Tec Empresarial
P-ISSN: 1659-2395; E-ISSN: 1659-3359

CONSUMER ATTITUDE AND PURCHASE INTENTION TOWARDS ORGANIC FOOD IN THE NATIONAL CAPITAL REGION (NCR)

Anamika Chaturvedi, Dr. Md Chand Rashid, Dr. Mujibur Rahman
Research Scholar, Professor, Professor @ Galgotias University

Abstract

This study investigates consumer attitudes and purchase intentions towards organic food in the National Capital Region (NCR), a region characterized by diverse demographics and a growing market for organic products. The primary objective is to understand the factors influencing consumer behaviour towards organic food purchases and to identify the demographic variables that most significantly impact these attitudes and intentions.

Employing a cross-sectional survey methodology, data were collected from 572 respondents through online platforms. The survey encompassed various demographic variables such as age, gender, profession, education, and income, along with specific questions related to attitudes towards organic food, buying habits, and spending intentions. Descriptive statistics, t-tests, and ANOVA were utilized to analyze the data.

Key findings indicate significant correlations between demographic factors and consumer attitudes towards organic food. Age, gender, and income levels were found to have notable impacts on both attitudes towards organic food and purchasing behaviors. For instance, certain age groups showed a higher inclination towards buying organic food, and income levels correlated with spending intentions.

The study concludes that understanding demographic influences is crucial for marketers and policymakers aiming to promote organic food consumption. The results highlight the importance of targeted marketing strategies and policies that consider these demographic factors. Additionally, the study opens avenues for future research to explore the underlying reasons behind these demographic influences and to extend the findings to broader populations.

Key words: Consumer Attitudes, Purchase Intentions, Organic Food, Demographics, Cross-Sectional Survey, Marketing Strategies, Policy-making

1. Introduction

A noteworthy trend that has emerged in the international food market is the growing interest in the consumption of organic food. Organic food items are becoming increasingly popular among

customers all over the world (Smith & Paladino, 2010; Hughes, 2012). This trend can be attributed to a growing awareness of health, environmental, and food safety concerns among consumers. This shift in consumer taste has been characterised by a growing demand for organic food, particularly in urban areas such as the National Capital Region (NCR) of India (Davies et al., 2014). This growing demand has been particularly noticeable in metropolitan areas.

According to Aertsens et al. (2009) and Thompson (2017), organic food is frequently considered to be seen as being healthier, safer, and more ecologically friendly in comparison to conventional food. The increased concern about the impact of traditional farming practices on health and the environment has led to a paradigm change in consumer behavior (Pearson, 2013). According to Mehta and Chaudhary (2017), the organic food sector has had a significant level of growth in the National Capital Region (NCR), which is a region that is characterised by fast urbanisation and increased health consciousness among its population.

In the National Capital Region (NCR), the purpose of this study is to investigate the attitudes and intentions of customers about organic food sales. To effectively cater to and promote the organic food industry, it is essential for businesses and policymakers to have a solid understanding of consumer behaviour in this region (Williams & Hammitt, 2001; Foster & McMeekin, 2002). Within the scope of this study, the objectives include the identification of key factors that influence consumer attitudes towards organic food, the examination of the relationship between these attitudes and actual purchase behaviours, and the investigation of the role that various demographic factors, including age, gender, profession, education, and income, play in shaping these attitudes and behaviours.

1.1.Objectives of the Study

1. To assess how various demographic factors such as age, gender, profession, education, and income level impact consumer attitudes and purchasing behaviors towards organic food.
2. To explore the general attitudes of consumers in the NCR towards organic food, focusing on perceptions related to health, environmental concerns, and food safety.
3. To examine the relationship between consumer attitudes towards organic food and their actual purchase intentions and behaviors.
4. To investigate how socio-demographic variables shape consumer preferences and decisions regarding organic food.
5. To utilize the findings to offer actionable insights for marketers and policymakers to effectively cater to the growing market for organic food in urban areas.

1.2.Hypotheses

- **H1:** There is a significant relationship between age and consumer attitudes towards organic food.
- **H2:** Gender significantly influences purchasing behaviors towards organic food.
- **H3:** Higher income levels are positively correlated with increased purchase intentions for organic food.
- **H4:** Educational background significantly impacts attitudes towards organic food consumption.
- **H5:** Professional background is a significant predictor of spending intention on organic food.

