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A Study on The Determinants of Purchase Intention Towards Organic Food Products

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Peer Review Information	Abstract
<p>Submission: 15 Feb 2026 Revision: 02 March 2026 Acceptance: 18 March 2026</p>	<p>The increasing concern for health and the environment has led to a high demand for Organic food products. This study aims to identify the factors that affect consumers' intention to purchase Organic Food, focusing specifically on Trust, Price, Health, and Environmental Concerns. The questionnaire was constructed using a five-point Likert scale, and a total of 245 consumers were gathered. The statistical approaches used for data analysis were Descriptive statistics, Independent sample t-test, One-way ANOVA, and the Duncan Multiple Range test. The findings indicate the significance of consumers' health and environmental consciousness, as well as their level of trust in the certification of Organic Food Products, which shape their intention to purchase. This study helps marketers and policymakers to increase the sales of Organic Food Products by addressing consumers' concerns about product credibility, awareness, and price issues of consumers.</p>
<p>Keywords</p> <p>Health Concern, Environmental Awareness, Trust, Price Value, Purchase Intention.</p>	

Introduction

The increasing focus of consumers on health, sustainability, and ethical food production is driving substantial transformation in the worldwide food system. Organic food products, grown without synthetic pesticides, genetically modified organisms (GMOs), chemical fertilisers, or any other artificial additives, are becoming more popular due to this change. The use of organic food is rising, indicating a cultural transition towards health consciousness, sustainability, and ethical consumerism. Consumers in advanced and developing countries are concerned about the possible adverse health outcomes of conventional agricultural practices. Incidents of lifestyle-related illnesses, food poisoning, and harmful residues in products have raised public

consciousness about the need to adopt healthier choices. Individuals are increasingly choosing organic foods based on the belief that they are safer, more nutritious, and free from toxins and hazardous ingredients. The concern for environmental sustainability is a key reason driving the rising popularity of organic foods. Policymakers, environmental groups, and international agencies are increasingly advocating for organic farming as a sustainable agricultural method. Another aspect affecting the buyer's choice is price sensitivity. Marketers and regulators need to understand the degree to which pricing affects the purchase intention of organic products. Confidence and Trust in certification are a crucial element influencing consumer behaviour. To enhance customer confidence in organic food items and influence

their purchase intentions, two critical aspects are the visibility of organic labelling and the reliability of the certification body. The rising income levels, evolving consumer habits, and rapid urbanisation are key factors driving the significance of organic food markets.

Consumer behaviour towards organic food is intricate and diverse, shaped by several demographic, regional, and psychological aspects. This highlights the significance of analysing the elements that substantially affect customers' willingness to purchase. This study examines four key aspects that affect customers' intention to buy organic food: Health Consciousness, Ecological Concerns, Price Value and Trust in accreditation, with reference to Chennai City. Marketers and officials could gain from enhancing their knowledge of these aspects as they strive to promote more sustainable and ecologically responsible buying patterns.

Review Of Literature

Arun et.al. (2023) examined 102 students from Coimbatore on their awareness and challenges of organic products. The majority of students perceived organic products as superior in terms of health, quality, and taste. Customers considered organic products to be more expensive. Among the potential government incentives for organic exporters, allowances ranked highest. The study found that to enhance the demand for organic products among students, it would be advantageous to broaden existing outreach initiatives and to augment the accessibility of organic food shops.

Shrestha (2020) utilised 200 responses to assess their purchasing intentions regarding organic foods. It was found that Environmental concern, Trust, and Availability were major drivers of the desire to buy organic food. Conversely, Health concerns and Awareness did not appear as vital determinants. The study concluded by recommending that marketers ensure accessibility of organic food, promoting wellness and sustainability concerns to build customer trust.

Soni (2019) analysed the perspectives and behaviours of 172 consumers, mainly students, about organic food. A significant age disparity

was seen in respondents' knowledge of the products' pricing and safety attributes. It was found that consumers were willing to pay more for organic food as they prioritised quality. The findings revealed that organic foods need to become more accessible, affordable, and provide information about products to the customers.

Nandhini & Purushothaman (2016) conducted a study of 133 Generation Z consumers to ascertain the factors influencing their propensity to purchase organic food items. The main elements analysed were consumer knowledge, health perceptions, ecological awareness, subjective norms, and personal standards. Based on the results, the study recommended that lowering the price of these products and raising consumer awareness would attract more consumers to purchase organic products.

