many previous studies had revealed a favorable attitude toward organic food products. As the world becomes more sophisticated and modern, there is a possibility that this will have an impact on consumer tastes and food choices.

According to an Organic Food and Health survey on organic products, consumers in the home market have changed their demand for organic food products that were formerly heavily exported. Additionally, consumers have begun to become more aware of the issues that emerge from ingesting chemically farmed foods.

Many companies are continuing to create various forms of green products and packaging programmes through the introduction of new, inventive recyclable and useful products and packages in recent days as the importance of Organic Products has grown in popularity. Organic marketing is a strategic marketing method that helps a company stay afloat and thrive in a fast-paced commercial climate.

In recent years, customers' buying attitudes, preferences, and purchases have become more sensitive. Organic products and services are becoming more popular among consumers. Today's businesses are dealing with a paradigm change in consumers who are concerned about the environment when making purchases.

Organic products are generally more expensive to acquire than non-organic products. Organic food producers, as well as government organizations looking to make eco-friendly products and policy changes, have been shown to be willing to pay a higher price for organic products, which will provide huge opportunities for organic food producers and government organizations looking to make eco-friendly products and policy changes.

Businesses will be able to grasp more market-applicable approaches to survive in the increasingly competitive business climate if they have a better understanding of customer buying behavior.

2. Specific Factors Influencing on Buying Behavior of Consumers while Purchasing Organic Products:

It is increasingly critical to understand the elements that influence consumers' willingness to buy organic products. As a result, this research contributes to the field of analyzing and exploring the impact of customers' purchasing behavior toward organic food goods in Bangalore.

Consumer behavior refers to how individuals or groups choose to acquire, utilise, and dispose of goods and services in order to meet their needs and desires. As a result, it's critical to recognise that a variety of factors influence consumer behavior.

In this regard, a number of elements influence the consumer's purchasing decision. Many academics have found aspects that influence this process are:

1. Organic Knowledge,
2. Perceived Product Quality,
3. Pricing of Organic Product,
4. Firm Environmental Reputation &
5. Firm Environmental Concerns, and
6. Firm Environmental Advertising Credibility.

3. General Factors Influencing on Buying Behavior of Consumers while Purchasing Organic Products:

1. **Factor of Economy:** The Economic Factor is the most essential and first on our list. This is the most important factor to consider before making a purchase. Simply put, people cannot buy what they cannot afford. The need for a product isn't a factor here either, but the most significant factor is price.
2. **Factor of Functioning:** The element is entirely focused on the customer's requirements, and it is supported by logic that what makes sense and also serves the customer's best interests. This one aspect also has a significant impact on the purchasing choice.
3. **Marketing Mix:** The marketing mix consists of four elements: product, pricing, promotion, and distribution channel, each of which has a direct or indirect impact on the consumer's decision-making process. Consumers assess a variety of factors, including the product's qualities, the price charged, the product's availability at the desired location, and much more.
4. **Personal Aspects:** Personal aspects include the consumer's age, occupation, lifestyle, social and economic standing, and gender. Consumers' purchasing decisions can be influenced by any of these elements, individually or jointly.
5. **Factors of Psychology:** Perception, motivation, learning, beliefs, and attitudes are the four most essential psychological elements that influence consumer purchasing behavior.
6. **Factors of Society:** Reference groups, family, and social position are all social influences. Consumer purchasing behavior is influenced by these aspects as well. These elements, in turn, indicate a never-ending and ferocious inflow through which people learn various consuming values.
7. **Cultural Aspects:** Consumer purchase decisions are influenced by cultural variables in a subtle way. Because each person lives in a complex social and cultural setting, the products or services they want to use can be influenced by the overall cultural context in which they live and grow, either directly or indirectly. Race and religion, as well as tradition, caste, and moral ideals, are all cultural elements.

4. Conclusion:

This study presents empirical evidence that the health consciousness factor has a strong beneficial impact on consumers' willingness to purchase organic food in Bangalore. Similarly, in Bangalore, the simple availability of organic food goods has a favorable impact on consumer purchasing behavior. A larger research of the impact of organic products on customer purchasing behavior could be done.

Price has a big impact on purchasing behavior, and it is evident that a high price might reduce interest when equivalent (traditional) products are available on the market, even if there are benefits to oneself and society.

To keep the spirit alive and attract more consumers into the organic fold, unrelenting efforts in the media, government sources, and non-governmental organizations (NGOs) are required to raise awareness and strengthen the organic market. The study was limited to few factors: 'health consciousness factor' and 'easy accessibility factor.' However, there are other elements that influence a consumer's decision to buy organic food, such as convenience, ease of return, and the availability of innovative organic products. This is an area that can be researched further.

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