



Exploring Consumer Attitudes Towards Organic Food: Impact on Purchase Intention and Actual Buying Patterns

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ABSTRACT

this study Exploring Consumer Attitudes towards Organic Food: Impact on Purchase Intention and Actual Buying Pattern of Organic Food Products in the Indian Context. Through a survey of Indian consumers. the study looks into factors affecting customers' opinions of organic food, their intention their to buy, and shopping behavior. The findings highlight the importance of health consciousness, environmental concern, product knowledge, and trust in influencing consumers' perceptions and purchase behavior. With the help of planned behavioral theory. "The theory of planned behavior. Organizational Behavior and Human Decision Processes" (Ajzen, n.d.-b)16 questionnaires with four dimensions were constructed to measure consumer perceptions. 4 questionnaires were constructed to measure consumer intention and 6 were constructed to measure the actual buying patterns of organic food items. This study utilized an online survey Google Forms to collect 201 responses from Indian consumers to investigate consumer Attitudes towards Organic Food: Impact on Purchase Intention and Actual Buying Patterns of Organic Food Products. The survey explored various factors influencing consumers' perceptions, including health consciousness, environmental concern, product knowledge, and trust. Additionally, The study concentrated on the connection between the opinions of consumers and the decision to buy as well as how they relate to intent and real-life behavior. Consumer attitudes towards organic food items are known as observations, and they significantly influence actual organic food product purchases. On actual buying patterns, consumer intention for organic food items is considerably more favorable. These outcomes assist to better understanding the buying patterns of consumers and offer information to marketers and politicians who want to encourage the adoption of organic foods in India.

KEYWORDS: consumer attitudes towards organic food, intent of the consumer, and actual buying patterns.

INTRODUCTION

Organic food refers to products that are produced using eco-friendly and avoid synthetic pesticides, fertilizer, and other hazardous chemicals. They are considered healthier because they are free from chemicals and pollution. On the other hand, conventional food products are food products that are produced using traditional farming methods that involve the use of synthetic pesticides, fertilizer, and other chemicals. It more focuses on maximizing yield and reducing cost. Producer's point of view in organic production in two ways some producers may view organic production to create a more sustainable and environmentally friendly in the other hand it concerned as challenging and labor-intensive and may be concerned with organic production methods. Consumers' perception of organic food products varies, but they are generally seen as healthier, more nutritious, and better for the environment than food products. According to Gottschalk and Leisner (2013), "Price consideration is the first criterion that plays a significant role in purchasing products".(Shi Wee Mohd Shoki Bin Md Ariff et al., n.d.) Thus, it is essential to examine the strategies employed by consumers to variables organic food products, their intentions to engage with these products, and how these intentions translate into actual purchase behavior. In this research the age, gender, economic level, and place of residence of the Indian respondents as an independent variable in this study

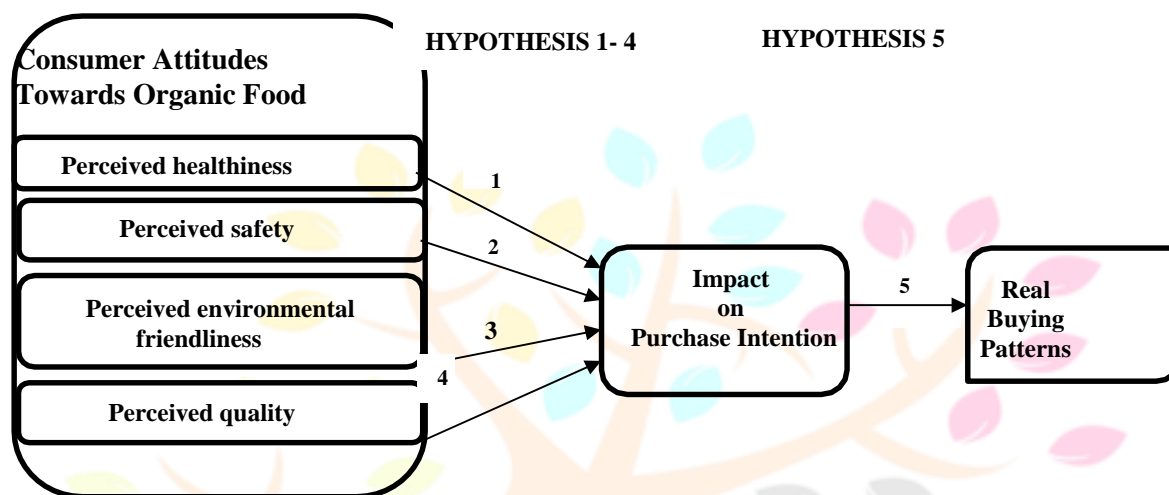
Consumers' attitude toward purchasing organic food items marks the initial phase in generating demand for such products "Consumers go through each stage of the five-step decision-making process when deciding whether to buy a product, in this case, organic food products Information search, or the second stage of the decision-making process, is related to Perception since it involves giving customers information that will increase awareness and attention so that they are aware of what is available, where

to buy it, and why they should buy it” (Armstrong and Kotler, 2010). In the following stages, they will be influenced by how they viewed and understood the information about the products.

