

IMPACT OF ANTECEDENTS OF PURCHASE DECISIONS ON CONSUMER ACTUAL BUYING BEHAVIOUR OF ORGANIC FOOD PRODUCTS

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Abstract

This paper aimed to study the impact of factors that influence consumer behaviour while purchasing organic food products. The natural market has as of late expanded significantly and is broadly viewed as one of the greatest development markets in the food business (Hughner et al., 2007). The most recent twenty years have seen developing ecological mindfulness alongside wellbeing and food handling concerns, which have driven individuals to address current farming practices. This should have been visible in the rising interest for natural produce, which is thought of as less hurtful to the climate and more grounded than its customary partners (Schifferstein, 1998). Organic food varieties are seen as more nutritious, sound, and nature-accommodating than traditional food sources. Buyers, in this manner, are exchanging over to natural food items and will follow through on a top notch cost. The reason for this study is to inspect the variables affecting purchasers' genuine purchasing conduct towards natural food sources. For this reason, study information were gathered from 247 shoppers through an organized poll. 229 reactions were taken after investigation. A survey comprising of 31 inquiries was shipped off members through Google Structure. The information were examined utilizing different strategies like autonomous t-tests, ANOVAs, and various direct relapse. Results have affirmed five variables (environmental awareness, health cognizance, information, saw quality, and saw value) that impact the buy choice towards natural food items. The outcomes show that these five factors additionally impact the real purchasing conduct. Further socio-segment factors (age, orientation, ,Occupation and pay) For this review, a speculation was created from important writing to shape a reasonable casing work.variables taken for this study are environmental awareness, health cognizance, saw quality, saw cost, and information on buyers. Sociodemographic factors and their effect on different elements influencing the buy choices of natural food items were additionally dissected. This study gives a superior comprehension of customers' natural awareness, health consciousness, knowledge, saw quality, saw cost, and real purchasing conduct towards natural food items. The discoveries have suggestions for organizations in the natural food industry, retailers, and market administrative offices. The concentrate additionally gives rules and ideas to retailers and advertisers who are managing natural food sources and expect to extend the natural food market.

Introduction

Despite the fact that more individuals are becoming mindful of the benefits natural food things have for the climate and human wellbeing, numerous countries actually devour somewhat not many of them. The impact of procurement predecessors on shoppers' choices to purchase natural food things is a convoluted matter that has not gotten sufficient consideration in the scholastic writing. In any case, the information that is presently accessible demonstrates that the accompanying buy predecessors are significant in affecting shopper decision: Medical problems, natural mindfulness, saw quality, buyer attention to ecological issues, and value Advertisers of natural food items need to comprehend what these precursors of procurement mean for purchaser purchasing conduct to foster more powerful showcasing methodologies. Explicit exploration questions that can be tended to:

What is the relative importance of the different antecedents of purchase in influencing consumer buying behavior for organic food products?

How do the antecedents of purchase interact with each other to influence consumer buying behavior?

How do the antecedents of purchase vary across different consumer segments?

How can marketers of organic food products leverage the antecedents of purchase to increase sales of their products?

Scope of the study

There are several reasons why the study of the influence of purchase antecedents on consumers' purchasing decisions regarding organic food items is important. Initially, it can assist organic food product marketers create more potent marketing plans. Secondly, it can assist legislators in creating regulations that encourage the use of organic food items. Thirdly, it can enhance our comprehension of customer behaviour as a whole.

Objectives of the Study

Main objectives

To evaluate the antecedents of the purchase decision of organic food products on actual consumer buying behaviour.

To evaluate the actual buying behaviour of organic food products.

To measure the relationship between antecedents of purchase decisions for organic food products and actual consumer buying behaviour.

To measure the impact of antecedents of the purchase decision of organic food products on consumer actual buying behaviour.

Secondary objective

To study the role of socio-demographic factors on antecedents of the purchase decision of organic food products.

Hypotheses of the study

H1: Health consciousness has a significant positive impact on the purchase decision of organic food products.

H2: Environmental awareness has a significant positive impact on the purchase decisions of organic food products.

H3: Perceived quality has a significant positive impact on the purchase decisions of organic food products.

H4: Perceived knowledge has a significant positive impact on the purchase decision of organic food products.

H5: Perceived price has a significant positive impact on the purchase decision of organic food products.

Factors of the review

Factors of the exploration instrument remembered socio-segment subtleties containing inquiries for their orientation, age, instructive foundation, occupation, and normal month to month pay. The analysts examined these subtleties to grasp the segment profile of the concentrated on shoppers and relate them to the buy choices of organic food items. Other factors include the 5 independent variables of environmental awareness, health consciousness, perceived quality, perceived price, and knowledge of consumers towards organic food.

Measurement and sampling procedures

In this review, a spellbinding overview was led utilizing an organized survey to see how different elements impact the buy choice of natural food items. The survey was separated into two essential segments. Inquiries in Area 1 were connected with the statements related to variables. Segment 2 incorporated the articulations addressing the sociodemographic factors analyzed in the examination work. For every one of the develops, deeply grounded scales were built.

