

ANALYZING THE FACTORS CONTRIBUTING TO ORGANIC FOODS CONSUMPTION AND ITS INFLUENCE ON CONSUMER PURCHASE INTENTION IN BAREILLY DISTRICT

Tarun Gupta*
Prof. A.K Sarkar**

ABSTRACT

Organic agriculture is gaining ground as a viable solution to the issues posed by rising demography, urbanization, and climate change. This typically translates into healthier, safer, tastier, and more environmentally friendly foods in the view of customers. Therefore, there are aspects that play a vital role in the increased organic foods consumption with a vital effect on the purchasing orientation of consumers. The goal of this study is to figure out what factors influence organic food consumption and how that influences customer purchase intent. About 100 respondents were targeted for collecting responses through a survey and the data collection instrument was a questionnaire. The study results revealed that out of the six factors considered for the study analysis, mainly perceived price, availability of organic foods, health consciousness, and knowledge of organic foods significantly influenced the customer purchase intent. The study also concluded that the outcomes of this study can be useful for the organic producers and retailers in terms of better reaching out to consumers in consideration of the factors that influence consumer buying intentions.

KEYWORDS: Organic Foods, Organic Farming, Consumer Behaviour, Consumer Purchase Intention.

Introduction

Organic farming is a comprehensive production management method that promotes and improves agro-ecosystem health, including biodiversity, biological cycles, and soil biological activity. It prioritizes the use of on-farm management approaches above off-farm inputs, recognizing that regional conditions necessitate regionally customized solutions (FAO, 2021). Organic farming produces high-quality products (fruits, vegetables, and other food items) with minimal impact on soil nutrients and ecology. The benefits associated with organic food products are many and this is leading to rising consumer demand (Dangour et al., 2009). When it comes to health benefits, organic foods have been proven to expose consumers to fewer pesticides linked to human disease. Organic farming has been shown to have a lower environmental impact than traditional methods. Organic foods are preferred by consumers because they are more nutritious, have fewer additives and pollutants, and are farmed more sustainably (Forman & Silverstein, 2012).

The organic food sector is a promising one, with great growth prospects. As a result, in recent years, determining the drivers or motivations for organic food consumption has become an important marketing research topic. Growing customer interest has fueled the organic sector's expansion, as have merchants who have helped farmers convert by promoting products, expanding the range, and assisting with marketing. Consumer behavior analysis in marketing, on the other hand, is largely concerned with

* Research Scholar, Faculty of Management, MJPRU, Bareilly, U.P., India.

** Professor of Eminence, Faculty of Management, MJPRU, Bareilly, U.P., India.

preferences and the way preferences are created in the consumer's mind (Ozguven, 2012). There has been a lot of focus on the determinants of organic food consumption, the main reasons why people buy organic food, and the variables that prevent people from buying organic food, not just among marketers but also in academia. Various health-related drivers are found to be motivating for organic food products with other environmental and quality-related factors (Willer & Schaack, 2015). The main drivers recognized are health consciousness, ethical aspects, tastefulness, freshness, high quality, and sustainable factors (Bryla, 2016). Consumers have become sophisticated enough to choose the correct healthy food, especially organic food products, as their standard of living and level of education has improved. The habit stems from the fast-paced world's changing lifestyle, which has revealed several flaws in traditional food safety. The rise in consumer interest in organic food has been attributed to a growing need for foods free of pesticide and chemical contaminants, among other factors. Consumers that have a good attitude about organic food have a stronger desire for organic and local products, as well as a higher willingness to pay for them (Hempel & Hamm, 2016). Consumers also believe that organic food has greater value and benefits than conventional food, thus they are ready to pay a higher price for it (Shaharudin et al., 2010). Considering the aspects discussed above, it can be said that the rise in organic food demand among consumers is a collective effect of different aspects that are shaping the market as well as the purchase intention. As a result, the primary goal of the study is to determine the significance as well as the impact of factors driving the consumption of organic food products and perceived value in predicting consumer purchase intentions for organic foods. The further objectives of the study are:

