

Organic products: Study of factors influencing consumers

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ABSTRACT

These days, consumers are leaning towards a healthy life style as Food adulteration becomes the major issue which cause many health problems. Ever since most of the environment specialist has raised their voice regarding harmful effect of increasing use of chemicals fertilizers in cultivation of vegetables and other food product. Now due to the media coverage consumers are getting conscious and selective towards eatable products. This increasing awareness has caused rise in demand for organic products. They now understand clearly that the superiority or inferiority of food directly affect their health. Consuming organic product is a good option available to them. India being a big producer of organic products has started showing interest towards consumption of organic food. The aim of the study is to figure out the key factors affecting purchase intention of the Indian consumer. The sample size of 599 was chosen and the questionnaire was administered to collect the primary data. Data is collected through the distribution of questionnaires and analysed in this research by using SPSS. The sampling technique used was snowball sampling method and the data testing technique which was used within the research includes Chi Square test and validity of test by Cramer's V value.

Keywords: Health, Harmful effects, Organic products, healthy life style etc.

INTRODUCTION

For the survival on the earth food grain and other eating materials are essentials for every living species. So the production of this survival source must be so effective that it could not harm those (living species). But in these days while production, producers are using synthetic fertilizers and pesticides, so that they can earn more profit. But it results in causing various diseases such as asthma, allergies, cancer, infertility etc. It results in gaining consumer concern over environment, issue by demanding eco friendly or organic products.

Organic products are those which produced without use of chemical fertilizers, fresh or minimally processed, non pesticide, free from genetically modified organism, having organic certificates, traditional/indigenous products, herbal product and naturally grown. Organic products are the materials produced by the means of organic agriculture. They can be effectively explained as any product that is cultivated organically and without any use of chemical and synthetic fertilizers. People prefer organic food for various reasons as they are healthier and no use of pesticides or fungicides when they are grown. There is generally no chance of having chemicals in organic product. Today, consumers prefer to buy products that do not involve modern synthetic inputs and will be beneficial to them in the long-term. That's why organic product stores are continuously growing. There are various factors that impact the consumer preference to buy organic food products. Organic Products are Healthy and Safe for Consumption. During research it is considered that among the organic purchasers, health and children, Good Nutrition Value, family preference and environmental and animal welfare factors were the main factors. Consumers are even ready to pay more prices for organic food products which are environmental friendly and this is because of the consumer's ecological friendly behaviour. In the modern era both at national & international level environmental concerns have been at the top agenda. Most of the government and private agencies are now focusing on environmental concerning issues and they are taking part to promote eco friendly products to save environment.

REVIEW OF LITERATURE

Sushil kumar and Jabir (2011) conducted a study on the analyzing the factors affecting consumer awareness on organic food products in India. The study was included 200 respondents from the national capital, New Delhi and Lakhnow, the capital of Uttar Pradesh. Growth in the demand for consumers concerns on organic food products safety, health and environment, resulted in the increased demand for organic food across all over the world. The consumer knowledge on various attributes of organic products was fundamental factor for creating the demand of organic food products. The study understood that the level of consumer awareness becomes very important. Based on awareness on organic products label, potential consumer of organic products were grouped into 5 categories namely humanists, food phobic's, health eaters, environmentalists and hedonists. Gumber.G and Rana.J (2017) attempted to analyse the factors influencing Willingness to pay the price premium. It was considered as the amount of money that a consumer was willing to sacrifice to acquire a product. The data was collected through the well structured questionnaire filled by 500 respondents of National capital Region. Majority of the customer were willing to pay for a given level of quality at a given price. There was positive attitude of consumer towards organic products. Study revealed that education and income positively influence willingness to pay price premium for organic products. Professional and post graduate perceive health and environment benefits of organic food and were willing to pay higher price. Rural area consumers were not so interested to pay premium, but rural migrants were more aware of organic farming practices and considered premium over 10% as unfair. Taste was not considered as driving factor. People with high concern for taste were not willing to pay premium for organic food while people with low concern were interested. Consumer showed least interest in promotion and packaging. Visual appeal was another parameter which did not have consumer with high concern. Abdul A & Muthu. (2016) Reviewed various articles related to consumer behaviour and described the various factor which affects the perception of consumer towards a particular product such as quality, packaging, promotion methods, brand awareness, Shopping motive, family influence etc. The traditional studies were described about the rational perspective, behavioral perspective, cognitive perspective, decision making, the personality perspective, motivational and psychographic perspective related to consumer behaviour. Study