Since the findings of earlier studies have been inconclusive, it is crucial to examine how socio-demographic factors affect what customers want to buy organic food. With the use of this study, Indian customers can gain insight into their attitudes toward organic food products, their plans to purchase them, and their actual buying patterns.

It is important to investigate the effects of socio-demographic roles on the purchase intention of organic food products because previous researchers' conclusions have been conflicting. Indian consumer attitude to the word organic food products, the intention of organic food products, and real buying patterns with the help of this research

CONCEPTUAL MODEL



LITERATURE REVIEW

Numerous studies have been conducted worldwide to investigate consumer behavior related to organic food products. Previous research has examined various aspects, including consumer practices, traditions, beliefs, attitudes, and purchasing decisions. Dimitrova et al. (2010) laid the foundation for earlier studies in this field.

Consumer Decision-Making Process: As proposed by Armstrong and Kotler (2010), the five-step consumer decision-making process indicates that consumers' perspectives influence the information-gathering step. Consumers' practices and traditions have a significant impact on their purchasing decisions.

Theory of Planned Behavior According to TPB (Ajzen, 1991), "there is a connection between beliefs and actions, and consumer perception affects their evaluation of organic food product qualities". Behavioral intention precedes actual user behavior.

Magnusson et al. (2001): The opinions of Swedish consumers towards organic foods, particularly milk, meat, potatoes, and bread, were the main subject of this study. Although most customers had favourable sentiments towards organic food, the research showed that their real desire to choose organic items was low. The most essential factor for consumers when choosing food is taste, and the least important factor is organic production. Price was noted as a major deterrent for consumers.

Makatouni (2002): "This study explored the influence of consumer beliefs and attitudes on the purchase behavior of organic food. The findings indicated that strong positive beliefs and favorable attitudes toward organic food increased the likelihood of making organic food purchases.

Fotopoulos & Krystallis (2002): The researchers examined consumer attitudes and actual organic food choices. The study identified various reasons for rejecting organic products, including limited availability, high prices, contentment with conventional food, ethnocentric tendencies, preference for convenience, skepticism towards advertising campaigns, concerns about food safety, and exploratory buying behavior. Perceived Consequences: Research has found that attitudes towards, intentions to purchase, and frequency of purchases of organic foods are mostly predicted by environmental awareness and health concerns. Altruistic motivations like concern for the environment and animal welfare seem to have less of an impact than health-related motivations.

Padel & Foster (2005): The primary motivational variables that consumers use to direct their purchases of organic food were examined in this study, which concentrated on dairy products, fruits and vegetables, cereal items, and meat. People mostly opt to purchase organic food for a variety of reasons, including health awareness, happiness and quality of life, concerns for the environment and animal welfare, and gastronomic enjoyment. Two barriers to purchasing organic food were price and a lack of knowledge.

Hughner et al. (2007): The researchers looked at the variables affecting customers' choices to buy or not buy organic food. The influence of eating habits and convenience preferences, restricted availability, customer distrust of organic food found in supermarkets, and visual product quality were all noted as important issues. Although attitudes were mostly positive, little real shopping was done.

OBJECTIVES OF THE STUDY

Understanding the views of consumers of organic food products, particularly their attitudes and perspectives To find out what influences consumers' preferences to buy organic food.

To investigate the connection between consumers' intended and actual purchase behavior for organic food.

To identify any barriers preventing customers from purchasing organic food products and to provide ideas for reducing these barriers.

To determine any obstacles keeping consumers from buying organic food items and to offer suggestions for removing these obstacles.

HYPOTHESIS OF THE STUDY

“Empirical evidence supports the influence of consumer perception on the intention to purchase organic products” Krissoff (1998), according to Wandel and Bugge (1997) “Most consumers prioritize freshness, taste and nutritional value. Those consumers who gave priority to environmental aspects were least satisfied with the quality of these products” Padel and Foster (2005)” The results show that most consumers associate organic at first with vegetables and

fruit and a healthy diet with organic products”, Molyneaux (2007

“highlight health concerns and environmental considerations as significant factors driving the purchase and consumption of organic food”. Hence, Hypothesis 1 is proposed.

H1: Purchase intentions for organic foods are positively impacted by perceived healthiness.

"Consumers' food safety concerns drive the demand for safer food options, including organic food (Lockie et al., 2004; Padel and Foster, 2005). Organic food is thought to be less dangerous than conventional food. (Williams and Hammitt, 2001). Krystallis, Fotopoulos & Zotos (2006) revealed that customers are prepared to pay a premium price for organic produce and prioritise food safety. ,according to Michaelidou et al. (2008)'findings indicate that ethical consumers and those concerned about food safety are more likely to develop positive attitudes and intentions towards organic foods, than health-conscious consumers” Therefore, we propose Hypothesis 2.

H2: Purchase intent is positively influenced by views on food safety for organic products.

growing environmental awareness significantly impacts consumer behavior, substantially expanding the green product market (Bhaskaran, Polonsky, Cary & Fernandez, 2006). Consumer demand for environmentally friendly agricultural produce, especially organic products, is on the rise (Chinnici et al., 2002)Therefore, Hypothesis 3 suggests that environmental concerns have a beneficial impact on consumers' intentions to buy organic food..