Objectives Of the Study

1. To examine the influence of health consciousness, the impact of environmental concern, price sensitivity, and the role of trust towards the purchase intention of Organic food products.
2. To identify the strongest predictor of purchase intention of organic food products.
3. To identify the Gender and Age differences with respect to the Factors of Purchase Intention of Organic Food Products.

Research Methodology

The study used a questionnaire survey approach to acquire primary data. The non-probability Convenience sample method was adopted to get data from consumers. Respondents were chosen according to their availability and readiness to engage in the survey. In total, 245 consumers were gathered and used to examine the Purchase Intention for Organic Food Products. The statistical tools used were:

1. Percentage Analysis
2. Descriptive Statistics
3. Independent sample t-test
4. One-way ANOVA, followed by post-Hoc Duncan test.

Analysis And Interpretation

Table 1: Percentage Analysis

Particulars	Frequency (N)	Percentage (%)
Gender		
Male	103	42.0
Female	142	58.0
Total	245	100.0

Age		
21 – 30	66	26.9
31 – 40	76	31.0
41 – 50	69	28.2
51 and above	34	13.9
Total	245	100.0
Marital Status		
Married	198	80.0
Unmarried	47	19.2
Total	245	100.0
Qualification		
Undergraduate	16	6.5
Postgraduate	124	50.6
Professional	105	42.9
Total	245	100.0
Occupation		
Private	196	80.0
Public	14	5.7
Self-Employed	35	14.3
Total	245	100.0
Monthly Income		
Up to 30,000/-	12	4.9
30,001/- to 60,000/-	60	24.5
60,001/- to 90,000/-	81	33.1
90,001/- and above	92	37.6
Total	245	100.0

The demographic analysis reveals that female respondents (58%) exceeded male respondents (42%), indicating a higher involvement of women in the study concerning organic food purchasing intention.

The majority of respondents were in the age group of 31-40 years (31%), followed by those aged between 41-50 years (28.2%), showing a predominance of middle-aged customers in the sample.

A significant portion of respondents (80%) were married, indicating that family-oriented customers constitute the primary demographic of the study.

Concerning educational qualifications, almost all respondents were holding advanced degrees, with postgraduates (50.6%) and professionals

(42.9%) together representing over 90% of the sample. This indicates that a knowledgeable customer demographic is pertinent to studying organic food consumption.

The employment distribution showed that most people work for private companies (80% of the total), while a lesser percentage were self-employed (14.3%) and 5.7% were with government sectors.

A major percentage of respondents were in the upper income brackets, with 37.6% making above Rs. 90,000 per month and 33.1% generating between 60,001 to 90,000. This suggests that the sample mostly comprises of financially proficient individuals who are inclined to purchase organically grown products.

Table 2: Descriptive Statistics

Factors		Mean	SD
Health Consciousness			
HC1	I choose Organic food because it is free from harmful chemicals.	4.46	.500
HC2	Eating Organic food helps me maintain a healthy lifestyle.	4.21	.407
HC3	I am willing to buy organic foods to reduce health risks.	4.14	.351

HC4	I am concerned about the long-term effects of the foods I consume.	4.31	.643
HC5	I prefer foods that contribute positively to my health.	4.14	.467
Environmental Concerns			
EC1	I am concerned about the ecological consequences of the food I buy.	4.02	.127
EC2	Organic farming practices are better for the environment.	4.44	.497
EC3	I choose organic food to support environmentally friendly production.	4.14	.346
EC4	I feel accountable for safeguarding the environment through my food choice.	4.01	.637
EC5	Awareness of environmental issues motivates me to choose organic foods.	4.78	.413
Perceived Price Value			
PS1	I compare prices before purchasing Organic food.	4.33	.473
PS2	I am willing to pay a higher price for organic food because of its benefits.	3.23	1.207
PS3	Discounts or offers enhance my decision to purchase organic food.	4.41	.493
PS4	I continue to purchase organic foods even when their prices increase.	3.22	1.171
PS5	I buy organic foods only if I feel they provide value for the price.	4.07	.248
Trust			
T1	I have trust in the certification labels of organic food products.	4.62	.486
T2	I feel organic foods have superior nutritional value.	4.30	.460
T3	Certification assures me that organic foods are free from harmful substances.	4.38	.487
T4	I believe organic food products are of higher quality.	4.09	.292
T5	I trust brands that provide clear information about organic certification.	4.08	.268
Purchase Intention			
PI1	I intend to purchase organic food products regularly in the future.	4.05	.216
PI2	I am inclined to choose organic food products rather than conventional ones.	4.18	.388
PI3	Organic products would be my first choice while shopping for food.	3.79	.674
PI4	I would recommend organic food products to others	4.29	.453
PI5	I am likely to purchase organic food products when they are easily available.	4.54	.500