LITERATURE REVIEW

ORGANIC FOOD

As indicated by Yi (2009), organic food varieties are improved to keep up with food respectability rather than counterfeit substance, protection, and illumination. Set forth plainly, food that is created or handled without utilizing pesticides, mineral composts, or some other kind of synthetics can be named as natural food. Natural food sources are expectedly safe, created utilizing biologically and earth sound techniques that don't include manufactured sources of info like pesticides and substance manures, don't contain hereditarily changed organic entities (GMOs), and are not handled with illumination, modern solvents, or compound food added substances (Paul and Rana, 2012)). The term 'organic' alludes to how agrarian items are developed and handled. Natural food sources allude to those food sources that are delivered without pesticides or synthetic composts (Allen and Alabala, 2007).

HEALTH CONSCIOUSNESS

Consumption of organic products is found to be contemporary as well as an interesting research area (Lyu and Choi, 2020), as it is believed that health consciousness drives consumers to purchase pure and chemical-free food (Parashar et al., 2019). Organic food, as compared to conventionally grown food, is considered to be healthier, and buyers prefer to purchase it as these products are believed to be authentic and natural (Mazzacano D'Amato and Falzon, 2015). Salleh et al. (2010) found that health variables have a positive effect on consumer attitudes towards organic foods in Malaysia. Michaelidou and Hasan (2008) have shown similar results. Makatouni (2002) concluded that health factors are the most significant variables affecting consumers' willingness to purchase organic foods.

ENVIRONMENTAL AWARENESS

Organic food is believed to be healthier as well as environmentally friendly (Parashar et al., 2020). Since consumers' attitudes towards life, health, and environmental concerns have changed (Otto et al., 2021), it has led to a preference for organic food (Rana and Paul, 2017). Consumers identify organic food as environment-friendly and less harmful as compared to conventional food (Nguyen et al., 2019). With the growing interest in the health dimension and increasing environmental awareness, consumers are choosing more sustainable products that have high nutrient value (Broeckhoven et al., 2021; Hunka et al., 2021).

PERCEIVED QUALITY

A study by Magnusson et al. (2001) looked at the variables influencing Swedish consumers' purchases of organic food items. They discovered that the most crucial element influencing consumers' purchase decisions was perceived quality. Consumers thought organic food products were healthier, more nutrient-dense, and tasted better as compared to conventional food products. Bredahl (2008) reviewed the literature to determine how consumers view organic food items. He discovered that people believe organic food items to be of a higher caliber than conventional food items. Perceived quality is linked by consumers to elements including freshness, taste, ingredients, and production techniques. In order to investigate the factors influencing Italian consumers' purchases of organic food items, Zanoli et al. (2015) undertook a study. They discovered that among the most crucial elements influencing consumers' purchase decisions was perceived quality.

KNOWLEDGE OF ORGANIC FOOD

Von Alvensleben (1997) guaranteed that data uncovered on natural food marks is basic for buyers to distinguish the quality of organic food items, which can make trust. Hughner et al. (2007) found that degrees of natural information affect trust and natural food purchasing expectations.

PERCEIVED PRICE

The price of organic food is an important factor that consumers consider when making their purchase decisions (Al-Swaid et al., 2014; Padel and Foster, 2005), which also reflects the search property of organic foods (Lee and Yun, 2015). However, consumers are badly in need of other clues to increase their purchase intentions (Darby and Karni, 1973; Spence, 1973), especially in cases in which the organic food price is higher than that of conventional food.

ACTUAL BUYING BEHAVIOUR

Willer and Yussefi (2009) coordinated a study of the composition on the genuine buying behavior of organic food things in Europe. They found that the degree of customers who purchase normal food things changes by and large across countries. In specific countries, similar to Denmark and Switzerland, the greater part of clients purchase regular food things now and again. In various countries, similar to Italy and Spain, under 10% of purchasers purchase natural food things.

Chen and Tsai (2010) guided a survey to take a gander at the real buying behavior of organic food things in Taiwan. They found that the most generally perceived regular food things purchased by clients were results of the dirt, followed by dairy things and meat. Customers will undoubtedly purchase natural food things expecting they were better, more nutritious, and more possible than conventional food things.

Kumar and Garg (2015) guided a survey to take a gander at the certified buying behavior of organic food things in India. They found that the most notable regular food things purchased by buyers were results of the dirt, followed by pulses and flavors. Clients will undoubtedly purchase natural food things if they apparently was of more amazing and it were sensible to accept they.

RESEARCH METHODOLOGY

Data source and measurement scale

To test the proposed hypotheses, empirical data has been collected through a structured questionnaire; the items in the questionnaire were adopted from previous studies such as Gil et al. (2000), Oude Ophuis (1989), Chen (2009), Chakrabarti (2010), and Effendi et al. (2015). Questions asked in the survey were secured on a 5-point scale. The socio-segment profiles of the respondents were likewise recorded on boundaries, for example, gender, age, schooling level, occupation, and family pay. The poll was accordingly directed with 30 customers of organic food varieties to guarantee that the inquiries and reaction designs were clear. Minor alterations were made in view of criticism got from the pilot study.