concluded that due to technological development, physical differences of products have declined. The study of consumer behaviour is evolved as researcher recognition. Behaviour of consumer involves lifestyle, values, priorities and society also. Alan D Dangour, Sakhi etc (2009) conducted a study to evaluate the nutritional quality of organic food. The study was focused on to assess the difference in nutrient content between organically and conventionally produced foods. Study further concluded that there was no evidence of a difference in nutrient quality between organically and conventionally produced foods. Study showed that 10 out of 13 nutrient categories were analysed and it was concluded that there was no significant difference in production method. The very small difference in nutrient content which was detected, were biologically factor. Reason may be due to fertilizers and pesticide regimen. Sathis Kumar and Dr. E. Muthukumar (2016) found out that consumers in Nilgiri district gave more importance to factors like health, environmental safety, knowledge and culture where organic food was concerned. However, they were indifferent towards attributes of organic food like taste, colour of the food etc. Lea & Worsley (2005) Personal values were a stronger forecaster of organic food beliefs than socio-demographic variables, even though the predictive power of these values was fairly weak. This suggests that factors other than socio demographic values play a larger role in predicting organic food beliefs. It is suggested that future understanding of organic food consumers include a fairly extensive set of potential influences, personal values being one of them. Attempts to modify organic food beliefs should mainly be directed at women, given that gender was found to be the socio-demographic variable with the strongest association with organic food beliefs, and communication based on psychographics may be a more effective way to alter these beliefs compared to demographic segmentation. Kumar.L.V & Kumar.A.P (2015) conducted a study on consumer decision towards purchase of organic food products as they came to know that environmental concern was termed as one of the most crucial problem in the world. The study further concluded that there was a need for organizing many awareness programs by the government, marketers, and environmental agencies to educate consumers for using eco-friendly products. The price and availability of the organic products were the prime barriers towards the purchase of organic product, so the marketers need to focus on such barriers to increase the market of organic products in India. C.D.Andrei (2012) Due to the various environmental issues, health issues and other food related issues, the pattern of consumption was

changed. Most of the consumers were attracted towards organic product due to the quality and safety issues in the food. The main purpose of the study was to gain the knowledge about the factors that influence the buying decision of organic food of consumer in Romania. Study consists of four variables attitude, concern for health, environmental concern, and knowledge about organic food. Study further revealed that there was noticed confusion about the organic food, which affects the potential customer not to buy organic products. Those consumers who bought organic products were aware about the various health and environment issues. They didn't want to consume non organic products as they had the knowledge that it contained pesticides and chemicals. Dr.D.Geetha & D.Jenifer. A (2014) conducted a research in Coimbatore city with a sample of 100 green consumers. The study was focused on consumer behaviour towards purchase of eco friendly products and the various factors influencing the consumer buying decision towards organic products. It was further explained in the study that health, quality and reliability, environment, customer services and friends opinion were the various factors which influence the purchase decision of consumer. People were realizing their role and responsibilities towards the environment. So Consumers were willing to pay even extra price towards green products, organizations were taking notice of the demand and behaviour and attitude of the consumers. Study further revealed that major source of awareness of consumer towards organic products was friends. Results showed that there was significant relation between income and amount spent for one month. Paull.J (2008) attempted to identify the concept of green food in china. According to study China Green Food Development Centre (CGFDC) having with green food logo, develop and maintain the Green Food Standard. This is an agency which is responsible for certification of green food products and draws income for certification fees. It was further concluded in the study that Green Food certification was spread to food produced inside and outside China. High chemical-input farming was causing high labor costs and low input costs, including land and chemicals, and it has been enabled by the economic treatment of environmental degradation and pesticide contaminations as externalities, rather than as costs of production. Peter Midmore, Susanne Padel, Heather Mccalman, jon Isherwood, Susan Fowler and Nic Lampkin (2001) conducted a study on farmers in to find out the effect of dynamic change in various circumstances of organic farming on the attitude of farmers. The Area of the study was England. Study explained that the farmers who did not go for conversion

scheme tend on average to be small. The organic approach perceived as less profitable than conventional agriculture. Financial security and care for the environment considered strong reason for conversion, but animal welfare, soil fertility and personal health were lesser important.