H3: Perceived environmental friendliness has a beneficial impact on consumers' intentions to buy foods that are organic.

Most people prioritize traditional quality factors like freshness when choosing their food (Sundqvist, A., & Tarkiainen, A. (2005). Therefore, we propose Hypothesis 4.

H4: Perceived quality of organic food positively impacts purchase intention.

According to the Theory of Reasoned Action, strong consumer intention promotes actual purchasing of organic food goods in a beneficial way. (Ajzen, 1991). There proposed Hypothesis 5.

H5: Actual buying behavior is positively affected by the intention to purchase organic food.

Consumer demographics and the consumption of organic food are related, and consumers' intentions to buy organic food have a beneficial impact on their actual purchasing behavior. The availability and marketing options are greater in metropolitan areas compared to rural ones, where traditional lifestyles and food production may make it less likely that people will buy commercial organic items (Wee, C. S., Ariff, M. S. B. M., Zakuan, N., Tajudin, M. N. M., Ismail, K., & Ishak, N. (2014). Based on this, we propose H6-H10.

H6: Differences in gender can impact on people's decisions to buy organic food.

H7: Age will be a factor in the inclination to purchase organic food goods.

H8: Income will impact on whether individuals intend to buy organic food..

H9: The decision to purchase organic food products will be influenced by education, with variations across different educational levels..

H10: The location of living will be an impact on the intention to buy organic food, in residential areas.

RESEARCH METHODOLOGY

This study employed a descriptive survey with a questionnaire to assess how consumers' attitudes about organic food goods influence their behavior and inclination to purchase the products. The following guidelines provided the framework for creating the questionnaire. Certain demographic questions are posed to the respondents in Section A. Part B (perception) C (intention) and D (respondents' actual purchasing behavior)

SAMPLE DESIGN:

Research Design: aim to investigate the relationship between consumers' perception, purchase intention, and Consumer's real buying patterns of organic food products, as well as the influence of demographic variables.

POPULATION:

The population for the research consists of 201 respondents. The age distribution ranges from 18-25, 26-30, 31-40, and 41-60 years. The gender distribution includes females and males. The residence distribution includes rural and urban areas. The education distribution includes levels 1-10, 11-12, Ph.D., post-graduation, and under-graduation. The monthly income distribution ranges from 10,000 - 25,000, 26,000 - 30,000, 31,000 - 50,000, 51,000 - 1 lakh & above, and no income.

SAMPLING SIZE: 200 samples will be required for this study's total number of questions in order to obtain a 5% margin of error.

SAMPLING TECHNIQUE:

online or web-based sampling technique collects data from individuals who voluntarily respond to your survey or questionnaire online using Google Forms. and respondents are from different states of India.

TOOL USED FOR DATA ANALYSIS

A total of 16 questionnaires were developed, each consisting of four dimensions, to assess consumer perceptions regarding organic food products. Additionally, four questionnaires were designed to evaluate consumer intentions, while six questionnaires were created to gauge actual purchasing behavior related to organic food products.

TOOLS USED FOR DATA ANALYSIS:

In research studies examining awareness of influencing factors, accurate and reliable results are ensured using appropriate data analysis tools. These tools include disruptive analysis (Section A: demographic variables, Section B: perception of organic food products, Section C: intention toward organic products, Section D: actual buying behavior), correlation analysis for assessing variable relationships, KMO and Barlett's test, regression analysis to look into how perception and intention affect real purchasing behaviour, independent t-tests, and ANOVA for demographic data.

FINDINGS AND DISCUSSIONS

1): DESCRIPTIVE ANALYSIS OF RESPONDENT'S DEMOGRAPHIC VARIABLES

SECTION -A

DESCRIPTIVE STATISTIC

	Number	Lowest	Height	Total	Average	Standard deviation	Variation	Asymmetry	Peakedness		
	measurement	measurement	measurement	measurement	measurement	measurement	measurement	measurement	Standard error	measurement	Standard error
AGE1	201	1	4	391	1.95	1.087	1.182	.817	.172	-.692	.341
GENDER1	201	1	2	340	1.69	.463	.214	-.836	.172	-1.315	.341
Residence	201	1	2	271	1.35	.478	.228	.642	.172	-1.604	.341
EDUCATION	201	1	5	843	4.19	.994	.987	-1.696	.172	2.833	.341
Monthly income	201	1	5	474	2.36	1.361	1.851	.808	.172	-.558	.341
Valid N (listwise)	201										

Frequency Table AGE1

		Rate	Percentage	Reliable	Total Percentage
Reliable	18-25	94	46.8	46.8	46.8
	26-30	54	26.9	26.9	73.6
	31-40	23	11.4	11.4	85.1
	41-60	30	14.9	14.9	100.0
	SUM	201	100.0	100.0	

GENDER1

		Rate	Percentage	Reliable Percentage	TOTAL PERCENTAGE
Reliable	FEMALE	62	30.8	30.8	30.8
	MALE	139	69.2	69.2	100.0
	SUM	201	100.0	100.0	

