

INFLUENCE OF DEMOGRAPHIC FACTORS ON AWARENESS, PURCHASE INTENTION, WILLINGNESS TO PAY & ATTITUDE OF CONSUMER TOWARDS ORGANIC FOOD PRODUCTS

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ABSTRACT

Food is the most important element to lead a healthy lifestyle, but because of extensive use of chemicals, pesticides & fertilizers in agriculture it has affected the environment and health. Today's consumer has become environment concern and health concern and would like to purchase product which is beneficial to both environment and health. The major purpose of the paper was to understand effect of demographic profile like age, gender, qualification, income, education on awareness, purchase intention, willingness to pay and attitude of consumers towards organic food products. The study was conducted in five major cities of India namely Ahmedabad, Bangalore, Delhi, Mumbai & Kolkata & analysis was done on 133 respondents. Convenience sampling technique was used to select the respondents. One way ANOVA & Chi square was used to analyse the demographic profile on awareness, purchase intention, willingness to pay and attitude.

Keyword: Demographic Profile, Awareness, Purchase Intention, Willingness to Pay, Attitude.

INTRODUCTION

The production and consumption of organic food is growing day by day. A very few research had been done in context of organic food and consumer behavior towards purchase of organic food in India. The worldwide organic food is accepted and consumers are purchasing organic food. The reason consumers prefer organic food are environment and health consciousness. The consumers are willing to purchase organic food as they are becoming more & more aware of green products. The green products are one which grown/processed without harming the environment. There are various factors which adhere and hinder the consumer to purchase organic food.

LITERATURE REVIEW

A lot of study has been done on organic food based on understanding the factors that drive attitude, Purchase intention, Willingness to pay, factors hindering the

purchase of food products related to organic , motivating factors to buy organic food products. Consumer attitude & intention to buy organic food are positively related in terms of health and environment (Chen, 2007; Poelman et al., 2008). (Tsakiridou, 2008) In Greece the factors which affect perception, consumption and attitude of organic food are built on health & environment. Consumer attitude towards organic food is also dependent on awareness, no use of pesticide, trust over labeling, environmental friendly & quality.

Study done by (Saranya, 2018) shows that Fruit & Vegetables are highly preferred green products.

Today's consumers are loaded with lot of information because of technology & internet. There are lot of medium through which consumers can be made aware about the product. (Demeritt, 2002) in their research found that the key reason behind not buying organic food is awareness & knowledge. (Sondhi, 2017) There

is awareness of organic food but consumers lack the intention to buy was found in the study done in Delhi

Socio-demographic variable such as age, gender and education significantly influence purchase of organic food products (Lea and Worsley, 2005; Rimal et al., 2005; Oni et al., 2005). Female having children in the household usually buy organic food. A study done in china infers that age and having children are influential factors to buy organic food. Female having higher education are inclined to buy organic food (McCarthy et al., 2015; Tung et al., 2012)

(Dettmann and Dimitri, 2007) revealed that females in age group of 30 -35 having children and consumers with higher education were more influenced to buy organic food products. Females with higher education & higher income are willing to pay higher to buy organic food products. Study shows that higher income earning consumers are more frequent purchaser of organic food products (Govindnasamy and Italia, 1990; Loureiro et al., 2001).

RESEARCH METHODOLOGY

Objective : the objective of the study is to map the demographic profile such as gender, age, income, education, qualification on awareness, purchase intention, willingness to pay and attitude.