Sample and data collection procedures

Questionnaires were distributed to only those respondents who were aware of organic foods. For this purpose, survey data were collected from 247 consumers through a structured questionnaire. 229 responses were taken after scrutiny. A questionnaire consisting of 31 questions was sent to participants via Google Form. The questionnaire, which contained a Google Form, was circulated to people across Kerala. Therefore, we assume that our sample includes organic food consumers belonging to different regions of Kerala, cultures, and backgrounds.

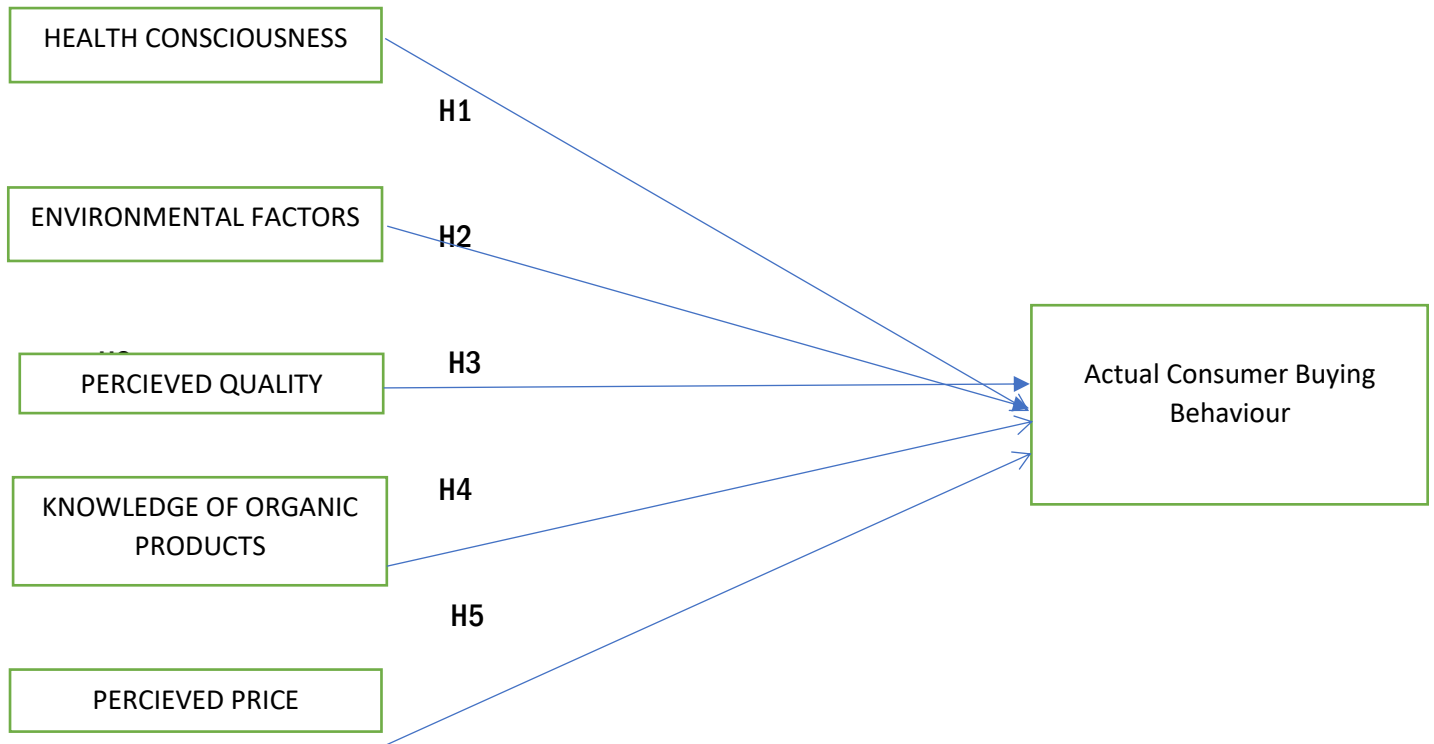
Data analysis

The reactions were totally checked and coded with the end goal of measurable examination. The information was placed in the Measurable Bundle for Sociologies (SPSS) rendition 22. To look at the unwavering quality of the experimental information, consistency investigation has been finished utilizing Cronbach's alpha technique. Cronbach's alpha is the proportion of inward consistency, i.e., how intently things are connected in the develop. Different factual strategies and procedures such as ANOVA,

independent t-tests, correlation, and multiple linear regression, were used to analyse quantitative data collected through structured questionnaire

Conceptual model

Based on the research of Kumar, P., and Ghodeswar, B. (2015) Factors affecting consumers' green product purchase decisions *Marketing Intelligence & Planning*, 33(3), 330-347