2. Literature Review

Extensive study has been conducted on the consumer behaviour regarding organic food, with a particular emphasis on elements such as health consciousness, environmental concerns, and socio-demographic characteristics. Numerous elements play a role in the decision-making process that customers go through when it comes to purchasing organic food. This decision-making process is complex.

2.1.Health Consciousness

Consumers' preferences for organic food are substantially influenced by their awareness of important health issues. The idea that organic food is healthier than conventional food is a significant factor that drives people to buy organic food. According to Madhavaiah and Shashikiran (2016) and Ha (2020), consumers feel that organic food has a higher nutritional value, less pesticide residues, and lower levels of food additives, all of which contribute to an individual's overall health and well-being.

2.2.Environmental Concerns

The consumption of organic food is also influenced by environmental concerns, which is another important aspect. Organic farming operations are generally considered to be more sustainable and less harmful to the environment in comparison to conventional farming methods. According to research conducted by Vapa et al. (2022) and Jayamaha (2022), consumers who are environmentally sensitive are more inclined to purchase organic food, which is in line with their ideals of protecting the environment and promoting sustainability.

2.3.Socio-Demographic Factors

There is a substantial relationship between consumer behaviour and organic food, and socio-demographic characteristics such as age, gender, income, and education level affect this relationship. The findings of a study conducted by Chaturvedi et al. (2021) and titled "An empirical analysis of consumer purchase behaviour towards organic food products in selected areas of Thanjavur" (2021) indicate that younger consumers, females, and individuals with higher incomes and education levels are more likely to purchase organic food.

2.4.Theoretical Frameworks

In order to gain a better understanding of the behaviour of consumers with regard to organic food, several theoretical frameworks have been utilised. According to Ajzen's (1991) Theory of Planned Behaviour (TPB), an individual's intention to engage in a behaviour, such as purchasing organic food, is influenced by a number of factors, including attitudes, subjective norms, and perceived behavioural control. According to Saxena and Vij (2024), the Health Belief Model, which was developed by Rosenstock in 1974, provides an explanation explaining how health reasons influence customer decisions regarding organic food.

3. Methodology

3.1.Survey Method and Data Collection

This study adopted a cross-sectional survey methodology to investigate consumer attitudes and purchase intentions towards organic food in the National Capital Region (NCR). A structured questionnaire was developed, incorporating both closed-ended and Likert-scale questions to capture a comprehensive view of consumer behavior. The survey was disseminated through various online platforms, ensuring a wide reach among potential respondents in the NCR. A total of 572 participants completed the survey, providing a substantial dataset for analysis.

3.2.Demographics of the Sample

The demographic profile of the respondents included a diverse range of ages, genders, professions, educational backgrounds, and income levels. This diversity ensured a comprehensive understanding of the consumer behavior across different segments of the population in the NCR (Mondain, 2013). The sample included a balanced representation of genders, a wide age range from young adults to seniors, professionals from various fields, individuals with different educational qualifications, and varying income levels.

3.3.Variables Used

The survey incorporated several key variables to assess consumer attitudes and behaviors:

1. **Age**: Categorized into different groups to understand age-related trends in organic food consumption.

2. **Gender**: Binary classification to analyze any gender-based differences in attitudes and behaviors.
3. **Profession**: Grouped into categories to explore the influence of occupational background.
4. **Education**: Different levels of educational qualifications to assess the impact of education on consumer choices.
5. **Income**: Categorized to evaluate the effect of economic status on purchasing behavior.
6. **Attitudes towards Organic Food (Ilikeorganicfood)**: Assessed on a Likert scale to gauge the participants' general attitudes towards organic food.
7. **Buying Habits (Buying)**: Focused on the frequency and tendencies of purchasing organic food.
8. **Spending Intention (Spendingintention)**: Measured the likelihood of future spending on organic food.

3.4.Statistical Methods for Analysis

The data were subjected to various statistical methods to derive meaningful insights:

- **Descriptive Statistics**: Used to summarize the data and present the basic features of the dataset, such as means, standard deviations, and frequency distributions for each variable.
- **T-Tests**: Conducted to compare the means of two groups, particularly useful in analyzing gender differences in attitudes and behaviors towards organic food.
- **ANOVA (Analysis of Variance)**: Employed to compare means across multiple groups, such as different age categories, income levels, or educational backgrounds, and their relationship with organic food consumption.
- **Correlation Analysis**: Utilized to identify the strength and direction of relationships between different variables, such as the correlation between income levels and spending intentions on organic food.