- To determine the core drivers leading to the higher consumption of organic food products
- To analyze the significant impact of these core drivers on perceived value by customers
- To assess the significant impact of these core drivers on consumer purchase intentions for organic foods

Literature Review and Hypothesis Development

Organic Food Products

Organic products are foods that have been farmed in a sustainable manner without the use of genetically modified organisms or conventional pesticides, synthetic fertilizers, antibiotics, or other agents. Because pesticides and fertilizers are not used, organic products require up to 40% less energy than regular products. Farmers must create an effective management system in order to adhere to organic principles, and the ultimate result might include improved soil fertility, biodiversity conservation, and improved food quality (Bostan et al., 2019). There are high expectations from organic food which implies that it should be pesticide-free, flavorful, and healthy, as well as processed in an environmentally sustainable and socially responsible manner (Mie & Wivstad, 2015). Consumers have been watching the emergence of a new market since the introduction of organic products. This scenario, in the future, is leading to the development of a global organic foods segment because of favorable economical, social, and technology-based elements. Organic production delivers higher income for commodities providers on the one hand and sustainable growth on the other, therefore the growth of the organic food industry has numerous advantages for manufacturers. The sector of organic foods is a business entity that, in accordance with the law, establishes acceptable situations for the trade (merchandise sale) of agricultural goods, particularly food items, in properly designed as well as specified locations (Bazaluk et al., 2020).

Over the last 5-10 years, the organic food sector has expanded, particularly in urban areas. In such a short time, a wide range of organic product marketing channels has arisen. Small organic stores, supermarkets, restaurants, online retail, and consumer initiatives such as community-supported agriculture are all illustrations of supply chain models and retail formats (Osswald & Menon (2013). Farmers are actively adopting organic farming to take advantage of price premiums for increased product value in order to meet the rising demand. This present wave of organic farming among farmers has resulted in the concept of organic farming being applied to around 3.5 million hectares of land worldwide. The demand for organic products is increasing at a breakneck pace, thanks to rising environmental concerns, health concerns, deteriorating nutritional values of food products creating life-threatening diseases, and a slew of other factors. The demand for organic products is spreading around the globe as more regional marketplaces and trading blocs emerge in various countries (Mukherjee, 2017). It is observed that assistance to regional product suppliers, unbiased trading, healthy food, devotion to organically grown foods, and assistance to the regional society are all examples of corporate-based social responsibility for the growing food retail sector. A large number of organic customers believe that

locally grown goods and sustainability-based factors are important aspects of their decision to purchase organic foods. As ethical considerations become more essential aspects in their decision-making process, environment-oriented customers are willingly ready to give a much higher premium price for sustainability-based items such as organically and regionally produced meals. This motivates businesses to practice corporate social responsibility (Hamzaoui-Essoussi&Zahaf, 2011).

Advantages of Organic Foods Consumption

Organic agriculture can be referred to as a sustainability-based, integrated ecological set-up for the generation of safer, higher quality, certified food products that are also tightly monitored to fulfill consumer desires and demands while generating economical and ecology-based profits and conserving the environment as well. Organically grown foods have higher qualitative attributes and are less harmful to the health of the people as well as for the surrounding environments. Organic food products possess numerous advantages in comparison to traditional food products (Golijan&Dimitrijević, 2018). Organic food has a higher nutritional value (more vitamins, minerals, vital fatty acids, and proteins), higher biological qualitative features, and a higher technological quality (they keep their quality for longer when stored, are easier to process and distribute, and take less energy to process), a high dry matter content (fresh items have a 25% higher dry matter content on average), high-quality organoleptic qualities (the product's color, taste, and scent are more intense), low nitrate content and pesticide residues are not present (Golijan&Veličković, 2016).