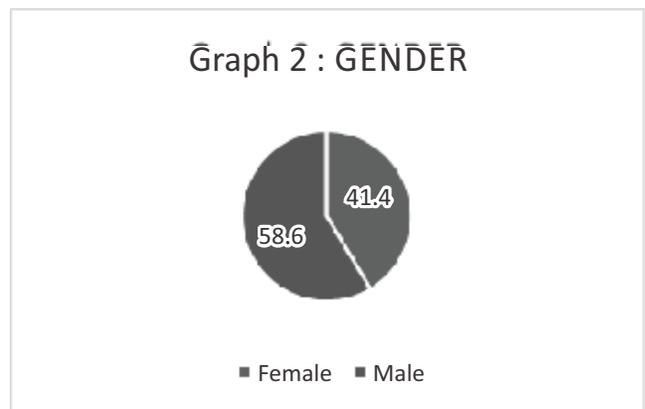
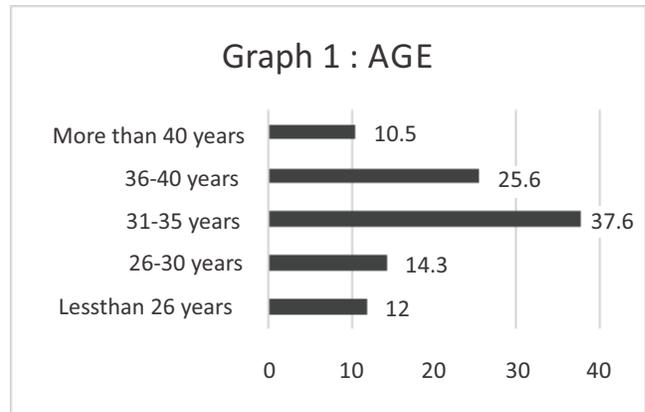
Study : Descriptive study.

Sample : The data was collected from five major cities of India – Ahmedabad, Mumbai, Bangalore, Delhi & Kolkata. In total 133 complete questionnaire were used to analyse the data. The respondents were selected through convenience sampling.

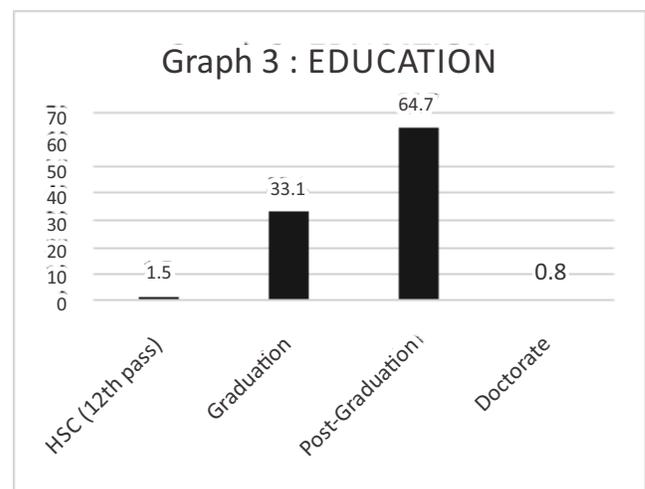
Tool for data collection : the four dimension were used for the study: Awareness, Purchase Intention, Willingness to pay and attitude. The questionnaire was prepared and respondents were asked to respond the dimension on the likert scale from 1 to 5.

DATA ANALYSIS

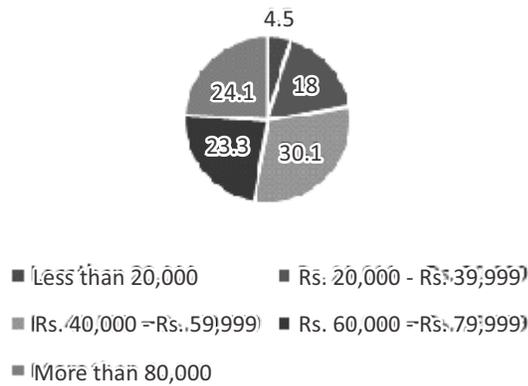
Graph 1 below shows the age of the respondents. It can be seen that 37.6 % of the respondents falls in the age of 31-35years, 25.6 % in the age of 36-40 years followed by 14.3% in 26-30 years. Graph 2 indicates that 58.6 % respondents are male and 41.4 % are female.