Table 3: Descriptive Statistics

Factor	Minimum	Maximum	Mean	SD
Health Consciousness	3.40	4.80	4.2531	.19825
Environmental Concern	3.60	4.80	4.2776	.21659
Perceived Price Value	3.00	4.40	3.8531	.47213
Trust	4.00	4.80	4.2955	.21005
Purchase Intention	3.60	4.60	4.1690	.20410

Descriptive statistics provide the mean and standard deviation for the factors affecting consumer purchase intention towards Organic Food Products. Among the health-conscious statements, it was clear that organic foods were preferred due to the absence of harmful chemicals. It was also noted that health consciousness plays a critical role in consumer decisions regarding food products, as they are

concerned about the long-term effects of foods consumed. For the factors related to environmental concerns, it was found that environmental issues prompt consumers to consume organic foods, followed by the belief that organic farming benefits the environment. Consumers indicated that sales and discounts increase the purchase of Organic foods, followed by price comparison before the purchase, and the

least willingness to pay a premium for these products. Consumers show strong trust in Organic product certification labels and consider product certification as essential for safety. It was also found that consumers have a higher inclination to purchase Organic products when they are easily accessible, and additionally were more interested in recommending Organic food products to others. The overall descriptive

statistics from Table 3 reveal that Trust is the strongest predictor of purchase intention towards Organic food products, followed by Environmental Concern and Health Consciousness. Conversely, Perceived Price Value is the least predictor, proving that price considerations restrict the purchase of Organic Food products.

Table 4: Independent Sample t-test

Factors	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
Health Consciousness	4.227	.244	4.271	.155	-1.632	.018*
Environmental Concern	4.196	.205	4.336	.205	-5.281	.377
Perceived Price Value	3.829	.447	3.870	.490	-.135	<.001**
Trust	4.390	.161	4.226	.214	6.798	<.001**
Purchase Intention	4.184	.212	4.157	.197	1.012	.096

Note: * denotes at 5% level
 ** denotes at 1% level

The independent sample t-test was conducted to analyse the variations between male and female respondents on the factors towards the purchase of Organic Food Products. The findings show a significant difference in Health Consciousness between male and female respondents, since the p-value (0.018) is less than 0.05. Females exhibit a slightly elevated mean score, indicating that female consumers are more health-conscious compared to men. Similarly, a highly significant gender difference is observed in Price Value (p <0.001), where females were found to show a

higher perception of price value than males. Conversely, men indicated a higher mean score for Trust, establishing a highly significant difference (p<.001) between male and female, thereby indicating that male respondents tend to exhibit greater trust in Organic Food Products. On the contrary, regarding Environmental Concern (p.377) and Purchase Intention (p. 096), there were no significant differences between the genders. This shows that men and women express similar levels of environmental concern and intention to purchase Organic food.

Table 5: One-way Anova

Factors	Age Group				F value	P value
	21-30	31-40	41-50	51 and above		
Health Consciousness	4.181 ^a (.224)	4.302 ^b (.124)	4.191 ^a (.180)	4.405 ^c (.206)	15.833	<.001**
Environmental Concern	4.269 ^b (.266)	4.336 ^{bc} (.188)	4.179 ^a (.186)	4.358 ^c (.146)	9.027	<.001**
Perceived Price Value	3.927 ^a (.441)	3.807 ^a (.505)	3.817 ^a (.459)	3.882 ^a (.480)	.950	.417
Trust	4.418 ^b (.201)	4.223 ^a (.212)	4.229 ^a (.192)	4.352 ^b (.121)	16.159	<.001**
Purchase Intention	4.148 ^b (.249)	4.273 ^c (.179)	4.075 ^a (.098)	4.164 ^b (.223)	13.542	<.001**

