

A Study on Factors Influencing Organic Food and Purchase Intentions of IT Professionals

By

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Abstract

Organic food is more popular because it satisfies customers' concerns about food safety, human health, and the environment. Other factors, such as the food's nutritional content, flavor, freshness, and appearance, also play a role. The primary focus of this article is on the motivations, attitudes, and behaviors that lead IT professionals to choose organic food. This study used a multivariate linear regression analysis to identify factors that could account for people's propensity to purchase organic food items. To make sense of the demographic data, descriptive statistics were used. Outcome of the study showing that the factors Health Consciousness and Safe for Consumption, Environmental Friendly, Price of the products, Food Safety, Local Origin and Nutrition Value are significantly influence on the purchase intentions of IT professionals. Further, it is also witnessed from the study that the factors are correlated to each other. The current study's findings provide the organic agricultural business with more helpful and effective inputs. Manufacturers can create better tactics to achieve competitive advantage based on the trend in the results.

Key words: Purchase intention, Environment, Organic, IT Professionals and Safety.

Introduction

In the current international context, industrialization has quickened to keep up with the needs of a growing human population. Increased pressure has been placed on agriculture to improve agricultural production. A few years ago, farmers first started utilizing commercially available chemical fertilizers, insecticides, herbicides, and other substances to increase crop yields. However, people and ecosystems were already feeling the effects of the expanding usage of fertilizers and pesticides. More and more people are learning about the dangers of

eating inorganic foods and the benefits of organic farming and food production. Understanding organic foods is the first step in increasing demand for organic goods (Kumar 2019).

Because India's economy is expanding rapidly and the nation is still evolving, Indians are adapting to these new conditions. In an effort to save time, they will consume anything, even if it isn't beneficial for them, such as ready-made meals, frozen foods, and fast food. Numerous diseases, including diabetes, high cholesterol, high blood pressure, and obesity, are on the rise as a result of people's increasingly hectic and imbalanced lifestyles. Causes of health issues include rising wealth and a lack of free time. Indian consumers, particularly those in the upper and middle classes, are gradually adopting a healthier lifestyle, and this lifestyle shift begins with organic food. People want government-approved, chemical-free, and organically grown foods. The organic food market is a relatively recent one in India. They are demonstrating a favorable disposition toward the purchase of organic foods. Natural, or organic, food is grown without the use of synthetic pesticides and fertilizers.

ASSOCHAM estimates that by 2015, India's organic food sector, now valued at Rs 2,500 crores, would have grown to Rs 6,000 crores. India will still only have 1% of the world market, but there is enormous potential in this sector. The organic industry in India. In general, people like organic foods since they are healthier and are not treated with harmful chemicals like pesticides and fungicides during cultivation. Animals raised organically are not given antibiotics or growth hormones, and neither are the crops they produce. In most cases, chemical contamination of organic goods is impossible. Consumers nowadays are looking for long-term benefits when making purchases, thus they often choose items that do not use current synthetic inputs. For this reason, the number of retailers selling organic goods is rising.

Review of Literature

Anitha (2017) The author of a research titled "Marketing Strategy and Consumer Buying Behavior of Organic Food in Rajasthan" discovered a correlation between a person's level of education and disposable income and their attitude toward purchasing organic food in the state of Rajasthan. Women in Rajasthan between the ages of 25 and 35 do the most grocery shopping for their homes and workplaces, while those in their early thirties and older are the most likely to buy organic food because of the benefits it provides. People in the 15-20% income range are the most likely to purchase organic goods, while those in the 10%-50% range do so less often.

Patel (2017) have investigated, by means of cross-tabulations between six demographic factors, namely city, gender, age, qualification, occupation, and income of consumers vs twelve green building techniques, the extent to which consumers are aware of and favor these practices. According to the findings, green teaching methods have an inverse association with both age and level of formal education. researchers have found Between the ages of 31 and 45, 40% of consumers said that they had learned about green practices in school or college.

Eiebert (2020) While both practical and affective aspects of a product may influence consumers' trust, it is the latter that ultimately determines whether or not they will make a purchase. The perception of value has a significant role in predicting consumer trust and purchase intent Brazilian consumers.