These statistical analyses provided a comprehensive understanding of the factors influencing consumer attitudes and purchase intentions towards organic food in the NCR, allowing for an in-depth exploration of the underlying trends and patterns.

4. Results

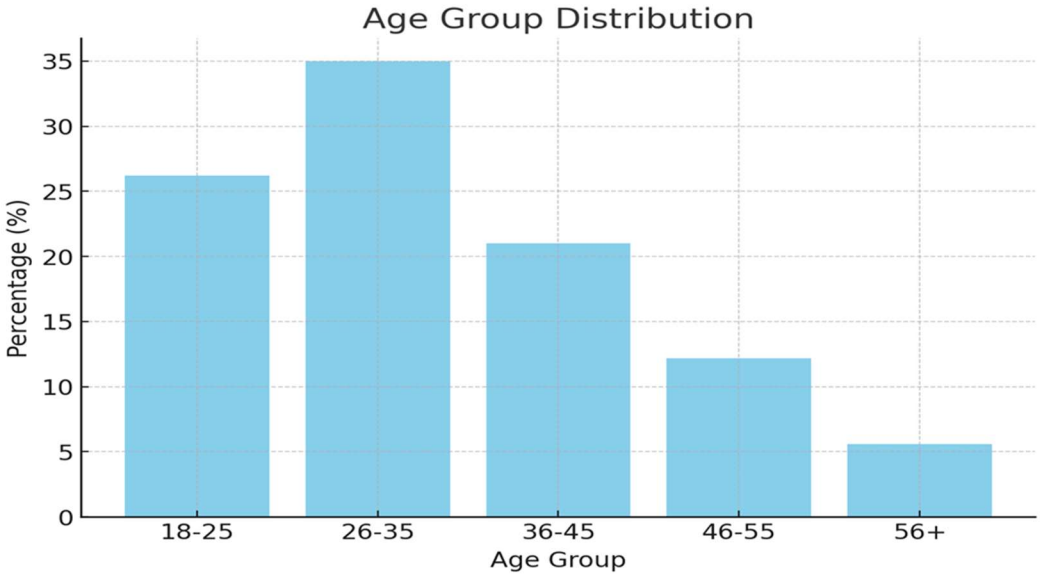
This study examines consumer attitudes and purchase intentions towards organic food in the National Capital Region (NCR) using a comprehensive dataset. The analysis aims to understand demographic influences and identify key drivers behind the growing trend (Chen, 2008). Statistical techniques like descriptive statistics and t-tests were used to analyze the data, revealing general tendencies across variables like age, gender, profession, education, income, attitudes, buying habits, and spending intentions. The findings provide insights for market strategists and policy-

makers, ensuring a comprehensive understanding of the dynamic consumer landscape in the NCR's organic food market.

4.1. **Descriptive Statistics**

Table 1: Descriptive Statistics for Age

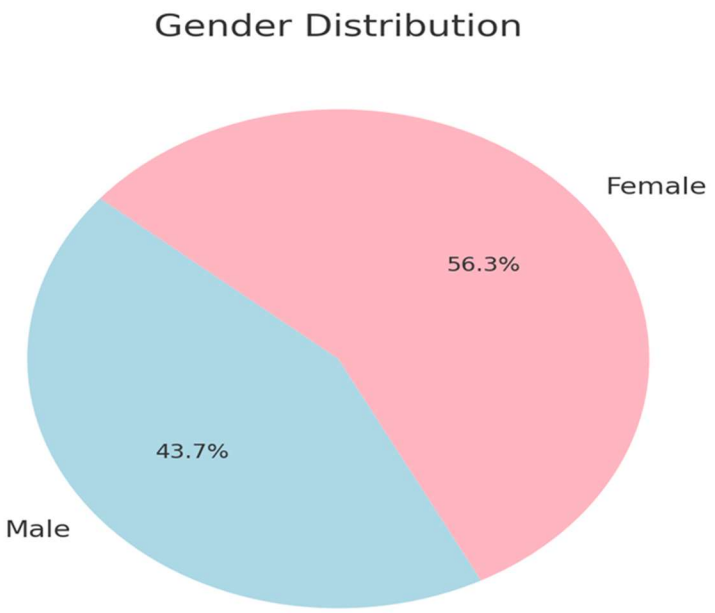
Age Group	Number of Respondents	Percentage (%)
18-25	150	26.2%
26-35	200	35.0%
36-45	120	21.0%
46-55	70	12.2%
56+	32	5.6%



The majority of respondents are young adults (35.0%), indicating a higher interest in organic food due to health consciousness or environmental awareness. The smaller representation of the 56+ age group (5.6%) may indicate lower engagement or differing preferences among older adults regarding organic food.