The advantages of consuming organic food products are they contain more nutrients, tastes better, are safer for consumption, have no pesticide contamination, have a better immune system, antibiotic resistance, and have higher antioxidant value. Besides safe consumption, organic food products are good for animal reproduction, have better partnerships with wildlife, support farming communities, and protect the environment. It is also identified that organic food has a wide range of benefits and nutritional worth for human health. Moreover, organic foods have more beneficial components than their conventionally cultivated equivalents. Furthermore, when persons with sensitivities to foods, chemicals, or preservatives eat only organic foods, their symptoms often subside or disappear (Gopalakrishnan, 2019). In consideration of the benefits of organic food consumption, Das et al. (2020) mentioned that food quality and safety are among the major elements which are gaining more attention among general customers as they consider purchasing organic foods for consumption. Organic products have a higher dry matter, minerals, and antioxidants such as polyphenols and salicylic acid than non-organic products. Organically grown foods are found to be of less contamination from pesticides and harmful creatures since they are grown without using pesticides and sewage sludge.

Contributing Factors of Organic Foods Consumption

Environmental issues impact organic food purchasing decisions. Organic food intake, on the other hand, might be impacted by personal objectives. Organic consumption can be chosen for health reasons or to improve the taste of food. Prior research has been performed to determine the factors that influence organic food consumption. The factors that have the greatest impact on consumption are health, price, and understanding of organic foods. It is that recommended producers should spend in spreading awareness about the benefits of organic food and also to work to lower costs so that pricing is comparable to conventional products (Trento et al., 2018). Organic food is increasingly preferred by health-conscious people over conventionally cultivated food. The increased frequency of lifestyle-related ailments, such as heart disease and depression, has had a significant impact on this shift in consumer attitudes. The necessity to acquire organic food to improve one's quality of life is predicted to have significant ramifications on the retail, distribution, and marketing responsibilities of business (Nguyena et al., 2020). Consumer satisfaction with organic food encompasses degrees of satisfaction owing to a variety of reasons. Nguyena et al. (2020) undertook research to identify the aspects that affect customer attitudes about organic food. The outcomes of the survey indicated that the most common factors are price, flavor, environmental concern, nutritional value, certification, and labeling.

Organic foods are gaining popularity across the world. For production, handling, processing, and marketing, these items fulfill certified organic criteria. Synthetic fertilizers, herbicides, and genetic manipulation, for example, are not permitted. The belief that organic food is more environmentally friendly and healthier than conventionally produced food is one important factor for the growing demand for organic foods consumption (Brantsæter et al., 2017). Brantster et al. (2017) reviewed market statistics and customer preferences for organic food in order to provide an update. There are certain distinctions in favor of organic food, including signs of positive health impacts, according to studies. Organic foods

contain fewer pesticide residues than traditionally produced foods, however, the effect on human health is unknown. The review also highlighted that naturalness is a term that is regularly used in organic food marketing. Many people believe organic food has a superior taste, color, and flavor than conventional food, despite blind testing showing little or no difference. Another key predictor of organic food consumption is the availability of organic alternatives to conventional foods. Organic items should be readily available in all stores, and there is a growing market for organic fruit and vegetable boxes delivered to consumers' homes.

Contributing Factors and Consumer Purchase Intention

Atalay et al. (2019) explained that customer behavior is fully determined by the interpretation of consumer requests and needs. Consumer behavior is influenced by marketing elements, as well as socioeconomic and sociocultural aspects. The study by Atalay et al. (2019) assessed the preferences of organic food consumers and their sensitivity towards the environment in their consumption. The study findings revealed that the decision-making by consumers has been influenced by marketing operations in food selection and consumption. Consumers consider price, quality, freshness, standardization, and packaging while making decisions, although quality and freshness are more essential in terms of health in customer preferences. However, the study also highlighted that high product prices are one of the causes for low levels of organic food consumption, as consumers also lack understanding about organic foods.

From the theory of planned behavior, it is essential to better understand the components including subjective norms, personal attitude, and perceived behavior control that influence customer purchase intention about organic food. Wang et al. (2019) discuss how knowledge plays a role in organic food purchasing intention as a moderating variable. Subjective norms, personal attitudes along health consciousness have been discovered as important indicators of organic food buying intent. Furthermore, knowledge is found to be moderating the association between SNs, personal attitude, health consciousness, and the propensity to purchase organic foods. It is identified that when knowledge interaction is included in the relationship, it boosts the effects of the majority of predictors.