Iqbal (2021) A thorough study model describes variables such consumer health consciousness, food safety concerns, consumer engagement, and ecological motivations to explore their connections with consumer intentions toward purchasing healthy and organic food.

Robert De et al (2021) It has been demonstrated that purchasing intentions for organic food are positively influenced by the perceived value of traceability information; The importance of product information alters the relationship between uncertainty and future purchases in a positive way, mediating the influence of ambiguity on consumers' decision-making.

Prentice et al (2021) How successful a company is at marketing organic goods depends on how happy and willing its customers are to buy them. An individual's desire to buy a product is shaped by their opinion of that product's quality and other attributes, which are essentially the product's "personality traits," which are developed with the help of research on how customers would perceive such traits..

Farias et al (2021) examines the influence of 13 variables on consumers' propensity to make a purchase in Iran, including the characteristics of five products' personalities. Systematic sampling methods were used to choose 384 Iranian consumers of imported food products to fill out questionnaires. They locate the connecting elements among the learner models. The results of the research suggest that customers are more likely to purchase a product more than once if it meets their needs without having a harmful effect on their health or the environment.

Objectives of the study

1. To know the demographic profile of the consumers of organic food
2. To study the relationship between the factors influencing the consumer purchase intention towards organic food
3. To evaluate the relationship between the influencing factors of organic food and purchase intentions of IT professionals

Proposed Conceptual Framework



Sampling and Data Collection

Data was gathered using both secondary and primary sources to ensure it was relevant to the study's aims. We employed structured questionnaires on a five-point Likert scale ranging from "strongly agree" to "strongly disagree" to obtain our primary data. Following an exhaustive review of the available literature, an exploratory investigation was carried out. The survey population of

IT experts in the Indian cities of Delhi, Bangalore, Hyderabad, and Chennai provided the bulk of the study's main data. It was decided to use a simple random sampling method to get the necessary sample from the population. The current research has a predetermined sample size of 250 in accordance with the Cochran's sample formula. In order to gather information, 300 people were given standardized questionnaires to fill out throughout the research region. It was determined by the researcher that just 250 replies were filled out in their entirety.

Data Analysis and Interpretation

Table 1 Demographic profile of respondents

		Frequency	Percent
Age	20-30 Years	55	22.0
	30-40 Years	105	42.0
	40-50 Years	75	30.0
	Above 50 Years	15	6.0
	Total	250	100.0
Gender	Male	175	70.0
	Female	75	30.0
	Total	250	100.0
Marital Status	Married	61	24.4
	Unmarried	189	75.6
	Total	250	100.0
Educational Qualification	Diploma	22	8.80
	Under Graduate	170	68.0
	Post Graduate	58	23.2
	Total	250	100.0
Income	20001-50000	62	24.8
	50001-100000	142	56.8
	Above 100000	46	18.4
	Total	250	100.0

(Source: own calculation)

Table 1 shows that men made up 70% of the sample and women 30% of the population from which it was recruited. And out of the total sample size of 250 people, 61 were married and 189 were single. Sixty-eight percent of respondents had bachelor's degrees or above, followed by 23.2% with master's degrees or higher, and 8.80% with associate's degrees or below. A frequency distribution of respondents' monthly income is shown in the results. Two-hundred-fifty (24%) of the sample has an annual income between \$20,000 and \$50,000, while over half (56%) have an annual income of \$50,000 to \$100,000. About eighteen percent, or 46 respondents, report annual incomes of \$100,000 or more).

Table 2 Reliability Test

Variables	Reliability Statistics	
	Cronbach's Alpha	No of Items
Health Consciousness and Safe for Consumption	.813	5
Environmental Friendly	.972	5
Price of the products	.892	5
Food Safety	.787	4
Local Origin	.767	4

(Source: own calculation)

When administering a survey using Likert-scale questions, Cronbach's alpha is the most common way to assess the reliability of the instrument's responses. Cronbach's Alpha is used to evaluate how well objects agree with one another. We have zeroed down on six distinct factors to examine in our research (independent). The following table displays the results of a reliability statistics run in SPSS on each of the indicated variables in order to evaluate the stability of the fabricated instrument. In light of the fact that the Cronbach's Alpha value is larger than 0.7, it is clear that there was no issue with dependability.