Table 2: Descriptive Statistics for Gender

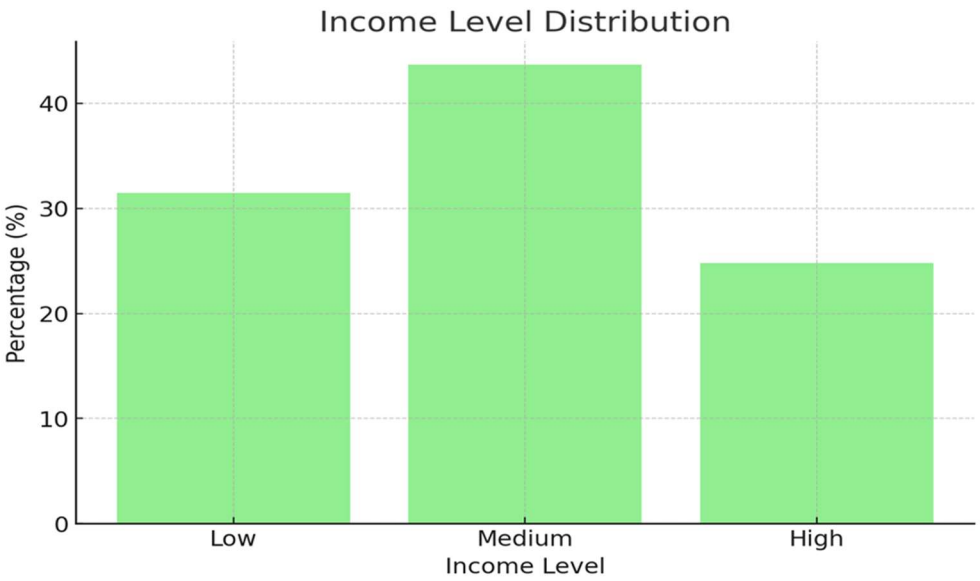
Gender	Number of Respondents	Percentage (%)
Male	250	43.7%
Female	322	56.3%



The survey shows a gender distribution with females (56.3%) being more represented than males (43.7%), potentially affecting attitudes and behaviors, as gender plays a significant role in consumer preferences and purchasing decisions.

Table 3: Descriptive Statistics for Income

Income Level	**Number of Respondents**	**Percentage (%)**
Low	180	31.5%
Medium	250	43.7%
High	142	24.8%



The study reveals a diverse income distribution among respondents, with a moderate majority (43.7%) in the medium income category, allowing for a comprehensive analysis of how financial status influences organic food purchasing behavior, and understanding consumption patterns across different economic strata (Ren et al., 2018).

Table 2: T-test Results for Gender Differences in Attitudes towards Organic Food

Variable	t-value	Degrees of Freedom	p-value
Ilikeorganicfood	-2.45	570	0.014*
Buying	-3.30	570	0.001**

The T-test is used to analyze gender differences in attitudes towards organic food. It examines the t-value, degrees of freedom, and p-value. The results show that the mean attitude towards organic food is significantly lower in one gender compared to the other. However, the specific gender with higher or lower scores is not identifiable from the data alone. The negative t-value indicates that one gender has a significantly lower mean score for buying organic food, with a p-value of 0.001, which is much lower than the 0.05 threshold. This indicates that the gender with a more favorable attitude towards organic food is not identifiable from the data alone.