Data Analysis and Interpretation

SOCIO-DEMOGRAPHIC FACTORS

Socio-Demographic factors		Frequency (%)
Gender (n = 229)	Male	115 (50.2)
	Female	114 (49.8)
Age (n = 229)	18-30	73 (31.9)
	31-40	40 (17.5)
	41-50	78 (34.1)

	51-60	38 (16.6)
Household Size (n = 229)	1 to 2	12 (5.2)
	3to 4	115 (50.2)
	5	51 (22.3)
	Above 5	51 (22.3)
Education (n = 229)	SSLC	16 (7)
	Plus Two	39 (17)
	Degree	93 (40.6)
	Post-Graduation	59 (25.8)
	Others	22 (9.6)
Occupation (n = 229)	Student	40 (17.5)
	Professional	87 (38)
	Agriculture	21 (9.2)
	Self Employed	57 (24.9)
	Others	24 (10.5)

Source: Compiled by the researcher

Reliability test results for the Constructs

Measure	Number of Items	Cronbach's alpha Alpha Coefficient
Environmental Awareness	4	.890
Health Consciousness	4	.914
Perceived Quality	4	.891
Knowledge	3	.798

Perceived Price	2	.728
Actual buying behavior	3	.723

Source: Compiled by the researcher

The constructs are viewed as dependable for measurable examination, with Cronbach's alpha above 0.7 (Nunnally, 1978). To look at the unwavering quality of the experimental information, consistency investigation has been finished utilizing Cronbach's alpha technique. Cronbach's alpha is the proportion of inward consistency, i.e., how intently things are connected in the develop. Cronbach's alpha evaluates the degree of settlement on a normalized 0-1 scale. Higher qualities demonstrate higher arrangement between things. Cronbach alpha upsides of 0.7 or higher demonstrate satisfactory inside consistency. The dependability coefficients for wellbeing cognizance show greater unwavering quality with a Cronbach's alpha coefficient of .914. All different qualities show higher understanding between items.

Statistics			
N	ABB1	ABB2	ABB3
Mean	3.948	3.939	2.000
Std. Deviation	.7874	.6919	.0000

The mean rating for ABB1 is 3.948, for ABB2 it is 3.939, and for ABB3 it is 2.000. This means that, on average, people rated ABB1 and ABB2 higher than ABB3.

The standard deviation of ratings for ABB1 is 0.7874, for ABB2 it is 0.6919, and for ABB3 it is 0.0000. This means that there is more variability in the ratings for ABB1 and ABB2 than for ABB3.

Overall, the data suggests that ABB1 and ABB2 are generally well-liked by consumers, while ABB3 is more polarizing.

	Health Consciousness	Environmental Awareness	Perceived Quality	Knowledge of organic foods	Perceived Price	Actual buying behaviour	Attitude towards organic food
Mean	3.9509	3.9738	3.9791	3.8860	3.8057	3.2955	3.2387
Std. Deviation	.82984	.83599	.70621	.71118	.79362	.46045	.70384

Source: Compiled by the researcher

Interpretation:

Overall, the data suggests that consumers have a generally positive attitude towards organic food.

The higher mean score for health consciousness suggests that consumers are primarily motivated to purchase organic food because of its perceived health benefits.

The high mean score for environmental awareness suggests that consumers are also concerned about the environmental impact of their food choices.

The relatively lower mean score for actual buying behavior suggests that some consumers may be willing to pay more for organic food but are not always able to do so.

Hypothesis testing

One sample t-test

H₀: The opinion regarding the health consciousness of organic food is equal to an average level.

H₁: Opinion regarding the health consciousness of organic food is not equal to an average level.

H₀: Opinion regarding the environmental awareness of organic food is equal to an average level.

H₂: Opinion regarding the environmental awareness of organic food is not equal to an average level.

H₀: The opinion regarding the perceived quality of organic food is equal to an average level.

H₃: Opinion regarding the perceived quality of organic food is not equal to an average level.

H₀: Opinion regarding the knowledge of organic foods is equal to an average level.

H₄: Opinions regarding knowledge of organic foods are not equal to an average level.

H₀: Opinion regarding perceived price of organic food is equal to an average level.

H₅: Opinion regarding perceived price of organic food is not equal to an average level.

H₀: Opinion regarding actual buying behaviour of organic food is equal to an average level.

H₆: Opinion regarding actual buying behaviour of organic food is not equal to an average level.

One-Sample Statistics		Test value = 3			
Construct	Mean	Std. Deviation	t Value	P value	Inference
Health Consciousness	3.9509	0.82984	17.33981	.000**	Reject H ₀
Environmental Awareness	3.9738	0.83599	17.6274	.000**	Reject H ₀

Perceived Quality	3.9791	0.70621	20.88795	.000**	Reject H0
Knowledge of organic foods	3.886	0.71118	18.81055	.000**	Reject H0
Perceived Price	3.8057	0.79362	15.36261	.000**	Reject H0
Actual buying behaviour	3.2955	0.46045	9.711294	.000**	Reject H0

Source: Compiled by the researcher

Note: ** denotes significance at the 5% level.