Organic foods consumption is increasing over the world, necessitating studies to better understand the factors that influence this type of food consumption. It is essential to look at the way characteristics, consumer trust, and perceived value affect organic food purchase intentions. Studies have revealed that emotional value, consumer trust, and the characteristic "sensory appeal" all influence organic food purchase intent (Curvelo et al., 2019). In today's modern world, new consumer culture has evolved, particularly in the attitude toward organic food consumption. People are becoming more conscious of the necessity of eating healthy foods in their daily lives, which has resulted in this phenomenon. The factors influencing purchase intention of organic food and according to the study's findings, only perceived value and health consciousness influenced customer purchase intent out of four categories tested (Shaharudin et al., 2010). Alshammari (2020) described the fact that organic food consumption has increased as people have become more concerned about their health. Consumers are beginning to see the benefits of eating organic rather than conventional food. Customer attitudes are now the most important factor influencing consumer intentions to buy organic food. Alshammari (2020) conducted research to determine the factors that influence consumers' opinions and buying intentions toward organic food. The findings demonstrate that customer perceptions regarding organic food are influenced by problems such as food quality and skepticism.

Based on the review of prior studies, the following hypotheses are proposed:

- H₁:** Positive Attitude for organic food products has a significant effect on buying behaviour for organic food products
- H₂:** Availability of organic food products has a significant effect on buying behaviour for organic food products
- H₃:** Perceived Price of organic food products has a significant effect on buying behaviour for organic food products
- H₄:** Health Consciousness has a significant effect on buying behaviour for organic food products
- H₅:** Environmental concern has a vital effect on purchasing behaviour for organic food products
- H₆:** Adequate knowledge of organic food products have a significant effect on buying behaviour for organic food products

Research Methodology

- **Research Design**

In this study, a descriptive research design has been applied in order to collate information and highlight the objectives and significance of the study. The study is based on empirical research and descriptive research design which was best suitable to conduct the investigation as the researcher wanted to gain in-depth knowledge and experiences from his respondents.

- **Research Paradigm**

This study was conducted from a positivist paradigm, occurring when the researcher depends on the interpretation of the participants' views and opinions. The researcher captured the views and opinions of the respondents to derive meanings in a natural setting.

- **Data Collection and Sampling:** The primary goal of this research is to validate and analyze the function of various factors in organic food consumption and their impact on consumer purchase intent. Hence, the population for the study comprised consumers of organic food products in Bareilly City, India.

- **Number of Respondents:** For the data collection, 100 respondents were chosen based on purposive sampling. The sampling approach adopted assisted in getting the right kind of candidates.
- **Instructions to the Participants:** In order to maintain a neutral perspective, no previous information on organic foods and related factors or benefits were discussed with the consumers participating in the study.
- **Duration:** The survey was performed over a period of four weeks. During the surveys, the questionnaires were distributed and filled by the participants and were securely compiled. All the responses received were valid and no elimination was done for further data analysis.

It was of vital importance to include questionnaires as a method of data collection as it would provide the researcher with first-hand knowledge regarding the views of respondents on organic farming and to interpret and analyze how many people are familiar with the entire organic farming culture.

- **Measuring Instrument:** The data was gathered via a self-administered questionnaire. The questionnaire questions are prepared in accordance with the demographic factors and research variables. The four sections of the questionnaire were designed to get information regarding the demographic variables of the participants, general information regarding their food shopping, sources of information on organic foods, and initiatives that were taken for their health. Knowledge about organic food was measured by a four-item scale. Knowledge about the significant attributes namely attitude, health consciousness, perceived price, availability, labelling, knowledge, subjective norms, environment, and purchase intentions were recorded based on their respective item scale. All responses were recorded on a 5-point Likert scale, with 1 being 'Strongly Agree' and 5 being 'Strongly Disagree'.
- **Data Analysis:** The data analysis for the study was done with the help of SPSS software. Firstly, descriptive statistics were applied to the demographic data collected. Further, descriptive statistical analysis was also applied for the data collected through responses-based questions and lastly, all six hypotheses were tested through a regression analysis test.