Residence

		Rate	Percentage	RELIABLE PERCENTAGE	TOTAL PERCENTAGE
Reliable	rural.	131	65.2	65.2	65.2
	urban.	70	34.8	34.8	100.0
	SUM	201	100.0	100.0	

Education

		RATE	Percentage	Reliable Percent	TOTAL PERCENTAGE
RELIABLE	1-10	8	4.0	4.0	4.0
	11-12	10	5.0	5.0	9.0
	PhD	5	2.5	2.5	11.4
	Post-graduation	90	44.8	44.8	56.2
	under graduation	88	43.8	43.8	100.0
	SUM	201	100.0	100.0	

Monthly income variation

		RATE	Percentage	Reliable Percent	TOTAL PERCENTAGE
Reliable	10000.-25000.	66	32.8	32.8	32.8
	26000.-30000.	66	32.8	32.8	65.7
	31000.-50000.	27	13.4	13.4	79.1
	51000.-1lakh. & above	15	7.5	7.5	86.6
	No income.	27	13.4	13.4	100.0
	SUM	201	100.0	100.0	

DEMOGRAPHIC OBSERVATIONS:

- Age: With a mean of 1.95 and a standard deviation of 1.087, respondents' ages ranged from 1 to 4. Skewness value of -0.692 indicates slight negative skewness, while kurtosis value of 0.341 suggests a relatively normal distribution.
- Gender: 62 respondents (30.8%) identified as female, while 139 (69.2%) identified as male.
- Residential Area: 131 respondents (65.2%) live in rural areas, while 70 (34.8%) reside in urban areas.
- Education: 8 respondents (4.0%) completed 1-10 years of education, 10 (5.0%) completed 11-12 years, 5 (2.5%) hold a Ph.D., 90 (44.8%) completed post-graduation, and 88 (43.8%) completed undergraduate studies.
- Monthly Income: The distribution of respondents' monthly income is as follows: 66 (32.8%) earn between 10,000 and 25,000, 66 (32.8%) earn between 26,000 and 30,000, 27 (13.4%) earn between 31,000 and 50,000, 15 (7.5%) Earn 51,000 and above, and 27 (13.4%) indicate no income.
- Based on the respondents' demographic information, the observations suggest the following:** Age distribution: Most respondents (46.8%) belong to the 18-25 age range, followed by 26-30 (26.9%), 31-40(11.4%), and 41-60 (14.9%).
- Gender distribution: The sample is predominantly male, with 69.2% identifying as male and 30.8% as female.
- Area of residence: A larger proportion of respondents live in rural areas (65.2%) compared to urban areas (34.8%).
- Education level: The highest percentage of respondents have completed post-graduation (44.8%), followed by undergraduate studies (43.8%), 11-12 years of education (5.0%), 1-10 years of education (4.0%), and a Ph.D. (2.5%).
- Income distribution: The largest group of respondents (32.8%) falls within the 10,000-25,000-income range, followed by an equal percentage (32.8%) in the 26,000-30,000 range. The remaining income categories (31,000- 50,000 and 51,000 and above) have smaller percentages, and 13.4% indicate no income.

Section B**DESCRIPTIVE ANALYSIS FOR PERCEPTION OF ORGANIC FOOD PRODUCTS**

	N	Lowest	Maximum value	total	Average	Standard deviation	Variation
1) More vitamins and minerals are present in organic food products.	201	1	5	537	2.67	1.597	2.552
2) It is healthier to grow food naturally and organically.	201	1	5	528	2.63	1.430	2.045
3) Because they are produced without preservatives or artificial colours, organic food products are healthier than conventional food.	201	1	5	506	2.52	1.463	2.141
4) Making the switch to organic food is beneficial for maintaining our health.	201	1	5	538	2.68	1.497	2.240
1) The most compelling method of ensuring food safety is organic farming.	201	1	5	497	2.47	1.527	2.330
2) Foods that are organic are safer to consume.	201	1	5	824	4.10	.949	.900
3) Organic food items are free of chemicals.	201	1	5	830	4.13	1.012	1.023
4) Organic foods can lower the risk of food poisoning.	201	1	5	801	3.99	.967	.935
1) Environmental friendliness is a goal of organic farming.	201	1	5	780	3.88	1.235	1.526
2) Soil, air, water, and food supply contamination and pollution can be avoided by organic farming.	201	1	5	817	4.06	.949	.901
3) Less energy is used in organic farming.	201	1	5	756	3.76	1.101	1.213
4) Because organic farming does not use hazardous synthetic chemical pesticides and fertilisers, it can safeguard the environment.	201	1	5	809	4.02	1.037	1.074

5) Animal welfare is always taken into account in organic farming.	201	1	5	801	3.99	.977	.955
1) Foods made organically are of higher quality.	201	1	5	772	3.84	1.116	1.245
2) Food that is organic is of higher quality than conventional food.	201	1	5	797	3.97	.956	.914
3) Produce that is organic is higher quality and less hazardous to your health.	201	1	5	791	3.94	.906	.821
Valid N (listwise)	201						