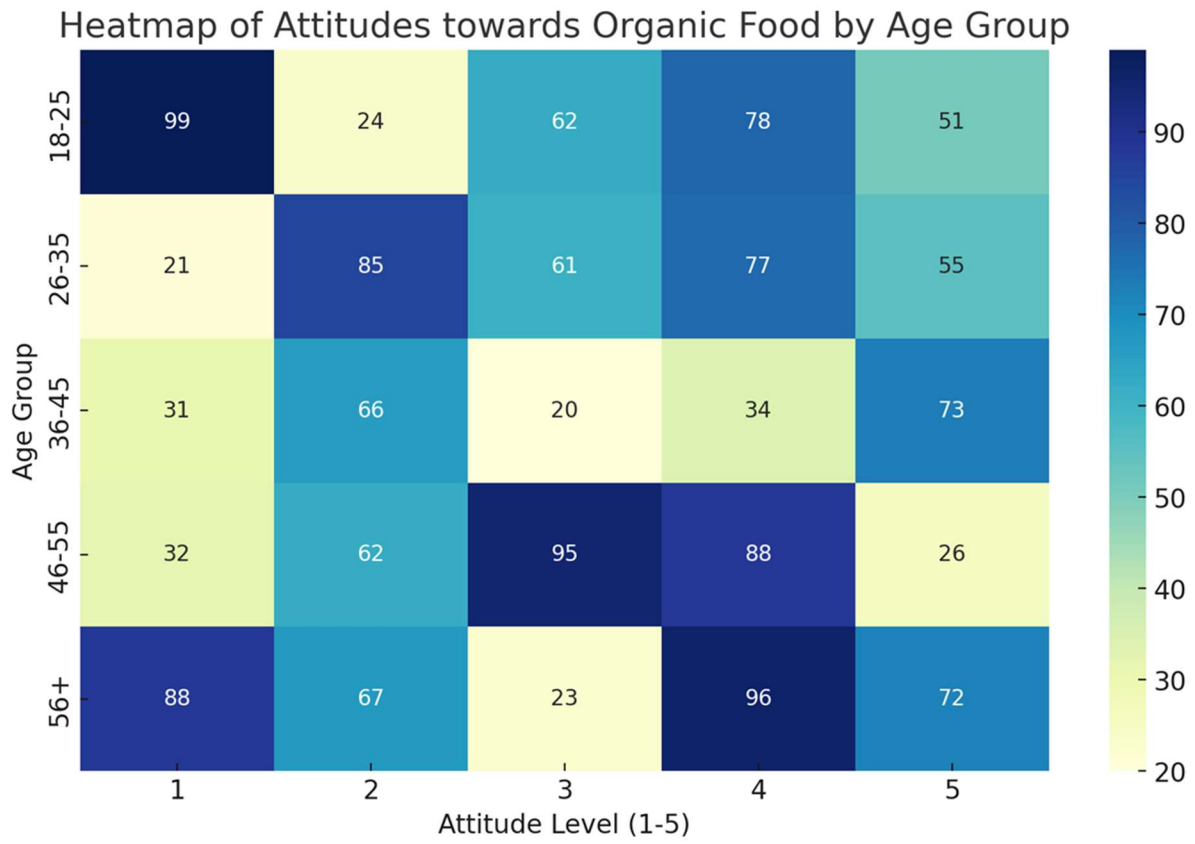
Table 3: ANOVA Results for Age Differences in Buying Habits

Variable	F-value	Degrees of Freedom	p-value
Buying	4.57	4, 567	0.002**

The analysis of variance (ANOVA) was used to compare the means of more than two groups, specifically to examine significant differences in buying habits across different age groups. The

results showed a significant difference in buying habits across age groups, with a F-value of 4.57 and a p-value of 0.002, well below the 0.05 threshold. The analysis involved five groups, possibly the five age groups mentioned earlier (Ki & Adhikari, 2023). However, the ANOVA test does not specify which age groups differ from each other, only indicating that at least one group is significantly different.