Note: Different alphabet among Age groups denotes Duncan Multiple Range Test (DMRT)

The One-way ANOVA test was applied to ascertain whether there were significant differences in Health Consciousness, Environmental Concern, Perceived Price Value, Trust, and Purchase Intention towards Organic

Food Products among the age categories of 21-30, 31-40, 41-50, and 51 and above. Health Consciousness, Environmental Concern, Trust, and Purchase Intention (<.001**) indicated substantial differences between age groups, as

evident from the above table. Nonetheless, there were no substantial differences in Perceived Price Value (.417) among the age groups. Further, it was noted that the age group 51 and above are more health-conscious about organic food consumption. The age groups of 51 and above, and 31-40, showed more environmental awareness and the age groups of 51 and above, and 21-30 have the most trust in the certification of Organic products, while 31-40 and 41-50 have lower levels of trust. For Purchase Intention, the age groups of 21-40 and 51 and above show higher intention towards the purchase of Organic Foods compared to the age group of 41-50. However, Perceived Price Value does not significantly differ among the age groups, indicating that all ages have a similar perception about the price of Organic Food Products.

Following a One-way ANOVA, which reveals significant differences among the age groups, Duncan's test is used to ascertain the difference between the age groups. The age groups of 21-30 and 41-50 vary from those of 31-40 and 51 and older in their assessments of health awareness. The age group 31-40 differs from other demographics in terms of environmental concerns; nevertheless, the age groups 21-30 and 31-40, as well as 31-40 and 51 and above, exhibit comparable environmental concerns. The perception of price value is consistent across age groups. The age group of 31-50 shares a comparable perspective on the trust in the certification of Organic Food Products, whereas notable variances exist between the age groups of 21-30 and 51 and above; however, no differences are seen between the age groups of 21-30 and 51 and above. The Purchase Intention reveals differences between the age groups 31-40 and 41-50, as well as their divergence from other age categories; yet, no variations are seen between the age groups 21-30 and 51 and above.

Limitations

1. The study is based on a sample of 245, which, although sufficient for statistical analysis, may not comprehensively reflect the heterogeneous population of Chennai.
2. The study only examines four independent variables. Additional pertinent criteria, including flavour, brand perception, social impact, and lifestyle, are excluded.
3. The study records customer reactions at a certain point of time. Changes in consumer attitudes over time are not recorded.
4. The study focuses on urban respondents; the findings may not accurately

represent the perspectives of semi-urban or rural customers.

Scope For Future Research

1. Expansion into New Markets – Further research in other urban centres, rural areas, or even different regions makes the results more applicable to a wider audience.
2. The incorporation of other variables – For a more complete understanding, future studies may include additional variables such as social influence, brand image, and quality.
3. Study focused on individual products or a group of products – Future studies may focus on specific organic food categories such as fruits, vegetables, and dairy products.
4. Advanced analytical techniques – Structural Equation Model (SEM) may be used to examine the causal relationships and mediating effects among the variables.
5. Focus on Consumer Segments – Future studies may focus on specific consumer segments, such as young consumers, gender, age group, health-conscious individuals, or environmentally responsible consumers, to gain deeper insights into their purchasing behaviour toward Organic Food Products.

Conclusion

The study examined the purchase intention of organic food products in Chennai city, with a specific focus on health consciousness, environmental concern, price sensitivity and trust. The results provide light on customer perceptions and the relative weight of these elements in determining intent to buy. It was found that Trust and Environmental Concern to be the strongest predictors of Purchase Intention. Consumers who prioritise their health may see organic food through the lens of cost-benefit or turn to alternative options, as it was the next predictor factor. Despite its positive perception, Perceived Price Value limits the Purchase of Organic Food Products due to their high price levels. This suggests that Price is more of a fundamental expectation than a motivating factor. Rather than health concerns or environmental concerns being the only factors driving purchase intentions for organic food products in Chennai City, the study found that Trust in the Certification of Organic Food Products had a far larger role. Based on these results, marketers should promote organic food products by stressing their environmental

advantages, offering clear pricing, discounts, and promoting them based on the health benefits to consumers.

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