THE FOLLOWING OBSERVATIONS ARE BASED ON DESCRIPTIVE STATISTICS FOR PERCEPTION TOWARDS PRODUCTS MADE FROM ORGANIC INGREDIENTS:

products made from organic ingredients is perceived to be a superior choice with benefits for both health and the environment. Vitamins & Minerals: Moderately perceived (2.67). Health Benefits: Moderately perceived (2.63). Absence of Preservatives or Artificial Color: Moderately perceived (2.52). Health Assurance: Moderately perceived (2.68). Food Safety: Highly perceived (4.10). Chemical-free: Highly perceived (4.13). Reduced Risk of Food Poisoning: Highly perceived (3.99). Environmental Friendliness: Moderately perceived (3.88). Prevention of Contamination and Pollution: Highly perceived (4.06). Energy Efficiency: Moderately perceived (3.76). Avoidance of Harmful Chemicals: Highly perceived (4.02). Consideration for Animal Well-being: Highly perceived (3.99). Superior Quality: Moderately perceived (3.84). Higher Quality than Conventional Food: Moderately perceived (3.97). Less Health Risks: Moderately perceived (3.94). Safer, Chemical-free, and Higher Quality Perception: Organic food products. Sustainability and Environmental Benefits: Organic farming

In summary, organic food products are generally perceived to have more vitamins and minerals, be better for health, and be safer to eat. They are considered healthier due to the absence of preservatives or artificial color. Choosing organic food is seen as beneficial for ensuring health and reducing the potential for contracting foodborne illness. Sustainable agriculture is viewed as a convincing way to ensure food safety, protect the environment, and conserve energy. and the production of superior quality produces fewer health risks. Overall, organic food is perceived to be safer, chemical-free, and of higher quality compared to conventional food, and organic farming is seen as a sustainable and environmentally friendly practice that reduces contamination risks.

SECTION-C

DESCRIPTIVE STATISTICS OF RESPONDENTS' INTENTION TOWARD ORGANIC PRODUCTS

	Number	lowest	highest	Average		Standard Deviation
	Statistical analysis	Statistical analysis	Statistical analysis	Statistical analysis	Standard Error	Statistical analysis
1) I'd soon purchase organic food products	201	1	5	4.01	.065	.916
2) I intend to purchase organic food items at standard stores.	201	1	5	3.98	.068	.967
3) I'm going to buy organic food because it's better for the environment.	201	1	5	3.99	.068	.964
4) I want to purchase organic food because I care about animal welfare.	201	1	5	3.87	.072	1.023
Valid N (listwise)	201					

respondents expressed a high intention to Acquire organic food products promptly and regularly with mean scores of 4.01 and 3.98, respectively. They also showed a strong demonstrated a high desire to purchase organic food goods. because of their perceived environmental friendliness, with a mean score of 3.99. However, the intention based on concerns for animal welfare Has a marginally reduced mean score of 3.87 compared to other factors. Overall, respondents generally displayed positive intentions to buy organic food products, primarily driven by environmental considerations.

SECTION -D**DESCRIPTIVE STATISTICS OF RESPONDENTS' ACTUAL BUYING BEHAVIOR TOWARD ORGANIC PRODUCTS****Descriptive Statistics**

	Population size	Lowest	Highest	Average	Standard Deviation
1) I frequently purchase organically grown items.	201	1	5	3.77	.959
2) I frequently make regular purchases of organically grown items.	201	1	5	3.76	1.097
4) I frequently purchase organic food items that do not use studying animals.	201	1	5	3.72	1.106
5) I frequently purchase safe-to-eat organic food items.	201	1	5	3.92	.935
6) I frequently purchase organic food items for my wellness.	201	1	5	3.92	1.004
Valid N (listwise)	201				

The sample size for each statement is 201, with ratings ranging from 1 to 5. On average, respondents reported moderately positive attitudes (mean ratings: 3.72 to 3.92) toward buying organic food products. There is variation in responses (standard deviations: 0.935 to 1.106), suggesting differing opinions among individuals. Statements 5 and 6 received the highest mean ratings (3.92), indicating a strong association with safety and health benefits, while statement 4 had the lowest mean rating (3.72), indicating a relatively weaker association with animal welfare concerns. Overall, the observations suggest generally positive attitudes toward buying organic food products, particularly regarding safety and health benefits, but opinions vary among respondents.

OBSERVATIONS ARE:

The observations suggest that the respondents generally have positive attitudes toward purchasing foods that are organic, especially in terms of the advantages to health and safety. However, there is some variation in responses, indicating that opinions may differ among individuals.

[2] Based on the correlation analysis some notable correlations between variables:**Positive Correlations:**

Organic food products with more vitamins and minerals correlate with future and regular intentions to buy organic food. Growing food organically and naturally for better health correlates with future intentions to buy organic food due to environmental friendliness and concern for animal welfare. Organic farming's environmental friendliness correlates with preventing contamination and pollution, and hence, positively relates to organic farming. The superior quality of organic food products correlates with future and regular intentions to buy organic food.

Negative Correlations:

Age is negatively correlated with future intentions to buy organic food. Gender has a weak negative correlation with age. Monthly income is negatively correlated with age.