RESEARCH OBJECTIVE

To examine the factors influences consumer to continue to buy Organic products

RESEARCH METHODOLOGY

This study was focused to evaluate the factors which insist the consumer for purchasing organic products. The area of the research is the customer of the state of Punjab, who purchases organic products. Snowball sampling technique, is used in this study in which one data source nominated another potential primary data source. It is based on referrals from initial sources to generate further sources via chain referrals. For this current research, the author used primary data to make an appropriate result. Questionnaires were distributed to Consumer who buys organic products. Chi square test is applying along with Symmetric Measures to analyse the data.

RESULTS AND DISCUSSION

For this purpose five demographic variables age, gender, education, occupational status and monthly income were selected. For the purpose of relationship analysis the following null hypothesis were formulated.

H0a: There is no significant relationship between the factors influencing consumer to continue to buy organic products and their age group.

H0b: There is no significant relationship between the factors influencing consumer to continue to buy organic products and their gender.

H0c: There is no significant relationship between the factors influencing consumer to continue to buy organic products and their education.

H0d: There is no significant relationship between the factors influencing consumer to continue to buy organic products and their occupation.

H0e: There is no significant relationship between the factors influencing consumer to continue to buy organic products and their income.

Factors which influences consumer to continue to buy organic products: Age wise Analysis

Factor may be an element or influence that contributes to a result. The study attempt to find the factors that could make an influence on the mind of the respondents to buy organic products. These factors were child welfare, nutritional value, and family preference, environmental issue, recommended by doctor or any others. Study also attempt to find the relationship between demographic variables and factor influencing respondents to continue to buy organic products. Study concluded that majority of the respondents buy organic products due to its nutritional value. The age wise response of the respondent regarding the influence of factor which motivate them to continue to buy organic products has been presented in the table no. 1

Table no. 1 Factors which influences consumer to continue to buy organic products: Age wise

			Factor Organic products					Total
			child welfare	Nutritional Value	Family preference	Environmental Issues	Any Other	
Age	below 18	Count	0	9	6	0	8	23
		% within Age	.0%	39.1%	26.1%	.0%	34.8%	100.0%
		% within Factor OP	.0%	2.7%	4.2%	.0%	27.6%	3.8%
		% of Total	.0%	1.5%	1.0%	.0%	1.3%	3.8%
	18-27	Count	1	72	30	3	0	106
		% within Age	.9%	67.9%	28.3%	2.8%	.0%	100.0%

		% within Factor OP	2.9%	21.6%	21.1%	5.0%	.0%	17.7%
		% of Total	.2%	12.0%	5.0%	.5%	.0%	17.7%
	28-37	Count	12	136	42	26	19	235
		% within Age	5.1%	57.9%	17.9%	11.1%	8.1%	100.0%
		% within Factor OP	35.3%	40.7%	29.6%	43.3%	65.5%	39.2%
		% of Total	2.0%	22.7%	7.0%	4.3%	3.2%	39.2%
	38-47	Count	7	42	55	5	2	111
		% within Age	6.3%	37.8%	49.5%	4.5%	1.8%	100.0%
		% within Factor OP	20.6%	12.6%	38.7%	8.3%	6.9%	18.5%
		% of Total	1.2%	7.0%	9.2%	.8%	.3%	18.5%
	48-57	Count	8	40	9	9	0	66
		% within Age	12.1%	60.6%	13.6%	13.6%	.0%	100.0%
		% within Factor OP	23.5%	12.0%	6.3%	15.0%	.0%	11.0%
		% of Total	1.3%	6.7%	1.5%	1.5%	.0%	11.0%
	above 57	Count	6	35	0	17	0	58
		% within Age	10.3%	60.3%	.0%	29.3%	.0%	100.0%
		% within Factor OP	17.6%	10.5%	.0%	28.3%	.0%	9.7%