Table 3: Correlations between Independent and Dependent variables

		Health Consciousness and Safe for Consumption	Environmental Friendly	Price of the products	Food Safety	Local Origin	Nutrition Value
Health Consciousness and Safe for Consumption	Pearson Correlation	1					
	Sig. (2- tailed)						
	N	250					
Environmental Friendly	Pearson Correlation	.837**	1				
	Sig. (2- tailed)	.000					
	N	250	250				
Price of the products	Pearson Correlation	.476**	.183**	1			
	Sig. (2- tailed)	.000	.000				
	N	250	250	250			
Food Safety	Pearson Correlation	.713**	.190**	.543**	1		
	Sig. (2- tailed)	.000	.000	.000			
	N	250	250	250	250		
Local Origin	Pearson Correlation	.621**	.409**	.393**	.465**	1	
	Sig. (2- tailed)	.000	.000	.000	.000		
	N	250	250	250	250	250	
Nutrition Value	Pearson Correlation	.585**	.325**	.428**	.659**	.527**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	
	N	250	250	250	250	250	250

** Correlation is significant at the 0.01 level (2-tailed).

(Source: own calculation)

From the table 3, the coefficient correlation value of Health Consciousness and Safe for Consumption and Environmental Friendly (0.837), Price of the products (.476), Food safety (.713), Local origin (.621), Nutrition Value (.585). Environmental Friendly and Price of the products (.183), Food safety (.190), Local origin (.409), Nutrition Value (.325). Price of the products and Food Safety (.543), Local Origin (.393) and Nutrition Value (.428). Food Safety and Local origin (.465), Nutrition Value (.659). Local Origin and Nutrition Value (.527) are positive values which indicate a constructive correlation between the several factors. The significance value is less than 0.01, indicating a statistically significant link between the variables at the 1% level of confidence.

Factors influencing of organic food and purchase intentions of IT professionals

This study aims to identify the factors that influence IT workers' preferences for and purchases of organic food. Regression models are used to quantify these characteristics.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.681	.837	.213	3.65523

In the summary of the regression model, we get a R value of 0.681 and an adjusted R square value of 0.837 (83%). In other words, the factors of health awareness and product safety, environmental friendliness, product price, food safety, local origin, and nutritional value account for 21.3% of the variance in IT workers' intents to buy.

The result of ANOVA test is given below.

Table 5: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293.294	4	199.714	117.873	0.000
	Residual	177.561	245	2.913		
	Total	470.855	249			

The ANOVA matrix demonstrates the model's accuracy. The F value of 117.873 from the ANOVA test indicates that the model is well-fitting (p-0.000). Values of significance below 0.05 are reported. Thus, we cannot accept the alternative hypothesis. Results indicated that the following variables i.e., Health Consciousness and Safe for Consumption, Environmental Friendly, Price of the products, Food Safety, Local Origin and Nutrition Value are significantly influence on the purchase intentions of IT professionals.

Scope for Further Research

Specifically, this study only surveyed IT workers in the cities of Delhi, Bangalore, Hyderabad, and Chennai. This has the potential to grow and be implemented in more cities throughout India. To better understand the varied marketing approaches used by businesses and the numerous elements influencing customer preferences, further study of these issues is

required in the future. Future scholars should also empirically study the role of cultural aspects of organic food purchases.

Conclusion

The present study covered Health Consciousness and Safe for Consumption, Environmental Friendly, Price of the products, Food Safety, Local Origin and Nutrition Value and impact on the purchase intentions of IT professionals towards organic food. The researcher has taken the support of literature to construct a model in the present study. The statistical result shows that the increase of awareness towards health consciousness among customers led to purchase organic food. Many people believe that organic foods are better for them and the planet because they are healthier, safer, and more nutritious than conventional foods. Marketers need to develop strategies and design aspects of the marketing mix to make organic food items more accessible to customers if they want to increase sales of organic food. The research could also help the producers of organic food in promoting and offering organic food to the customers.

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