Based on the one sample t-test, it appears that there is a significant difference in the mean scores for health consciousness, environmental awareness, perceived quality, knowledge of organic foods, perceived price, and actual buying behavior. The t-values and p-values for each variable indicate that the null hypothesis (H0) can be rejected for all of these variables. This suggests that there is a statistically significant difference in these factors among the sample population. Based on the provided data, it can be interpreted that the mean scores for health consciousness, environmental awareness, perceived quality, knowledge of organic foods, perceived price, and actual buying behavior significantly differ from the test value of 3.

Independent Sample Test: Gender

Construct (DV)	Gender(IV)	Size	Mean	Std. Deviation	t-value	P value	Inference
Health Consciousness	Male	115	3.9435	0.93545	-0.135	0.893	Accept Ho
	Female	114	3.9583	0.71172			
Environmental Awareness	Male	115	3.9609	0.89687	-0.235	0.815	Accept Ho
	Female	114	3.9868	0.77348			
Perceived Quality	Male	114	3.943	0.7779	-0.773	0.44	Accept Ho
	Female	113	4.0155	0.62704			
Knowledge of organic foods	Male	115	3.858	0.7874	-0.599	0.55	Accept Ho
	Female	113	3.9145	0.62643			
Perceived Price	Male	115	3.8348	0.80219	0.557	0.578	Accept Ho

	Female	114	3.7763	0.78732			
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Source: Compiled by the researcher

Inferences

In conclusion, the data suggests that the sample population exhibits significant differences in health consciousness, environmental awareness, perceived quality, knowledge of organic foods, perceived price, and actual buying behaviour compared to the test value of 3. The t-values and p-values for each variable indicate that the null hypothesis (H₀) can be rejected for all of these variables. This suggests that there is a statistically significant difference in these factors among the sample population.

One-way analysis of antecedents of purchase decision on consumer actual buying behaviour of organic food by AGE GROUP

Construct (DV)	Age Group (IV)	N	Mean	Std. Deviation	F value	P value
Health Consciousness	18-30	73	3.6747	.98132	5.848	.001
	31-40	40	3.8563	.92834		
	41-50	78	4.1122	.62243		
	51-60	38	4.2500	.58989		
	Total	229	3.9509	.82984		
Environmental Awareness	18-30	73	3.6952	1.05758	5.776	.001
	31-40	40	3.9000	.84315		
	41-50	78	4.1154	.63411		
	51-60	38	4.2961	.48580		
	Total	229	3.9738	.83599		
Perceived Quality	18-30	72	3.7882	.93791	3.636	.014
	31-40	40	3.9500	.78283		
	41-50	77	4.0552	.40479		

	51-60	38	4.2171	.48341		
	Total	227	3.9791	.70621		
Knowledge of organic foods	18-30	73	3.6438	.90834	5.157	.002
	31-40	40	3.9583	.76679		
	41-50	77	3.9481	.46850		
	51-60	38	4.1491	.47583		
	Total	228	3.8860	.71118		
Perceived Price	18-30	73	3.4863	1.05400	6.479	.000
	31-40	40	3.9375	.67166		
	41-50	78	3.9167	.51859		
	51-60	38	4.0526	.61281		
	Total	229	3.8057	.79362		

Source: Compiled by the researcher

Inference

In conclusion, the one-way ANOVA results suggest that there are significant differences in health consciousness, environmental awareness, perceived quality, knowledge of organic foods, and perceived price among different age groups

One-way analysis of antecedents of purchase decision on consumer actual buying behaviour of organic food by HOUSEHOLD SIZE

		N	Mean	Std. Deviation	F	Sig.
Health Consciousness	1-2	12	4.1458	.89480	5.720	.001
	3-4	115	3.7435	.89557		
	5	51	4.0539	.65443		
	Above 5	51	4.2696	.69614		

	Total	229	3.9509	.82984		
Environmental Awareness	1-2	12	4.4375	.56533	2.369	.071
	3-4	115	3.8587	.87805		
	5	51	4.0049	.77539		
	Above 5	51	4.0931	.81234		
	Total	229	3.9738	.83599		
Perceived Quality	1-2	12	4.3333	.70978	2.897	.036
	3-4	115	3.8739	.74367		
	5	49	3.9643	.68275		
	Above 5	51	4.1471	.59198		
	Total	227	3.9791	.70621		
Knowledge of organic foods	1-2	12	4.3333	.53182	2.888	.036
	3-4	115	3.7913	.77919		
	5	50	3.8667	.57143		
	Above 5	51	4.0131	.66654		
	Total	228	3.8860	.71118		
Perceived Price	1-2	12	4.2917	.68948	2.263	.082
	3-4	115	3.7478	.80670		
	5	51	3.7157	.84413		
	Above 5	51	3.9118	.69790		
	Total	229	3.8057	.79362		

Source: Compiled by the researcher

INFERENCES

It appears that households with 1-2 members have the highest mean level of knowledge of organic food (4.333), followed by households with 3–4 members (3.8587). This suggests that smaller households may be more environmentally conscious.