[3] The value of KMO and the Bartlett Test, third

Sampling adequacy as measured by Kaiser-Meyer-Olkin.		.910
Bartlett's Sphericity Test	roughly the chi-square	2540.315
	degrees of freedom	325
	Significance	.000

KMO measurement (0.910) and The test administered by Bartlett ($p < 0.05$) indicate that the data from 200 respondents is suitable for analysis. This suggests that the collected data is reliable for the examination of Consumer Attitudes Towards Organic Food: Impact on Purchase Intention and Actual Buying Patterns.

[4] REGRESSION ANALYSIS**[a] Exploring Consumer Attitudes Towards Organic Food on consumer's Actual Buying Patterns****Descriptive Statistics**

	Mean	Std. Deviation	N
consumer's Actual Buying Patterns on organic food	3.8607	.84882	201
Consumer Attitudes Towards Organic Food	3.5821	.69604	201

The observed values for the Actual Buying Patterns for organic food items are mean = 3.8607, and standard deviation = 0.84882 (n = 201). Consumer Attitudes Towards Organic Food The observed values for are mean = 3.5821, standard deviation = 0.69604.

Correlations

	consumer's Actual Buying Patterns on organic food	Consumer Attitudes Towards Organic Food
Pearson Correlation	consumer's Actual Buying Patterns on organic food	1.000
	Consumer Attitudes Towards Organic Food	.476
Sig. (1-tailed)	consumer's Actual Buying Patterns on organic food	.000
	Consumer Attitudes Towards Organic Food	.000
N	consumer's Actual Buying Patterns on organic food	201
	Consumer Attitudes Towards Organic Food	201

observations are.:Exploring Consumer Attitudes Towards Organic Food: Impact on Purchase Intention and Actual Buying Patterns

There is a positive correlation between Purchase Intention and Actual Buying Patterns and Consumer Attitudes Towards Organic Food ($r = 0.476$, $p < 0.001$)

The correlation coefficient indicates a moderate relationship between the two variables.

statistical model

statistical model	Correlation coefficient	Coefficient of determination	adjusted determination coefficient	Standard Error of the Estimate
1	.476 ^a	.227	.223	.74816

^a Predictions include (constant) consumer perception of organic food products

The model has an R-squared value of 0.227, explaining approximately 22.7% of the dependent variable's variability using Consumer Attitudes Towards Organic Food as a predictor. The adjusted R-squared value (0.223) suggests that additional predictors have minimal impact. The average error research studies examining awareness of 0.74816 influencing factors ensure accurate and reliable results e model's performance is moderate, indicated by the R and R-squared values.

ANOVA

explained variation	Sum of squares of deviations	Degrees of Freedom	variance of residuals	F-Statistic	Significance
1 Model	32.711	1	32.711	58.439	.000 ^b
Residual	111.389	199	.560		
Total	144.100	200			

A Response Variable: consumer's Actual Buying Patterns on organic food b Predictors: (Constant), Consumer Attitudes Towards Organic Food as a predictor. The model significantly influences the dependent variable and accounts for a sizable portion of the variance. (Sum of Squares = 32.711, $df = 1$, Mean Square = 32.711). With an F-value of, the regression is extremely significant.58.439, and a p-value of .000. The residual component has a Sum of Squares of 111.389 and 199 degrees of freedom. The model accounts for the total variation in the data (Total Sum of Squares = 144.100, $df = 200$). In summary, the actual buying behavior of organic food goods is greatly influenced by how consumers perceive organic food products.

Coefficients

Model	unstandardized regression coefficients		beta coefficients	t-value	Significance
	B	Standard error	Beta coefficient		
1 Intercept	1.779	.277		6.416	.000
Consumer perception of organic foodproducts	.581	.076	.476	7.645	.000

^a Response variable: consumer's Actual Buying Patterns

observations are.

The model's intercept is 1.779 ($SE = 0.277$), indicating that when There is no buyer's opinion of organic food goods, the predicted value of the dependent variable is 1. The coefficient for the predictor variable "Consumer Attitudes Towards Organic Food Products" is 0.581 ($SE = 0.076$). This suggests that an increase of a single unit in consumer perception results in the anticipated rise in 0.581 units in the dependent variable. The standardized coefficient (beta) is 0.476, indicating a moderately positive impact. The t-value is 7.645, and 0.000 is the p-value. , supporting the predictor variable's statistical importance . In summary, consumer perception significantly predicts actual purchase behavior, with a positive relationship between the variables.

Overall result

The regression analysis shows a moderately favorable correlation between consumer attitude toward organic food products and real buy($\beta = 0.476$, $p < 0.001$). Consumer perception explains approximately 22.7% of the variability in purchase behavior. When perception is zero, predicted purchase behavior is 1.779. A one-unit increase in perception predicts a 0.581-unit increase in purchase behavior. Overall, consumer attitude to words organic foods greatly affects consumer intent to buy organic food.

[B] the impact of consumers' desire to buy organic food goods on what they actually buy .