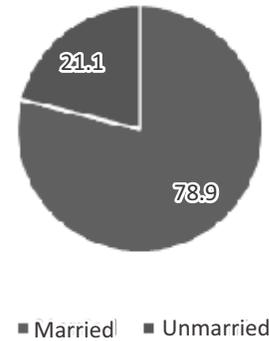
Graph 3 below shows that 64.7% of the respondents are post graduate and 33.1 % are graduate. 30.1% of the respondents have monthly income between Rs. 40,000 to Rs. 59,999 followed by 24.1 % have income more than Rs. 80,000 as shown in graph 4 below.



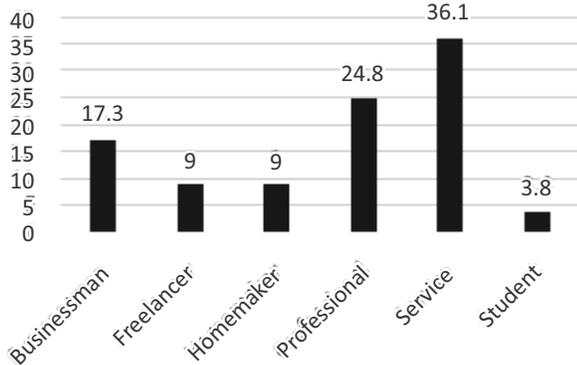
Graph 4 : INCOME



Graph 6 : MARITAL STATUS



Graph 5 : Occupation



36.1 % of the respondents are service person, 24.8 % of the respondents are professional and 17.3 % of the respondents are businessman (Graph 5). Graph 6 shows that 78.9 % of the respondents are married and 21.1 % of the respondents are unmarried.

HYPOTHESIS TESTING

AWARENESS: One way Anova was used to measure awareness. The rule applied to make a decision was p value 0.05 Reject H0. From table 1 below it can be inferred that all the value are higher than 0.05, thus we accepted null hypotheses. It indicates that the average mean for demographic profile and awareness of organic food products are same.

- H0 :** Average mean for age group and awareness are same
- H0 :** Average mean for education and awareness are same
- H0 :** Average mean for income and awareness are same
- H0 :** Average mean for occupation and awareness are same

Hypotheses	Significance value	Accept/Reject H ₀
H ₀ :Education and price of organic food are higher are independent	0.809	Accept Null
H ₀ :Income and price of organic food are higher are independent	0.053	Accept Null
H ₀ :Income and Premium to pay to buy organic food are independent	0.038	Fail to Accept H ₀
H ₀ :Education and Premium to pay to buy organic food are independent	0.000	Fail to Accept H ₀

Table 3: Hypotheses organic food : Willingness to pay

ATTITUDE

one way Anova was used to measure attitude. The rule applied to make a decision was p value 0.05 Reject H0. From table 4 below it can be inferred that hypotheses 1, 3 & 4 significance value is higher than 0.05, thus we accept null hypotheses and hypotheses 2 we fail to accept null hypotheses.

H0 : Average mean for age group and attitude towards organic food products are same

H0 : Average mean for education and attitude towards organic food products are same

H0 : Average mean for income and attitude towards organic food products are same

H0 : Average mean for Occupation and attitude towards organic food products are same

Hypotheses	Significance value	Accept/Reject H ₀
H ₀ : Average mean for age group and attitude towards organic food products are same	0.647	Accept Null
H ₀ : Average mean fore ducation and attitude towards organic food products are same	0.000	Fail to ACCEPT H ₀
H ₀ : Average mean for income and attitude towards organic food products are same	0.893	Accept Null
H ₀ : Average mean for Occupation and attitude towards organic food products are same	0.238	Accept Null

Table 4 : Hypotheses organic food: Attitude

FINDINGS & CONCLUSION

It can be inferred that no matter the consumer are of any age group having higher or little education, whether income is high or low and whatever may be the occupation the awareness of organic food is their among respondents. Respondents with higher income & higher education are willing to pay premium to buy organic food. There is association between income and from where organic food is purchased. Even respondents who have higher income spend more to buy organic food compare to those whose income is less. It can be concluded that government and marketers need to take appropriate steps to increase organic food awareness. Proper information regarding the prices and premium should be conveyed to the consumers so that it does not act as the barrier to purchase of organic food products.

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