		% of Total	1.0%	5.8%	.0%	2.8%	.0%	9.7%
Total	Count		34	334	142	60	29	599
	% within Age		5.7%	55.8%	23.7%	10.0%	4.8%	100.0%
	% within Factor OP		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		5.7%	55.8%	23.7%	10.0%	4.8%	100.0%

Chi-square=1.708, DF=20, Significant at 0.05 level of significance (.000), Phi=.534, Cramer's V=.267

In this table the response of the respondent regarding the influence of factor which motivates them to continue to buy organic products has been analysed according to their age. In the age group below 18 years, no one of the respondents respond about that child welfare motivate them to purchase of organic product, 39.1% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, 26.1% respondents purchase organic product because of the family preference and there was not a single respondent who respond that he purchase organic product due to environmental issue and 34.8% of the respondents respond about that some other factors motivate them to purchase of organic product

In the age group below 18-27 years, 0.9% of the respondents respond about that child welfare motivate them to purchase of organic product, 67.9% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, 28.3% respondents purchase organic product because of the family preference and there was 2.8% respondent who respond that they purchase organic product due to environmental issue and no one of the respondents respond about that some other factors motivate them to purchase of organic product

As far as the age group 28-37years is concerned, 5.1% of the respondents respond about that child welfare motivate them to purchase of organic product, 57.9% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, 17.9%

respondents purchase organic product because of the family preference and there was 11.1% respondent who respond that they purchase organic product due to environmental issue and 8.1% of the respondents respond about that some other factors motivate them to purchase of organic product.

In the age group 38-47 years, 6.3% of the respondents respond about that child welfare motivate them to purchase of organic product, 37.8% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, 49.5% respondents purchase organic product because of the family preference and there was 4.5% respondent who respond that they purchase organic product due to environmental issue and 1.8% of the respondents respond about that some other factors motivate them to purchase of organic product.

Table depict that in the age group 48-57 years, 12.1% of the respondents respond about that child welfare motivate them to purchase of organic product, 60.6% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, 13.6% respondents purchase organic product because of the family preference and there was 13.6% respondent who respond that they purchase organic product due to environmental issue and no one of the respondents respond about that some other factors motivate them to purchase of organic products.

Table depict that in the age group 57 years and above, 10.3% of the respondents respond about that child welfare motivate them to purchase of organic product, 60.3% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, not a single respondents purchase organic product because of the family preference and there was 29.3% respondent who respond that they purchase organic product due to environmental issue and no one of the respondents respond about that some other factors motivate them to purchase of organic.

The chi square test applied on the results (table number 1) shows that there is an association between the factor which motivate respondents to continue to buy organic products and their age attribute as the calculated value of chi- square (1.708) is significant at the 0.05 level of significance ($p < 0.05$). The results of the study discussed chi-square results are validated as the

value of Cramer’s V in age variable .267. So the null hypothesis H0a is rejected and it is clear therefore that there is a significant relationship between factor which motivate consumer to continue to buy organic products and their age.

2. Factors which influences consumer to continue to buy organic products: Gender wise Analysis

The gender wise response of the respondent regarding the influence of factor which motivate them to continue to buy organic products has been presented in the table no. 2

Table no. 2 Factors which influences consumer to continue to buy organic products: Gender wise

			Factor Organic products					Total
			child welfare	Nutritional Value	Family preference	Environmental Issues	Any Other	
Gender	Male	Count	28	236	92	35	13	404
		% within Gender	6.9%	58.4%	22.8%	8.7%	3.2%	100.0%
		% within Factor OP	82.4%	70.7%	64.8%	58.3%	44.8%	67.4%
		% of Total	4.7%	39.4%	15.4%	5.8%	2.2%	67.4%
	Female	Count	6	98	50	25	16	195
		% within Gender	3.1%	50.3%	25.6%	12.8%	8.2%	100.0%
		% within Factor OP	17.6%	29.3%	35.2%	41.7%	55.2%	32.6%
		% of Total	1.0%	16.4%	8.3%	4.2%	2.7%	32.6%
Total	Count	34	334	142	60	29	599	
	% within Gender	5.7%	55.8%	23.7%	10.0%	4.8%	100.0%	

	% within Factor	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	OP						
	% of Total	5.7%	55.8%	23.7%	10.0%	4.8%	100.0%

Chi-square=14.49, DF=4, Significant at 0.05 level of significance (.006), Phi=.156, Cramer's

V=.156

In the male group, 6.9% of the respondents respond about that child welfare motivate them to purchase of organic product,58.4% of the respondents respond that nutritional value of the organic products motivate them to purchase. 22.8% of the respondents get motivated and purchase organic products due to family preference. Environmental issues motivated only 8.7% of the respondents. Table depict that 3.2% of the respondents get motivated through other factors.