Descriptive Statistics

	Mean	Std. Deviation	N
consumer's Actual Buying Patterns on organic food	3.8607	.84882	201
Consumer attitude to word organic food products	4.0697	.83374	201

Actual Purchase Behavior: Mean = 3.8607, Std. Deviation = 0.84882, N = 200 Consumer Intention: Mean = 4.0697, Std. Deviation = 0.83374, N = 20

Significance (1-tailed): The correlation between actual purchase behavior and consumer intention is significant statistically at 0.000 as the p-value. The two variables have a substantial correlation, indicating a significant relationship. **consumers The actual buying pattern of organic food products and consumer intention are positively correlated ($r = 0.621$, $p < 0.001$)** based on a sample size of 201

Statistical Model

Model	Multiple Correlation Coefficient	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.386	.383	.66673

a. intercept term, consumer's attitude of organic food products

Observations

The predictor variable (consumer's attitude to words organic food products)) has a sluggishly favorable correlation with the outcome variable. The model explains approximately 38.6% a measure of the outcome variable's variation. The adjusted R Square is 0.383, and the estimate's standard error is 0.66673.

Analysis of Variance

Regression Model		Sum of Squared Deviations	Degrees of Freedom	Mean Squared Error	F-statistic	Significance Level
1	Trend analysis	55.639	1	55.639	125.166	.000 ^b
	Residual	88.460	199	.445		

Observations

Regression analysis using a predictor variable (consumer attitude to words wholesome food items) explains a considerable portion of the variation in the dependent variable's actual purchasing behaviour for organic food goods. The model is statistically significant ($F = 125.166$, $p < 0.001$), indicating that consumer intention significantly influences real purchases.

Coefficients

Example	Unstandardized Coefficients		Standardized Coefficients	Test Statistic	Significance level	
	Beta	Standard Deviation of the Mean	B			
	1	Immutable	1.286			.235
	Consumer intention of organic food products	.633	.057	.621	11.188	.000

a. Dependent Variable: Consumer's real buying patterns of organic food products

The predictor variable (consumer's attitude to has a significant positive effect on the dependent variable) has a notable favorable impact on the dependent variable (consumer real buying pattern of organic food products). One additional unit of customer intention predicts a 0.633-unit increase in purchase behavior. The standardized coefficient (Beta) is 0.621, indicating the relative importance of the predictor variable. The coefficient is highly significant ($t = 11.188$, $p < 0.001$).

The overall result of the regression analysis

A statistically substantial correlation between consumer intention and the regression analysis for organic food items and actual buying patterns. The model explains approximately 38.6% variation in purchasing behavior. Consumer intent has a very beneficial impact. ($\beta = 0.621$) a one-unit rise in intention being connected to a two-unit increase in actual buying behavior. 0.633-unit increase in behavior. This relationship is highly significant ($p < 0.001$) based on the sample size of 201.

INDEPENDENT t-TEST AND ANOVA FOR DEMOGRAPHIC VARIABLES**Two-sample t-test for Gender**

		Levene's Test for Homogeneity of Variances		Independent Samples t-test						
		Statistic	Significance	t-value	Degrees of Freedom	Significance (2-tailed)	Difference in Means	Standard Error Difference	5% Confidence Interval for the difference	
									Lower	Upper
Consumer's real buying patterns of organic food products	Equal variances assumed	3.947	.048	1.014	199	.312	.13147	.12962	-.12414	.38708
	Equal variances not assumed			1.078	136.183	.283	.13147	.12195	-.10970	.37264

The t-test for unrelated samples compared the means of consumers' real buying patterns of organic food products between genders. Based on Levene's test, the assumption of equal variances was broken. ($F = 3.947$, $p = 0.048$), so the t-test assumed unequal variances. The findings revealed no statistically significant difference in gender mean values. ($t = 1.014$, $df = 199$, $p = 0.312$, 95% CI [-0.12414, 0.38708]). The mean difference was 0.13147 (SE = 0.12962). In conclusion, there are no appreciable differences between genders in actual organic food purchase behavior.

ANALYSIS OF VARIANCE FOR RESPONDENT'S AGE CATEGORY

Consumer's real buying patterns of organic food products

	Variance Sum of Squares	Degrees of Freedom	Mean Square Variance	F-value	Significance
Inter-group	1.076	3	.359	.494	.687
Intra-group	143.024	197	.726		
Total	144.100	200			

The ANOVA test results for respondents' age groups and real buying patterns of organic food products show no discernible difference in the age groups ($F = 0.494$, $p > 0.05$). Therefore, respondents' age does not significantly impact their buying behavior of organic food products.

ONE-WAY ANALYSIS OF VARIANCE FOR RESPONDENT'S MONTHLY INCOME

Consumer's real buying patterns of organic food products

	Sum of Squares	df	Mean Square	F	Sig.
Inter-group	11.551	4	2.888	4.270	.002
Intra-group	132.549	196	.676		
Total	144.100	200			

The ANOVA test on respondents' monthly income and Consumer's real buying patterns of organic food products showed significant results ($F = 4.270$, $p = .002$). This shows that there is a sizable difference in purchasing patterns among various socioeconomic levels. Further analysis is needed to explore the specific differences among income groups and their impact on purchase behavior. In summary, income plays a role in influencing the Consumer's real buying patterns of organic food products.