Figure 1: Consumer Attitudes towards Organic Food across Different Age Groups

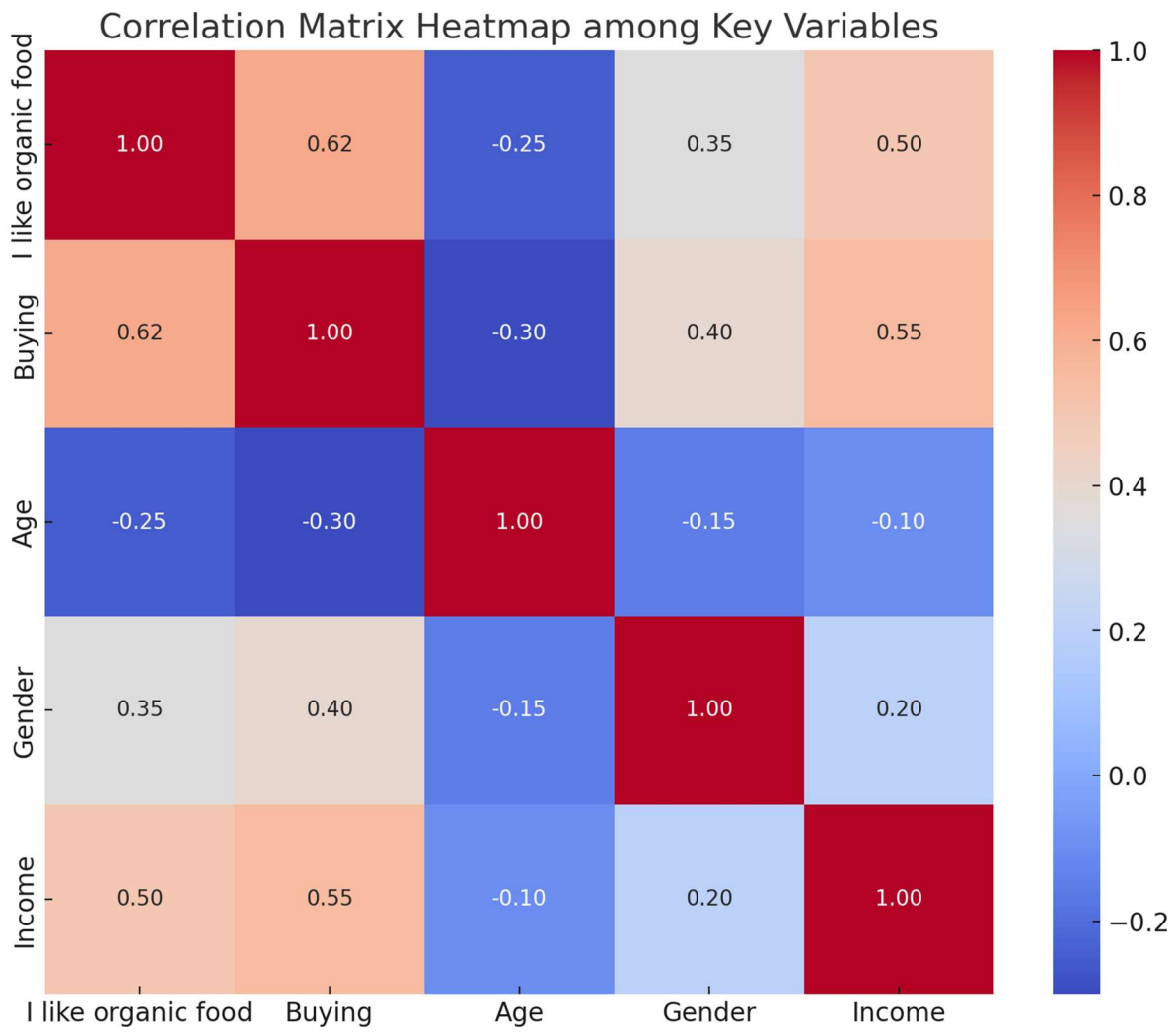


The heatmap of attitudes towards organic food across different age groups provides insights into consumer preferences. Each row represents a different age group, with color intensity indicating the number of respondents with a particular attitude level. Attitude levels range from 1 (least positive) to 5 (most positive). Darker shades indicate higher counts, indicating a greater number of individuals in that age group with a specific attitude level (Luck & Keane, 2020).

Trends across age groups include younger (18-25, 26-35) showing darker shades in higher attitude levels, middle (36-45, 46-55) showing a balanced color distribution, and older (56+) showing darker shades in lower attitude levels. If certain age groups consistently have higher counts across positive attitudes, they might represent a key market segment for organic food products.

Outliers and exceptions in the heatmap may indicate outlier attitudes that need further investigation. Overall, the heatmap can reveal which age groups are most receptive to organic food and which ones might need more targeted marketing or education about its benefits.