In the female group, 3.1% of the respondents respond about that child welfare motivate them to purchase of organic product,50.3% of the respondents respond that nutritional value of the organic products motivate them to purchase. 25.6% of the respondents get motivated and purchase organic products due to family preference. Environmental issues motivated only 12.8% of the respondents. Table depict that 8.2% of the respondents get motivated through other factors.

The chi square test applied on the results (table number 2) shows there is an association between the factor which motivate respondents to continue to buy organic products and their gender attribute as the calculated value of chi- square is 14.49 is significant at the 0.05 level of significance ($p < 0.05$). The results of the study discussed chi-square results are validated as the value of Cramer's V in age variable .156. So the null hypothesis H_0b is rejected and there is a significant relationship between the factor which motivates respondents to continue to buy organic products and their gender.

3. Factors which influences consumer to continue to buy organic products: Education wise Analysis

The education wise response of the respondent regarding the influence of factor which motivate them to continue to buy organic products has been presented in the table no. 3

Table no. 3 Factors which influences consumer to continue to buy organic products: Education wise

			Factor Organic products					Total
			child welfare	Nutritional Value	Family preference	Environmental Issues	Any Other	
Education	undergraduate	Count	5	63	36	9	5	118
		% within Education	4.2%	53.4%	30.5%	7.6%	4.2%	100.0%
		% within Factor OP	14.7%	18.9%	25.4%	15.0%	17.2%	19.7%
		% of Total	.8%	10.5%	6.0%	1.5%	.8%	19.7%
	Graduate	Count	24	172	62	21	22	301
		% within Education	8.0%	57.1%	20.6%	7.0%	7.3%	100.0%
		% within Factor OP	70.6%	51.5%	43.7%	35.0%	75.9%	50.3%
		% of Total	4.0%	28.7%	10.4%	3.5%	3.7%	50.3%
	Post Graduate	Count	5	99	44	30	2	180
		% within Education	2.8%	55.0%	24.4%	16.7%	1.1%	100.0%

		% within Factor	14.7%	29.6%	31.0%	50.0%	6.9%	30.1%
		OP						
		% of Total	.8%	16.5%	7.3%	5.0%	.3%	30.1%
Total		Count	34	334	142	60	29	599
		% within Education	5.7%	55.8%	23.7%	10.0%	4.8%	100.0%
		% within Factor OP	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	5.7%	55.8%	23.7%	10.0%	4.8%	100.0%

Chi-square=30.14, DF=8, Significant at 0.05 level of significance (.000), Phi=.254, Cramer's V=.159

In the undergraduate group, 4.2% of the respondents respond about that child welfare motivate them to purchase of organic product, 53.4% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, 30.5% respondents purchase organic product because of the family preference and there was 7.6% respondents who respond that they purchase organic product due to environmental issue and 4.2% of the respondents respond about that some other factors motivate them to purchase of organic product

As far as the graduate group is concerned, 8.0% of the respondents respond about that child welfare motivate them to purchase of organic product, 57.1% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, 20.6% respondents purchase organic product because of the family preference and there was 7.0% respondent who respond that they purchase organic product due to environmental issue and 7.3% of the respondents respond about that some other factors motivate them to purchase of organic product.

Table depict that in the group of postgraduate, 2.8% of the respondents respond about that child welfare motivate them to purchase of organic product, 55.0% respondents purchase organic

product due to its nutritional value. Table depict that in the case of this age variable, 24.4% respondents purchase organic product because of the family preference and there was 16.7% respondent who respond that they purchase organic product due to environmental issue and 1.1% of the respondents respond about that some other factors motivate them to purchase of organic.