ANALYSIS OF VARIANCE FOR RESPONDENT'S EDUCATIONAL ATTAINMENT

Consumer's real buying patterns of organic food products

	Sum of Variance	Degree of Freedom	Average Square	F-value	Significance
Inter-group	3.434	4	.859	1.196	.314
Intra-group	140.665	196	.718		
Total	144.100	200			

The ANOVA test examined the connection between respondents' educational background and their Consumer's real buying patterns of organic food products. The results showed no significant difference among education levels ($F = 1.196, p = 0.314$). This implies that education level does not significantly affect buying behavior. Other factors such as perception of health, safety, environmental friendliness, and The decision of consumers to purchase organic food products may be more strongly influenced by the quality of the product.

INDEPENDENT T-TEST FOR RESIDENCE AREA

Two-sample test for Responders' Residences

		Levene's Test for Homogeneity of Variances		Independent Samples t-test						
		Statistic	Significance.	t-value	Degrees of Freedom	significance (2-tailed)	Difference in Means	Standard Error Difference	95% Confidence The time window for the difference	
									Lower	Upper
Consumer's real buying patterns of organic food products	Equal variances assumed	.044	.834	.043	199	.966	.00545	.12598	-.24298	.25389
	Equal variances not assumed			.043	139.933	.966	.00545	.12634	-.24433	.25524

The independent t-test results share no significant difference in Consumer's real buying patterns of organic food products between respondents living in urban and rural areas. This conclusion is supported by both the analysis assuming equal variances ($p = .966$) and not assuming equal variances ($p = .966$). The mean difference in purchase behavior is very small (mean difference = .00545), and the confidence interval includes zero (-.24298 to .25389). Therefore, residence area does not appear to significantly influence the actual buying behavior of respondents regarding organic food items.

FINDINGS

Consumer's attitude to words Organic Food Products:

Organic food items are considered safer, chemical-free, and of higher quality than conventional food. Organic farming is seen as a sustainable and environmentally friendly practice that reduces contamination risks.

Intention to Purchase Organic Food Products:

Respondents generally have positive intentions to buy organic food products in the near future and on a regular basis. Strong desire to buy organic food due to perceptions of its environmental friendliness. Slightly lower intention based on concerns for animal welfare compared to other factors.

Actual Buying Behavior:

Strong desire to buy organic food due to perceptions of its environmental friendliness, particularly in relation to safety and health benefits.

Variation in responses indicates differing opinions among individuals.

Correlations:

Positive correlations exist between attitudes towards organic food goods and purchase intentions, particularly related to health, environment, and quality factors. Negative correlations exist between age, gender, and monthly income, suggesting some influence on purchase intentions.

Regression Analysis:

The actual purchasing behaviour of consumers is moderately positively impacted by their perception of organic food goods. . Approximately 22.7% Consumer perception can be used to explain some of the variation in real buying behaviour. . Consumer perception is a significant predictor of actual purchase behavior.

Overall the results show that customers' opinions about organic food goods influence their intents. and actual buying behavior. Perceived health benefits, safety, environmental friendliness, and quality of organic food products positively influence consumer intentions to buy.

socio-demographic factors such as Age has little bearing on the consumer's actual purchasing habits for organic food items. between genders gender there is no significant difference between the age groups in terms of their purchasing behavior, and income). The analysis of variance indicated that indicates there is a considerable difference between the Consumer's actual purchasing habits for organic food items across different income categories. . The results of the independent t-test for residence areas indicate that there is no significant difference in the Consumer's real buying patterns of organic food products between respondents living in urban and rural areas.

CONCLUSION

Regarding the impact of several factors on consumers' intents to purchase organic food items, the study puts out a number of ideas. These factors include health consciousness, food safety concerns, environmental and animal rights issues, perceived quality as well as personal information like gender, age, and income.

According to the descriptive data, respondents' perceptions of organic food products are generally moderately favorable. . Compared to conventional food, respondents believe organic food products to be safer, healthier, and of higher quality. . They also believe that organic farming practices are environmentally friendly and protect animal welfare.

The details of the statistics According to the respondents' intentions towards organic food products, a sizable percentage of them in the near future plan to frequently purchase organic food. Their intentions are driven by perceived environmental friendliness and concerns for health and safety.

The descriptive statistics for actual buying behavior show Overall respondents' sentiments towards purchasing organic food products are generally favorable. Purchasing organic food is highly linked to safety and health advantages, while the link to animal welfare is a little weaker..

The correlation analysis reveals some notable correlations between variables. For example, positive correlations are found . between attitudes towards organic food products and intents to purchase them, especially in light of their perceived superiority in terms of vitamins and minerals, environmental friendliness, and quality. Age, gender, and income show negative relationships with intents to purchase organic foods.

The results of the regression analysis show that actual purchasing behavior is significantly predicted by consumer perceptions of organic food goods. The two variables have a moderately positive connection, which implies that as consumers' perceptions of organic food products rise, so does their actual purchasing behavior.

The results suggest that consumers have positive perceptions and intentions towards organic food products, driven by elements including quality, environmental concerns, safety, and health . Actual purchasing behavior is also influenced by these impressions and intentions.

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