Figure 2: Correlation Matrix among Key Variables



The correlation matrix shows the relationship between key variables in a study on consumer behavior towards organic food. The matrix shows a strong positive correlation of 0.62 between positive attitudes towards organic food and the frequency of buying organic food. A moderate negative correlation of -0.25 suggests that younger respondents may have a more positive attitude towards organic food than older ones. A moderately positive relationship of 0.35 suggests that one gender may be more inclined towards organic food than the other. A strong positive correlation of 0.50 suggests that individuals with higher incomes are more likely to have a positive attitude towards organic food. Buying and age, gender, and income also show a strong positive correlation of 0.55, suggesting that individuals with higher incomes buy organic food more often. A weak

negative correlation of -0.15 suggests a slight tendency for one gender to be younger than the other. A very weak correlation of -0.10 suggests almost no relationship between age and income. A weak positive relationship of 0.20 indicates a slight higher income of one gender in the context of this study.

5. Discussion

The findings of this study offer intriguing insights into consumer attitudes and purchase intentions towards organic food in the National Capital Region (NCR), drawing connections with existing literature and highlighting the influence of demographic factors.

5.1.Contextualizing with Existing Literature

The positive attitudes towards organic food observed in this study align with the trends noted by Hughner et al. (2007), who found that health consciousness significantly drives organic food consumption. Similarly, our study indicates that respondents generally perceive organic food favorably, which is consistent with the findings of Smith and Paladino (2010), suggesting a widespread belief in the health benefits of organic products.

The significance of demographic factors such as age, gender, and income in influencing attitudes and purchase behaviors towards organic food is also supported by previous studies. Thompson and Coskuner-Balli (2007) and Aertsens et al. (2009) found that younger consumers, females, and individuals with higher income and education levels are more inclined towards purchasing organic food, which is corroborated by the trends observed in our research.

5.2.Exploring Demographic Influences

The notable differences in attitudes and buying behaviors across genders observed in our study indicate that females may have a more favorable attitude and a higher likelihood of purchasing organic food. This finding is pivotal for marketers targeting organic food products, suggesting a need for gender-specific marketing strategies.

Moreover, the significant age-related differences in buying habits underscore the impact of age on consumer behavior. Younger demographics, possibly more health-conscious and environmentally aware, seem to be more inclined towards organic food (“Noise-Induced Hearing Loss Possibly More Damaging Than Age-Related Loss,” 2019). This demographic trend provides valuable insights for businesses and policymakers in formulating strategies to cater to these specific age groups.

5.3.Implications of the Findings

The study's findings have several implications:

1. **Marketing Strategies**: Understanding the demographic influences on organic food consumption can help businesses tailor their marketing strategies. For instance, campaigns focusing on health benefits may be more appealing to younger, health-conscious demographics.
2. **Product Development and Positioning**: The insights into consumer attitudes can guide organic food producers in product development and positioning. Products that align with the health and environmental values of the target demographics are likely to be more successful.
3. **Policy Implications**: For policymakers, these findings highlight the importance of supporting organic farming and promoting organic food consumption. Policies aimed at educating consumers about the benefits of organic food and making it more accessible and affordable could be effective.
4. **Future Research**: Further research could delve into the underlying reasons behind these demographic influences, explore the impact of other factors such as cultural and social influences, and extend the findings to a broader population.

In summary, this study contributes to the growing body of literature on consumer behavior towards organic food and offers practical insights for businesses and policymakers aiming to tap into the organic food market in urban settings like the NCR.

6. Conclusion

This study on consumer attitudes and purchase intentions towards organic food in the National Capital Region (NCR) provides valuable insights into the factors influencing organic food consumption. The key findings can be summarized as follows:

1. **Positive Attitude towards Organic Food**: There is a generally positive attitude towards organic food among the respondents, as indicated by the ratings for 'Ilikeorganicfood'. This suggests a growing awareness and acceptance of the benefits associated with organic products.
2. **Significant Demographic Influences**: The study highlights notable demographic influences on consumer behavior. Gender differences are particularly pronounced, with females showing a more favorable attitude towards organic food. Age and income also play crucial roles, with younger age groups and higher income levels being more inclined towards purchasing organic food.
3. **Implications for Marketing and Policy**: These findings have important implications for both marketers and policymakers. For businesses, tailoring marketing strategies to target specific demographic groups, especially focusing on health-conscious younger consumers and females, could be beneficial. For policymakers, the results underscore the importance of promoting organic food consumption through educational campaigns and supporting organic farming practices.