The Chi- square test applied on the results of table no. 3 reveals that there is a significant relationship between the factor which motivate consumer to continue to buy organic products and their education attributes as the calculated value of chi- square (30.14)is significant ($p < 0.05$), hence the null hypothesis H_0 is rejected. The main findings considering Table 3 is that the value of Cramer’s V is .159, which is strong and as well as significant, it validates the results of above discussed Chi- Square. It reveals that there is a significant relationship between the factor which motivates respondents to continue to buy organic products and their education attributes.

4. Factors which influences consumer to continue to buy organic products: Occupation wise Analysis

The occupation wise response of the respondent regarding the influence of factor which motivate them to continue to buy organic products has been presented in the table no.4.34

Table no. 4 Factors which influences consumer to continue to buy organic products: Occupation wise

			Factor Organic products					Total
			child welfare	Nutritional Value	Family preference	Environmental Issues	Any Other	
Occupation	Student	Count	1	11	19	7	6	44
		% within Occupation	2.3%	25.0%	43.2%	15.9%	13.6%	100.0%
		% within Factor OP	2.9%	3.3%	13.4%	11.7%	20.7%	7.3%
		% of Total	.2%	1.8%	3.2%	1.2%	1.0%	7.3%

Retired	Count	7	9	0	0	0	16
	% within Occupation	43.8%	56.2%	.0%	.0%	.0%	100.0%
	% within Factor OP	20.6%	2.7%	.0%	.0%	.0%	2.7%
	% of Total	1.2%	1.5%	.0%	.0%	.0%	2.7%
House Wife	Count	1	33	0	0	0	34
	% within Occupation	2.9%	97.1%	.0%	.0%	.0%	100.0%
	% within Factor OP	2.9%	9.9%	.0%	.0%	.0%	5.7%
	% of Total	.2%	5.5%	.0%	.0%	.0%	5.7%
Private employee	Count	8	67	47	2	6	130
	% within Occupation	6.2%	51.5%	36.2%	1.5%	4.6%	100.0%
	% within Factor OP	23.5%	20.1%	33.1%	3.3%	20.7%	21.7%
	% of Total	1.3%	11.2%	7.8%	.3%	1.0%	21.7%
Government Employed	Count	1	42	57	24	15	139
	% within Occupation	.7%	30.2%	41.0%	17.3%	10.8%	100.0%
	% within Factor OP	2.9%	12.6%	40.1%	40.0%	51.7%	23.2%
	% of Total	.2%	7.0%	9.5%	4.0%	2.5%	23.2%
Businessman	Count	0	18	18	1	1	38

		% within Occupation	.0%	47.4%	47.4%	2.6%	2.6%	100.0%
		% within Factor OP	.0%	5.4%	12.7%	1.7%	3.4%	6.3%
		% of Total	.0%	3.0%	3.0%	.2%	.2%	6.3%
	Agriculture	Count	0	61	1	17	1	80
		% within Occupation	.0%	76.2%	1.2%	21.2%	1.2%	100.0%
		% within Factor OP	.0%	18.3%	.7%	28.3%	3.4%	13.4%
		% of Total	.0%	10.2%	.2%	2.8%	.2%	13.4%
	Others	Count	16	93	0	9	0	118
		% within Occupation	13.6%	78.8%	.0%	7.6%	.0%	100.0%
		% within Factor OP	47.1%	27.8%	.0%	15.0%	.0%	19.7%
		% of Total	2.7%	15.5%	.0%	1.5%	.0%	19.7%
	Total	Count	34	334	142	60	29	599
% within Occupation		5.7%	55.8%	23.7%	10.0%	4.8%	100.0%	
% within Factor OP		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
% of Total		5.7%	55.8%	23.7%	10.0%	4.8%	100.0%	

Chi-square=2.829, DF=28, Significant at 0.05 level of significance(.000), Phi=.687, Cramer's V=.344

In this table the response of the respondent regarding the influence of factor which motivates them to continue to buy organic products has been analysed according to their occupation. In the

students group 2.3% of the respondents respond about that child welfare motivate them to purchase of organic product, 25.0 respondents purchase organic product due to its nutritional value. Table depict that 43.2% respondents purchase organic product because of the family preference and there was 15.9% respondents who respond that they purchase organic product due to environmental issues and 13.6% of the respondents respond about that some other factors motivate them to purchase of organic product.