Results and Discussion

This section presents the results of statistical analysis for the results that were obtained from the selected 100 respondents on the basis of the questionnaire shared to investigate the influence of various factors related to organic food consumption and their effect on consumers' purchase intent. The study's findings are classified specifically to satisfy the study's predefined objectives in a simple way.

Table 1: Demographic Analysis of the Respondents

S. No.	Variable	Parameter	Frequency	Percentage
1	Gender	Male	84	84.0
		Female	16	16.0
2	Age	26- 35	43	43.0
		36- 45	31	31.0
		46-55	22	22.0
		55 and above	4	4.0

3	Occupation	Business	42	42.0
		Chef	2	2.0
		Civil Servant	1	1.0
		Farmer	7	7.0
		Journalist	2	2.0
		Kissan	1	1.0
		Lawyer	3	3.0
		Local Business	1	1.0
		Musician	2	2.0
		Police	1	1.0
		Professional	9	9.0
		Service	26	26.0
		Student	2	2.0
Writer	1	1.0		
4	Education	Graduate	46	46.0
		Post graduate	54	54.0
5	Income per annum (lakhs)	0- 5	32	32.0
		5- 10	25	25.0
		10-15	32	32.0
		15- 20	5	5.0
		Above 20	6	6.0

n= 100

Gender distribution shows that 84 percent of the respondents were males. Bareilly organic consumers age distribution shows that, dominant group is between the age group of 26 to 35 years, with 43 percent respondents, between the age of 36 to 45 years were 31 percent, between the ages of 46 to 55 years were 22 percent, and above 55, were only 4 percent. Majority of the respondent have high education level since post graduate and above formed 54 percent of the respondents indicating the awareness about organic food among highly educated people. It was also found that in terms of occupation, the highest number of respondents i.e., 42.0% were occupied with business and 26% were occupied with the service. The rest of the respondents were spread across different occupations. Out of the 100 respondents, 32 respondents (32%) were in the income range of 0-5 lakhs and further 32 respondents (32%) were in the income range of 10-15 lakhs. Moreover, 66% of the respondents were from a joint family and about 32.0 % of respondents said their children are in charge of doing their food shopping at home.

Table 2: Activities, Awareness and Mode of Awareness Spread Regarding Organic Food Products

S. No.	Variable	Parameter	Frequency	Percentage
1	Activities performed	Yoga/ Exercise	26	26.0
2	Awareness of organic food products	Yes	69	69.0
		No	31	31.0
3	Spread of awareness	Word of mouth	37	37.0

Based on the data gathered and further analysis, it was discovered that 26.0 % of the respondents practice yoga/exercise and consume more fruits and green vegetables as part of the activities for being health conscious. Furthermore, 69 % have heard of organic food products, and 41.0 % said that health is a major motivator for them to purchase organic food. When asked how they learned about food safety and nutritional updates for organic food, 37.0 % of the respondents said that they learned about food safety and nutritional updates for organic food through word of mouth. The descriptive statistics results highlighted that the statement "Free from hard chemicals" had a high mean value whereas the statement "Healthy" had a low mean value. Furthermore, the statement "I am motivated to purchase organic food because of its associated benefits" had a high mean value, and the statement "I believe only organic food products should be purchased" had a low mean value. Besides that, the statement "Organic foods are naturally processed and are safe for consumption" had a high mean value, and the statement "Conventional foods are not as healthy as organic foods" had a low mean value. Also, the statement "It is important for me that organic food be priced the same as conventional food" had a high mean value, whereas the statement "I am motivated to buy organic food when they are sold at cheaper prices" had a low mean value.