It appears that households with 1-2 members have the highest mean level of environmental awareness (4.4375), followed by households with more than 5 members (4.0131). This suggests that smaller households may have more knowledge about organic food products.

It appears that households with 1-2 members have the highest mean level of environmental awareness (4.2917), followed by households with more than 5 members (3.9118). This suggests that smaller households may be more concerned about perceived prices.

Based on the data, it can be concluded that there is a significant difference in health consciousness, environmental awareness, perceived quality, and knowledge of organic foods among different household sizes. This means that household size may play a role in shaping these variables.

For health consciousness, the F-value of 5.720 with a significance level of .001 indicates that there is a significant difference between groups. This suggests that health consciousness varies significantly across different groups. Similarly, for perceived quality and knowledge of organic foods, the F-values of 2.897 and 2.888, respectively, with significance levels of .036, indicate significant differences between groups. This implies that the perceived quality and knowledge of organic foods vary significantly across different groups. On the other hand, for environmental awareness and perceived price, the F-values of 2.369 and 2.263, respectively, with significance levels of .071 and .082, indicate that the differences between groups are not statistically significant. This suggests that environmental awareness and perceived price do not vary significantly across different groups.

One-way analysis of antecedents of purchase decision on consumer actual buying behaviour of organic food by EDUCATION

		N	Mean	Std. Deviation	F	Sig.
Health Consciousness	SSLC	16	4.1563	.76852	.557	.694
	Plus Two	39	4.0256	.54650		
	Degree	93	3.8683	.90934		
	Post Graduation	59	3.9661	.85910		
	Others	21	3.9762	.90452		

	Total	228	3.9507	.83166		
Environmental Awareness	SSLC	16	4.2344	.61555	1.690	.153
	Plus Two	39	4.2179	.50386		
	Degree	93	3.9247	.88985		
	Post Graduation	59	3.8644	.94609		
	Others	21	3.8452	.85322		
	Total	228	3.9737	.83782		
Perceived Quality	SSLC	16	4.4688	.40697	4.962	.001
	Plus Two	39	4.1090	.33831		
	Degree	92	3.8179	.81293		
	Post Graduation	59	3.9025	.74281		
	Others	20	4.3000	.48395		
	Total	226	3.9790	.70777		
Knowledge of organic foods	SSLC	16	4.1667	.66667	2.546	.040
	Plus Two	39	3.9573	.39868		
	Degree	92	3.7717	.79364		
	Post Graduation	59	3.8249	.77151		
	Others	21	4.2063	.51073		
	Total	227	3.8855	.71272		
Perceived Price	SSLC	16	4.0313	.80558	1.766	.137
	Plus Two	39	4.0128	.42126		
	Degree	93	3.6667	.93056		
	Post Graduation	59	3.7966	.66384		
	Others	21	3.8810	.93414		

	Total	228	3.8048	.79526	
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Source: Compiled by the researcher

Interpretation

Overall, the results of this study suggest that there are some differences in health consciousness, environmental awareness, perceived quality, knowledge of organic foods, and perceived price across different education levels.

ANOVA results show that there is a statistically significant difference in perceived quality and knowledge of organic foods across different education levels. This means that people with different levels of education have different perceptions of the quality of organic foods and their knowledge about them.

There is also a marginal difference in environmental awareness, but this is not statistically significant. This means that there is a trend for people with higher levels of education to be more environmentally aware, but this trend is not strong enough to be statistically significant.

There is no statistically significant difference in health consciousness or perceived price across different education levels. This means that people with different levels of education have similar perceptions of the health benefits of organic foods and their price.

The results of this study suggest that people with higher levels of education may be more discerning consumers, with higher expectations for the quality of the products they buy. They may also be more knowledgeable about organic foods and their environmental impact. However, it is important to note that these are just general trends, and there is a great deal of variation within each education level.

Overall, the ANOVA results suggest that there are some differences in perceived quality and knowledge of organic foods across different education levels.

One-way analysis of antecedents of purchase decision on consumer actual buying behaviour of organic food by OCCUPATION

		N	Mean	Std. Deviation	F	Sig.
Health Consciousness	Student	40	3.8563	.83376	1.839	.122
	Professional	87	4.0316	.92746		
	Agriculture	21	4.2500	.39528		
	Self Employed	57	3.7588	.81827		
	Others	24	4.0104	.66952		