In the group of retired respondents, 43.8% of the respondents respond about that child welfare motivate them to purchase of organic product, 56.2% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, there was no such respondents who respond that they purchase organic product due to the family preference, environmental issue and some other factors motivate them to purchase of organic product.

As far as the group of house wives is concerned, 2.9% of the respondents respond about that child welfare motivate them to purchase of organic product, 97.1% respondents purchase organic product due to its nutritional value. Table depict that in the case of this variable, there was no such respondents who respond that they purchase organic product due to the family preference, environmental issue and some other factors motivate them to purchase of organic product.

In the private employee group, 6.2% of the respondents respond about that child welfare motivate them to purchase of organic product, 51.5% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, 36.2% respondents purchase organic product because of the family preference and there was 1.5% respondent who respond that they purchase organic product due to environmental issue and 4.6% of the respondents respond about that some other factors motivate them to purchase of organic product.

Table depict that in the government employee group, 0.7% of the respondents respond about that child welfare motivate them to purchase of organic product, 30.2% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, 41.0% respondents purchase organic product because of the family preference and there was 17.3% respondent who respond that they purchase organic product due to environmental issue and

10.8% of the respondents respond about that some other factors motivate them to purchase of organic products.

Table depict that in the group businessman no one of the respondents respond about that child welfare motivate them to purchase of organic product, 47.4% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, 47.4% of the respondents purchase organic product because of the family preference and there was 2.6% respondent who respond that they purchase organic product due to environmental issue and 2.6% of the respondents respond about that some other factors motivate them to purchase of organic products.

As far as the group of agriculture is concerned, no such of the respondents respond about that child welfare motivate them to purchase of organic product, 76.2% respondents purchase organic product due to its nutritional value. Table depict that in the case of this variable, there was 1.2% of respondents who respond that they purchase organic product due to the family preference, 21.2% of the respondents purchase due to environmental issue and 1.2% respond that some other factors motivate them to purchase of organic product.

In the others group, 13.6% of the respondents respond about that child welfare motivate them to purchase of organic product, 78.8% respondents purchase organic product due to its nutritional value. Table depict that in the case of this age variable, no respondents purchase organic product because of the family preference and there was 7.6% respondent who respond that they purchase organic product due to environmental issue and there was no respondent who respond about that some other factors motivate them to purchase of organic product.

The chi square test applied on the results (table number 4) shows that there is an association between the factor which motivate respondents to continue to buy organic products and their occupation attribute as the calculated value of chi- square (2.829) is significant at the 0.05 level of significance ($p < 0.05$). The results of the study discussed chi-square results are validated as the value of Cramer's V in age variable 4. So the null hypothesis H_0 is rejected and it is clear therefore that there is a significant relationship between factor which motivate consumer to continue to buy organic products and their age.

5. Factors which influences consumer to continue to buy organic products: Income wise Analysis

The income wise response of the respondent regarding the influence of factor which motivate them to continue to buy organic products has been presented in the table no.4.35

Table no. 5 Factors which influences consumer to continue to buy organic products: Income wise

			Factor Organic products					Total
			child welfare	Nutritional Value	Family preference	Environmental Issues	Any Other	
Income	below 10000	Count	0	4	4	0	2	10
		% within Income	.0%	40.0%	40.0%	.0%	20.0%	100.0%
		% within Factor OP	.0%	1.2%	2.8%	.0%	6.9%	1.7%
		% of Total	.0%	.7%	.7%	.0%	.3%	1.7%
	10000-30000	Count	11	45	21	16	0	93
		% within Income	11.8%	48.4%	22.6%	17.2%	.0%	100.0%
		% within Factor OP	32.4%	13.5%	14.8%	26.7%	.0%	15.5%
		% of Total	1.8%	7.5%	3.5%	2.7%	.0%	15.5%
	30000-50000	Count	19	140	50	3	9	221
		% within Income	8.6%	63.3%	22.6%	1.4%	4.1%	100.0%