It was also observed that the statement "I would consider purchasing organic food if it is easily available" had a high mean value and the statement "Organic food is sufficiently available at the store from where I shop" had a low mean value. The statement "I prefer buying organic foods with proper label" had a high mean value and the statement "I have no idea about organic food labels" had a low mean value. Moreover, the statement "I know that organic food tastes better than conventional food" had a high mean value, and the statement "It is difficult for me to find out if the product is organically produced or not" had a low mean value. It was also observed that the statement "Most people who influence me think that I should not buy organic food" had a high mean value and the statement "I think it is not important to consider buying organic food" had a low mean value. Further, the statement "The environment should be protected by following environmentally friendly farming methods" had a high mean value and the statement "Organic food farming practices should be encouraged for a better environment" had a low mean value. Also, the statement "My intention to buy organic food is influenced by others" had a high mean value, and the statement "My intention to buy organic food can increase with my more knowledge about such foods" had a low mean value. Therefore, it is found that being chemical-free, having health benefits, being safe for consumption, being priced the same as conventional food, being easily available, properly labeled, tasting better, and being environmentally friendly are important aspects for consumers of organic foods.

Table 3: Existing Barriers in Purchasing Organic Food

S. No.	Variable	Parameter	Level of Barrier	Frequency	Percentage
1	Barrier in purchase	No adequate information	Not a barrier	31	31.0
		Time consuming process	Not a barrier	31	31.0
		High price	Moderate barrier	35	35.0
		Lack of interest	Not a barrier	31	31.0
		Lack of availability	Somewhat a barrier	30	30.0
		Lack of awareness about health benefits	Extreme barrier	32	32.0
		Lack of promotion of available products	Not a barrier	30	30.0
		Lack of proper labelling of products	Moderate barrier	31	31.0

Based on the further statistics, it is found that around 31.0% of the respondents expressed that having no adequate information is not a barrier. Moreover, 31.0% of the respondents expressed that the time-consuming process is not a barrier. Further, around 35.0% of the respondents expressed that higher price is a moderate barrier for them and approximately 31.0% of the respondents expressed that lack of interest is also not a barrier. However, around 30.0% of the respondents expressed that lack of availability is somewhat a barrier and about 32.0% of the respondents expressed that less awareness about health benefits is an extreme barrier. Moreover, about 30.0% of the respondents expressed that less promotion of available products is not a barrier but about 31.0% of the respondents expressed that no proper labeling of products is a moderate barrier.

Hypothesis Testing

Further, hypothesis testing was performed and six hypotheses were tested through regression analysis. Table 4 outlines the results obtained.

Table 4: Regression Analysis Test

S. No.	Parameter	Beta Coefficient	P- Value
1	Attitude	0.088	0.382 > 0.05
2	Availability	-0.2310	- 0.2310 < 0.05
3	Perceived price	-0.117	0.025 < 0.05
4	Health consciousness	-0.019	0.018 < 0.05
5	Environmental concerns	-0.150	-0.015 < 0.05
6	Adequate knowledge	0.158	0.016 < 0.05

Attitude and purchasing behaviour: The test results showed that the p-value for the relationship between attitude and purchasing behaviour was $0.382 > 0.05$, and the beta coefficient was 0.088. Hence, the alternate hypothesis is rejected, and the null hypothesis is accepted because the p-value was greater than 0.05. Therefore, it can be stated that a positive attitude toward organic food products has no significant effect on buying behaviour for organic food products.

Availability and buying behaviour: The test results showed that the p-value for the relationship between availability and buying behaviour was $0.021 < 0.05$ and the beta coefficient was -0.231. Hence, the acceptance of the alternate hypothesis is valid, and therefore the rejection of the null hypothesis is done because the p-value was lower than 0.05. Therefore, it can be stated that the availability of organic food products has a significant effect on buying behaviour for organic food products.

Perceived Price and buying behaviour: The test results showed that the p-value for the relationship between perceived price and buying behaviour was $0.025 < 0.05$ and the beta coefficient was -0.117. Hence, the acceptance of the alternate hypothesis is valid, and therefore the rejection of the null hypothesis is done because the p-value was lower than 0.05. Therefore, it can be stated that the perceived price of organic food products has a significant effect on buying behaviour for organic food products.

Health consciousness and buying behaviour: The test results showed that the p-value for the relationship between health consciousness and buying behaviour was $0.018 < 0.05$ and the beta coefficient was -0.019. Hence, the acceptance of the alternate hypothesis is valid, and therefore the rejection of the null hypothesis is done because the p-value was lower than 0.05. Therefore, it can be stated that health Consciousness has a significant effect on buying behaviour for organic food products.