	Total	229	3.9509	.82984		
Environmental Awareness	Student	40	3.9000	.94530	1.385	.240
	Professional	87	4.0201	.95023		
	Agriculture	21	4.2857	.38960		
	Self Employed	57	3.8202	.76729		
	Others	24	4.0208	.55127		
	Total	229	3.9738	.83599		
Perceived Quality	Student	40	3.8313	.97301	1.076	.369
	Professional	87	3.9828	.77177		
	Agriculture	21	4.2143	.44219		
	Self Employed	55	3.9636	.50327		
	Others	24	4.0417	.45842		
	Total	227	3.9791	.70621		
Knowledge of organic foods	Student	40	3.7083	.89056	1.789	.132
	Professional	87	3.9502	.78673		
	Agriculture	21	4.1587	.40303		
	Self Employed	56	3.8631	.52330		
	Others	24	3.7639	.61761		
	Total	228	3.8860	.71118		
Perceived Price	Student	40	3.6125	1.01582	2.536	.041
	Professional	87	3.8966	.77811		
	Agriculture	21	4.1190	.41547		
	Self Employed	57	3.8070	.57286		
	Others	24	3.5208	1.00519		

	Total	229	3.8057	.79362		
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Source: Compiled by the researcher

Interpretation

The results of this study suggest that people who work in different occupations may have different perceptions of the price of organic foods. However, they seem to have similar perceptions of the health benefits of organic foods, their environmental impact, their quality, and their knowledge about them.

Overall, the ANOVA results suggest that there is a statistically significant difference in perceived price across different occupations. However, it is important to consider the sample size and other factors when interpreting the result.

CORRELATION ANALYSIS

HYPOTHESIS

H1 :There is a significant relationship between HC and ABB.

H1a: There is no significant relationship between HC and ABB

H2 :There is a significant relationship between EA and ABB

H2a:There is no significant relationship between EA and AB

H3: There is a significant relationship between PQ and ABB

H3a:There is no significant relationship between PQ and AB

H4 :There is a significant relationship between KOF and ABB

H4a:There is no significant relationship between KOF and AB

H5 There is a significant relationship between PP and ABB

H5a:There is no significant relationship between PP and AB

Constructs		Health Consciousness	Environmental Awareness	Perceived Quality	Knowledge of organic foods	Perceived Price
		1	1	1	1	1
Actual buying behavior	Pearson Correlation	.628**	.582**	.738**	.773**	.654**

	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	229	229	227	228	229

Interpretation

The above table shows that the correlation between independent variables and the dependent variable. The correlation coefficient should always be in the range of -1 to 1. A correlation is statistically significant if p value < 0.05. Based on the coefficient of correlation in the above table, there is a high positive correlation between all the variables. The results of this study suggest that people who are more conscious about quality and knowledgeable about organic foods are more likely to buy them. This is important information for marketers and policymakers who are trying to promote the consumption of organic foods.

The relation between dependent variable and independent variables are explained below

There is a strong correlation between Knowledge of organic foods and actual buying behaviour

There is a strong correlation between perceived quality organic foods and actual buying behaviour

There is a moderate correlation between Health Consciousness and actual buying behaviour

There is a moderate correlation between Environmental Awareness and actual buying behaviour

There is a moderate correlation between Perceived Price and actual buying behavior

REGRESSION

Model Summary of Multiple Regression Analysis				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.810 ^a	.657	.649	.27398
a. Predictors: constant, perceived price, health consciousness, environmental awareness, perceived quality, and knowledge of organic foods				

INTERPRETATION

The regression model findings show that the model has a high R-square of 0.657, and that implies that it makes sense of 65.7% of the change in genuine purchasing conduct. This is a decent outcome, demonstrating that the model can precisely foresee individuals' probability of purchasing organic food sources in light of their apparent price, health consciousness, environmental awareness, perceived quality, and information on organic food sources.

The aftereffects of the regression analysis investigation recommend that each of the five factors are critical indicators of genuine purchasing conduct. This implies that they all assume a part in impacting how probably individuals are to purchase organic food varieties.

The most grounded indicator of genuine purchasing conduct is knowledge on natural food sources, trailed by apparent quality and perceived price. This proposes that individuals who are more proficient about organic food varieties and who see the nature of organic food sources to be higher are bound to get them. Individuals who see the cost of natural food varieties to be lower are additionally bound to get them.

The other three factors (environmental awareness, health consciousness, and perceived price) are likewise critical indicators of real purchasing conduct, however their belongings are more modest. This proposes that these factors assume a part in impacting individuals' buy choices, yet they are not generally so significant as information on organic food varieties and perceived quality.

Generally, the aftereffects of the regression analysis propose that information on organic food sources and perceived quality are the main variables in anticipating individuals' probability of purchasing organic food sources.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.747	5	6.349	84.587	.000 ^b
	Residual	16.589	221	.075		
	Total	48.336	226			
a. Dependent Variable: Actual Buying Behaviour						
b. Predictors: constant, perceived price, health consciousness, environmental awareness, perceived quality, and knowledge of organic foods						

Interpretation

The ANOVA table shows that the general model is genuinely critical ($F(5, 221) = 84.587, p < .001$), demonstrating that the 6 factors in the model (perceived price, health consciousness, environmental awareness, perceived quality, knowledge of organic foods, and actual buying behavior) are mutually prescient of genuine purchasing conduct.