		% within Factor OP	55.9%	41.9%	35.2%	5.0%	31.0%	36.9%
		% of Total	3.2%	23.4%	8.3%	.5%	1.5%	36.9%
	50000-70000	Count	3	95	44	36	17	195
		% within Income	1.5%	48.7%	22.6%	18.5%	8.7%	100.0%
		% within Factor OP	8.8%	28.4%	31.0%	60.0%	58.6%	32.6%
		% of Total	.5%	15.9%	7.3%	6.0%	2.8%	32.6%
	70000-90000	Count	1	18	23	5	1	48
		% within Income	2.1%	37.5%	47.9%	10.4%	2.1%	100.0%
		% within Factor OP	2.9%	5.4%	16.2%	8.3%	3.4%	8.0%
		% of Total	.2%	3.0%	3.8%	.8%	.2%	8.0%
	above 90000	Count	0	32	0	0	0	32
		% within Income	.0%	100.0%	.0%	.0%	.0%	100.0%
		% within Factor OP	.0%	9.6%	.0%	.0%	.0%	5.3%
		% of Total	.0%	5.3%	.0%	.0%	.0%	5.3%
	Total	Count	34	334	142	60	29	599
		% within Income	5.7%	55.8%	23.7%	10.0%	4.8%	100.0%
% within Factor OP		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

	% of Total	5.7%	55.8%	23.7%	10.0%	4.8%	100.0 %
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Chi-square=1.165, DF=20, Significant at 0.05 level of significance (.000), Phi=.441, Cramer's V=.221

In this table the response of the respondent regarding the factors which motivate them to continue to buy organic products was analysed according to their income. In the case of income group below 10000, no one of the respondents respond about that child welfare or environmental issue motivate them to purchase of organic product, 40.0% respondents purchase organic product due to its nutritional value or same respond for family preference and there was 20.0% respondent who respond that they purchase organic product due to some other factors.

In the income group 10000-30000, 11.8% of the respondents respond about that child welfare motivate them to purchase of organic product, 48.4% respondents purchase organic product due to its nutritional value. 22.6% respondents purchase organic product because of the family preference and there was 17.2% respondent who respond that he purchase organic product due to environmental issue and there was no such of the respondents who respond about that some other factors motivate them to purchase of organic product.

As far as the income group 30000-50000 is concerned, 8.6% of the respondents respond about that child welfare motivate them to purchase of organic product, 63.3% respondents purchase organic product due to its nutritional value or 22.6% purchase due to family preference and there was 1.4% respondent who respond that they purchase organic product due to or environmental issue and 4.1% of the respondent purchase due to some other factors.

In the income group 50000-70000, 1.5% of the respondents respond about that child welfare motivate them to purchase of organic product, 48.7% respondents purchase organic product due to its nutritional value or 22.6% purchase due to family preference and there was 18.5% respondent who respond that they purchase organic product due to or environmental issue and 8.7% of the respondent purchase due to some other factors.

In the income group 70000-90000, 2.1% of the respondents respond about that child welfare motivate them to purchase of organic product, 37.5% respondents purchase organic product due to its nutritional value or 47.9% purchase due to family preference and there was 10.4% respondent who respond that they purchase organic product due to or environmental issue and 2.1% of the respondent purchase due to some other factors. In the income group 90000 and above, 100.0% respondents purchase organic product due to its nutritional value but no one of the respondent respond that family preference or environmental issue, some other factors or child welfare motivate them to purchase of organic product,

The chi square test applied on the results (table number 5) shows that there is an association between the factor which motivate respondents to continue to buy organic products and their income attribute as the calculated value of chi-square (1.165) is significant at the 0.05 level of significance ($p < 0.05$). The results of the study discussed chi-square results are validated as the value of Cramer's V in age variable .221. So the null hypothesis H_0 is rejected and it is clear therefore that there is a significant relationship between factor which motivate consumer to continue to buy organic products and their income.

CONCLUSIONS

The aim of the study was to find out the influence of various factors which motivate consumer to buy organic products and to make repeated purchase. The results suggest that in relation to the age variable nutritional value was considered main factor which was followed by family preference, environmental issues and child welfare. Results of the study indicate that there is an association between factors and all the variables such as age, education, gender, occupation and income. Overall, study concluded that there is a positive relationship between the various demographic variables and factors. The results of the study provide valid and reasonable support to the entire hypothesis made for the relationships of awareness level of respondents and demographic variables.

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