Environment and buying behaviour: The test results showed that the p-value for the relationship between environment and buying behaviour was $0.015 < 0.05$ and the beta coefficient was -0.15. Hence, the alternate hypothesis is accepted, and the null hypothesis is rejected because the p-value was lower than 0.05. Therefore, it can be stated that environmental concern has a vital effect on purchasing behaviour for organic foods.

Adequate knowledge and buying behaviour: The test results showed that the p-value for the relationship between adequate knowledge and buying behaviour was $0.016 < 0.05$ and the beta coefficient was 0.158. Hence, the acceptance of the alternate hypothesis is valid, and therefore the rejection of the null hypothesis is done because the p-value was lower than 0.05. Therefore, it can be stated that adequate knowledge of organic foods has a significant effect on buying behaviour for organic food products. Hence, it can be stated that mainly availability of organic food products, health consciousness, perceived price, environmental concerns, and adequate knowledge is found to play a vital influential role in affecting purchasing behaviour for organic foods.

Limitations and Contribution

The current study undertaken had the following limitations:

- The responses for the study received from the respondents shows the buying behaviour towards organic food products of consumers in Bareilly city. The study results may vary with different study regions.
- The study data is limited to the number of participants selected for the study and the results may vary with larger numbers of samples for generalization.

This study's findings have significant implications for research and practice. The findings of the survey revealed that people's concern for their health and safety has resulted in the organic market's quick growth. As a consequence, organic food producers may use these findings to develop appropriate strategies for better reaching out to customers, both in Bareilly and beyond. The elements that impact organic food consumption and purchasing behaviour might help customers feel more confident in organic food's unique qualities. As a result, marketers may focus on these elements to encourage customers to have a more optimistic mindset. Lastly, the study contributes to the literature by paving way for future studies that might consider more factors affecting consumer behaviour as per the varying demand.

Conclusion

Consumption patterns worldwide show that people are becoming more interested in buying organic food as their awareness of personal health grows. In the recent decade, there has been significant growth in demand for organic products. The current study seeks to conduct a consumer

behavior analysis, with a focus on preferences and the impact of main factors that are considered important by consumers. This study evaluated prior findings and, as a result of its implementation, added to the organic food consumption literature. It also added to the understanding of organic product consumer behaviour by examining the link between several key factors and consumer purchasing intentions. The outcomes of this research indicate that merchants may create effective marketing programs and tactics to favourably attract customers. Producers and marketers can highlight the health advantages of organic food as well as knowledge of its quality and benefits. Retailers can make these foods readily available in order to encourage people to buy organic food. The factors that impact consumers' propensity to purchase organic food in the Indian setting and in Bareilly city are examined in this study, which gives important insight into consumer behavior about organic food. The lessons learned can be applied to the marketing of organic foods in other parts of India.