This implies that the model can make sense of a huge piece of the difference in real purchasing conduct. The model R-square of 0.657 demonstrates that the model makes sense of 65.7% of the change in genuine purchasing conduct. This is a decent outcome, showing that the model can precisely foresee

individuals' probability of purchasing natural food sources in view of their perceived price, health consciousness, environmental awareness, perceived quality, and knowledge of organic foods.

Overall, the ANOVA results suggest that the model is a good fit for the data and that the six variables are jointly predictive of actual buying behavior.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.049			9.326	.000
	Health Consciousness	.058	.034	.105	1.683	.094
	Environmental Awareness	.079	.030	.143	2.631	.009
	Perceived Quality	.132	.056	.201	2.366	.019
	Knowledge of organic foods	.244	.060	.375	4.076	.000
	Perceived Price	.061	.037	.106	1.678	.095

a. Dependent Variable: Actual Buying Behavior

Source: Compiled by the researcher

INFERENCES

The regression coefficients table shows the unstandardized and standardized coefficients for each of the six variables in the model. The unstandardized coefficients indicate the change in actual buying behavior for a one-unit change in the predictor variable, holding all other variables constant. The standardized coefficients indicate the number of standard deviations that Actual Buying Behavior is expected to change for a one-standard-deviation change in the predictor variable, holding all other variables constant.

The unstandardized coefficients for knowledge of organic foods (.244) and perceived quality (.132) are the largest, indicating that these variables have the strongest impact on actual buying behavior. The unstandardized coefficients for health consciousness (.058), environmental awareness (.079), and perceived price (.061) are smaller but still statistically significant, indicating that these variables also have an impact on actual buying behavior.

The standardized coefficients for knowledge of organic foods (.375), perceived quality (.201), and environmental awareness (.143) are also the largest, indicating that these variables have the strongest impact on actual buying behavior relative to the other variables in the model. The standardized

coefficients for health consciousness (.105) and perceived price (.106) are smaller but still statistically significant, indicating that these variables also have an impact on actual buying behavior relative to the other variables in the model.

Overall, the regression coefficients suggest that knowledge of organic foods and perceived quality are the most important factors in predicting actual buying behavior. However, all six variables in the model have a statistically significant impact on actual buying behavior.

RESULTS AND DISCUSSIONS

The segment highlights of buyers were analysed, and the synopsis is introduced in Table 1. The outcomes demonstrate that around 50.21% of the buyers were males, while the leftover 49.78% were females. Most of respondents were somewhere in the range of 41 and 50. Most of the customers were graduates (40.78) trailed by postgraduates and higher auxiliary instruction. The example investigation results additionally show that the greater part of the respondents are experts, trailed by the individuals who are independently employed. This study demonstrates that information on organic food varieties (.244) and perceived quality (.132) are the biggest, showing that these factors strongly affect genuine purchasing conduct. The impact of health consciousness, environmental awareness, and perceived price is smaller but still statistically significant, indicating that these variables also have an impact on actual buying behavior.

MANAGERIAL IMPLICATIONS

The discoveries of this study have ramifications for market-controlling associations, shippers, and makers of organic items. It is important to formulate a reasonable technique considering clients' interests in regards to apparent quality and information. The methodology should focus on specific customer classes, raising their degree of mindfulness about the awareness about the environment, health, and perceived cost of organic food items while preserving their happiness and contentment. Customers may not know about whether an item is made utilizing customary or natural strategies except if they are told in this way, as organic things are viewed as solid merchandise. Consequently, while making selections about what to buy, customers' awareness and knowledge of food produced organically play a big part. Therefore, while making determinations about what to purchase, clients' mindfulness and information on food delivered naturally have a major influence. Retailers that sell natural food varieties can profit from the proposals and rules given by this review. Past this, the exploration can help the makers of natural food varieties in distinguishing their objective shoppers by showing the impact of socio-segment factors on natural food buys. The examination can offer significant points of view to wellbeing and wellbeing undertakings, empowering them to realign their creation and showcasing ways to deal with satisfy the developing client need for better food choices and to plan their extension and advancement procedures proficiently. The outcomes encourage organic food item advertisers to painstakingly section their market and specialty a showcasing plan and system that would convince these forthcoming clients of the benefits of natural items, like their newness, empowerment, absence of pesticides, and ecological neighborliness. Moreover, since buyers expect there is a restricted stockpile of natural things available, they ought to be educated about the accessibility regarding natural merchandise. Despite the fact that

this study created a few significant discoveries, it is vital to perceive a few limits when deciphering the information. Initial, a couple of painstakingly picked qualities were considered in this examination to look at the effect on purchaser mentalities towards natural food sources.

Future examination toward this path ought to consolidate factors like promotion, unofficial law, and conveyance while concentrating on buyer perspectives towards natural food items. Second, the review was directed in Kerala as it were. The example size of 229 buyers may not be adequate to sum up the outcomes. Consequently, to grow the legitimacy of the outcomes, more examinations with a huge example size ought to be led toward this path.

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