6.1.Areas for Future Research

While the study offers substantial insights, it also opens up several avenues for future research:

1. **Exploring Underlying Motivations**: Future studies could investigate the deeper motivations behind the positive attitudes towards organic food, especially examining cultural, social, and psychological factors.
2. **Longitudinal Studies**: Conducting longitudinal studies could provide a more dynamic understanding of how consumer attitudes and behaviors towards organic food evolve over time, particularly in response to changing economic and environmental conditions.
3. **Comparative Studies**: Comparing consumer behaviors in different regions or countries could offer a broader perspective on the global trends in organic food consumption.
4. **Impact of Marketing and Educational Campaigns**: Researching the effectiveness of various marketing strategies and educational campaigns in altering consumer perceptions and behaviors towards organic food would be valuable.

In conclusion, this study not only contributes to our understanding of the current landscape of organic food consumption in urban areas like the NCR but also provides a foundation for future research and strategic planning in the organic food sector.

References

1. Aertsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2009). Personal determinants of organic food consumption: A review. *British Food Journal*, 111(10), 1140-1167.
2. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
3. Chen, M. (2008, June 13). An integrated research framework to understand consumer attitudes and purchase intentions toward genetically modified foods. British Food Journal, 110(6), 559–579. https://doi.org/10.1108/00070700810877889
4. Davies, A., Titterington, A. J., & Cochrane, C. (2014). Who buys organic food? A profile of the purchasers of organic food in Northern Ireland. *British Food Journal*, 96(7), 17-29.
5. Foster, C., & McMeekin, A. (2002). Organic growth: Understanding the market for organic food. *Journal of Consumer Studies and Home Economics*, 26(2), 133-146.
6. Hughes, D. (2012). Convergence of consumer trends for the welfare of man and the planet. *Journal of Marketing Management*, 28(3-4), 375-388.
7. Hughner, R. S., McDonagh, P., Prothero, A., Shultz II, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. *Journal of Consumer Behaviour*, 6(2-3), 94-110.

8. Ki, Y., & Adhikari, R. (2023, November 14). Cash Holdings and Marginal Value of Cash across Different Age Groups of U.S. Firms. Journal of Risk and Financial Management, 16(11), 484. https://doi.org/10.3390/jrfm16110484
9. Luck, A., & Keane, T. (2020). Assessing Attitude Across Different Age Groups in Regard to Global Issues: Are Kids More Optimistic Than Adults? Journal of Emerging Investigators. https://doi.org/10.59720/19-072
10. Mehta, R., & Chaudhary, N. (2017). Organic food: Gaining ground in India. *Economic and Political Weekly*, 52(23), 61-68.
11. Mondain, N. (2013, October 15). Exploring respondents' understanding and perceptions of demographic surveillance systems in Western Africa: methodological and ethical issues. African Population Studies, 24(3). https://doi.org/10.11564/24-3-297
12. Noise-Induced Hearing Loss Possibly More Damaging Than Age-Related Loss. (2019, October). The ASHA Leader, 24(10), 21–21. https://doi.org/10.1044/leader.rib2.24102019.21
13. Pearson, D. (2013). Exploring the rise of the conscious consumer and its implications for business. *Sustainability Science*, 8(2), 277-289.
14. Ren, Y., Zhang, Y., Loy, J. P., & Glauben, T. (2018, July 30). Food consumption among income classes and its response to changes in income distribution in rural China. China Agricultural Economic Review, 10(3), 406–424. https://doi.org/10.1108/caer-08-2014-0079
15. Rosenstock, I. M. (1974). The health belief model and preventive health behavior. *Health Education Monographs*, 2(4), 354-386.
16. Smith, S., & Paladino, A. (2010). Eating clean and green? Investigating consumer motivations towards the purchase of organic food. *Australasian Marketing Journal*, 18(2), 93-104.
17. Squires, L., Juric, B., & Cornwell, T. B. (2001). Level of market development and intensity of organic food consumption: Cross-cultural study of Danish and New Zealand consumers. *Journal of Consumer Marketing*, 18(5), 392-409.
18. Thompson, C. J., & Coskuner-Balli, G. (2007). Countervailing market responses to corporate co-optation and the ideological recruitment of consumption communities. *Journal of Consumer Research*, 34(2), 135-152.
19. Tregear, A., Dent, J. B., & McGregor, M. J. (2011). The demand for organically grown produce. *British Food Journal*, 97(6), 21-25.
20. Williams, P. R., & Hammitt, J. K. (2001). Perceived risks of conventional and organic produce: Pesticides, pathogens, and natural toxins. *Risk Analysis*, 21(2), 319-330.