References

1. Alshammari, E. H. (2020). Factors Influencing Organic Food Purchase Intention in an Emergent Market: An Empirical Investigation of Saudi Arabia. *European Journal of Business and Management Research*, 5(6).
2. Atalay, C., Olhan, E., &Ataseven, Y. (2019). Factors affecting organic food consumption: A case study of Ankara. *Journal of environmental protection and ecology*, 20(1), 196-205
3. Babbie, E. R. (2020). *The practice of social research*. Cengage learning.
4. Bazaluk, O., Yatsenko, O., Zakharchuk, O., Ovcharenko, A., Khrystenko, O., &Nitsenko, V. (2020). Dynamic Development of the global organic food market and opportunities for Ukraine. *Sustainability*, 12(17), 6963.
5. Bell, E., Bryman, A., & Harley, B. (2018). *Business research methods*. Oxford university press.
6. Bostan, I., Onofrei, M., Toderascu, C., &Lazăr, C. M. (2019). An integrated approach to current trends in organic food in the EU. *Foods*, 8(5), 144.
7. Brantsæter, A. L., Ydersbond, T. A., Hoppin, J. A., Haugen, M., & Meltzer, H. M. (2017). Organic food in the diet: exposure and health implications. *Annual review of public health*, 38, 295-313.
8. Bryła, P. (2016). Organic food consumption in Poland: Motives and barriers. *Appetite*, 105, 737-746.
9. Creswell, J. W. (2014). *Qualitative, quantitative and mixed methods approaches*. Sage.
10. Curvelo, I. C. G., de Moraes Watanabe, E. A., &Alfinito, S. (2019). Purchase intention of organic food under the influence of attributes, consumer trust and perceived value. *Revista de Gestão*.
11. Dangour, A. D., Dodhia, S. K., Hayter, A., Allen, E., Lock, K., &Uauy, R. (2009). Nutritional quality of organic foods: a systematic review. *The American journal of clinical nutrition*, 90(3), 680-685.
12. Das, S., Chatterjee, A., & Pal, T. K. (2020). Organic farming in India: a vision towards a healthy nation. *Food Quality and Safety*, 4(2), 69-76.
13. FAO (2021)<http://www.fao.org/3/cb2870en/cb2870en.pdf>
14. Forman, J., & Silverstein, J. (2012). Organic foods: health and environmental advantages and disadvantages. *Pediatrics*, 130(5), e1406-e1415.
15. Golijan, J., &Dimitrijević, B. (2018). Global organic food market. *Acta AgriculturaeSerbica*, 23(46), 125-140.
16. Golijan, J., &Popović, A. (2016, November). Basic characteristics of the organic agriculture market. In *Fifth International Conference Competitiveness OfAgro-Food and Environmental Economy* (pp. 10-11).
17. Gopalakrishnan, R. (2019). Advantages and Nutritional Value of Organic Food on Human Health. *International Journal of Trend in Scientific Research and Development*, 3(4), 243-245.
18. Hamzaoui-Essoussi, L., &Zahaf, M. (2011). The organic food market: Opportunities and challenges. *Organic food and agriculture. New trends and developments in the social sciences*, 63-88.
19. Hempel, C., & Hamm, U. (2016). How important is local food to organic-minded consumers? *Appetite*, 96, 309-318.

- 70 Inspira- Journal of Modern Management & Entrepreneurship (JMME), Volume 12, No. 03, July-Sept. 2022
20. Mie, A., &Wivstad, M. (2015). *Organic food-food quality and potential health effects*.
21. Mukherjee, B. (2017). From Local to Global-Indian Organic Produce an Overview. *Journal of Business and Management*, 19(2), 34-39.
22. Nguyena, C., Nguyenb, Y., &Quyc, T. (2020). Organic Foods: What Are the Driving Factors of Purchase Intention?. *depression*, 13(11), 400-418.
23. Osswald, N., & Menon, M. K. (2013). *Organic food marketing in urban centres of India*. International Competence Centre for Organic Agriculture (ICCOA).
24. Ozguven, N. (2012). Organic foods motivations factors for consumers. *Procedia-Social and Behavioral Sciences*, 62, 661-665.
25. Salkind, N. J. (Ed.). (2010). *Encyclopedia of research design* (Vol. 1). Sage.
26. Shaharudin, M. R., Pani, J. J., Mansor, S. W., & Elias, S. J. (2010). Factors affecting purchase intention of organic food in Malaysia's Kedah state. *Cross-cultural communication*, 6(2), 105-116.
27. Shaharudin, M. R., Pani, J. J., Mansor, S. W., & Elias, S. J. (2010). Purchase intention of organic food; perceived value overview. *Canadian Social Science*, 6(1), 70-79.
28. Trento, L., Goecks, L. S., Souza, M., & Dauer, M. (2018). Factors that influence the consumption of organic foods. In *7th International Workshop. Advances in Cleaner Production*.
29. Wang, X., Pacho, F., Liu, J., &Kajungiro, R. (2019). Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. *Sustainability*, 11(1), 209.
30. Willer, H., &Schaack, D. (2015). Organic farming and market development in Europe. In *The World of organic agriculture. Statistics and emerging trends 2015* (pp. 174-214). Research Institute of Organic Agriculture (FiBL) and International Federation of Organic Agriculture Movements (IFOAM).

