



Study on Factors Influencing Consumer Purchase Behaviour with Special Reference to Chennai

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| Article History | Abstract |
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| Received: 26 March 2023 Revised: 12 July 2023 Accepted: 29 July 2023 | <i>The developed countries are majorly focused on covering organic foods, whereas India is yet to concentrate on organic food products. On a whole many factors are influencing consumer buying behavior of organic food products. The main objective is to understand the influence of various factors on the consumer purchase behaviours of organic food products. The survey is conducted through a structured questionnaire collected from the consumers of organic food products in Chennai region. The sample size of the study is 385. Data collected is analyzed using SPSS. It was found that consumer perception greatly influence the consumer purchase decision. Also perception of these of millennial/other generation parents do not vary with respect to price, consumer loyalty and offers/ discount.</i> |
| CC License CC-BY-NC-SA 4.0 | Keywords: Consumer buying behavior, Purchase behavior, organic foods, Green products, millenials. |

1. INTRODUCTION

Organic food consumption is on the rise in developed countries, driven by a growing awareness of the need to protect our environment, given the increasing frequency of natural calamities. The impact of organic foods extends beyond personal health to environmental well-being. These foods are not only healthier and contain fewer preservatives but are also devoid of chemical hazards, making them a safer choice. Despite their pivotal role in human nutrition, the availability of organic foods remains limited. When we think of organic foods, our minds often go to fruits and vegetables, but the range of organic products available is much broader and often overlooked. In developing countries like India, organic foods are still in their infancy, primarily due to a lack of awareness and knowledge about these products.

Parents should take the initiative to educate themselves about organic food and its benefits, enabling them to pass on this knowledge to their children. While organic foods come in a variety of flavors and colors, the unique taste may not immediately appeal to younger generations. However, if millennial and other generational parents actively promote awareness about organic food and influence their children's eating habits, it can benefit all future generations. This study specifically focuses on the consumer purchase behavior focusing on parents.

2. OBJECTIVES OF THE STUDY

- To identify various factors that will influence the purchase of organic food products.
- To understand the influence of the parent's generation on the factors influencing purchase of organic food products.

3. LIMITATION OF STUDY

- As this survey is based on opinions, it is susceptible to the biases and preconceived notions of the participants.
- The scope of the research is constrained to a specific geographical area.
- The study is constrained by a limited time frame

4. REVIEW OF LITERATURE

Green P. E., & Rao, V. R (1972) The authors introduce perceptual mapping as a valuable tool for crafting successful positioning strategies, underscoring its significance in comprehending consumer perceptions and assessing competitors' positions in the market. This research delves into the formation of consumer product perceptions influenced by packaging and its consequential effect on purchase decisions. It underscores the enduring importance of packaging in shaping consumer perceptions and driving purchasing choices, a concept that remains highly relevant in today's dynamic marketing landscape.

Aarker D. A (1996) Aaker's work emphasizes the strategic significance of brand positioning, showcasing how it differentiates brands in competitive markets and influences consumer perceptions. They highlighted the importance of consumer motivation, perception, and learning in the decision-making process. Aaker's emphasis on the long-term value of strong brands and the strategic thinking required for brand building has made the research for marketing professionals, business leaders, and academics. The researcher concluded, offering valuable insights and strategies for businesses looking to create and maintain strong and enduring brands in an ever-evolving marketplace.

Kapferer J. N (2012) Author into the intricacies of brand positioning in the digital era, shedding light on the hurdles and potential advantages, with a strong emphasis on the necessity of upholding consistent brand messaging across both online and offline platforms. The researcher's concentration on the enduring value of brand equity and the shifting dynamics of brand governance in the digital epoch renders this work highly pertinent for today's marketing practitioners. Kapferer's stress on the emotional and experiential dimensions of branding resonates with the contemporary trend of customer-centric marketing.

5. METHODOLOGY

The survey is conducted through a structured questionnaire collected from the consumers of organic food products in Chennai region. The sample size of the study is 385. Data collected is analyzed using SPSS.

6. RESULTS AND DISCUSSION

Correlation is done to test the relationship between various factors & consumer purchase behaviour of organic food products.

| Variable 1 | Variable 2 | p-value | Correlation |
|--|----------------------------------|---------|-------------|
| Consumer Purchase Behavior and Factors | Price | 0.000 | .765** |
| | Quality | 0.000 | .749** |
| | Brand Attribute | 0.000 | .724** |
| | Consumer Expectation | 0.000 | .695** |
| | Competitor Attribute | 0.000 | .634** |
| | Social Media | 0.000 | .721** |
| | Advertisement Promotional Offers | 0.000 | .739** |
| | Consumer Perception | 0.000 | .870** |
| | Consumer Loyalty | 0.000 | .816** |
| | Environmental Concern | 0.000 | .745** |

** Correlation is significant at the 0.01 level

It can be seen from correlation results that, all factors significantly influence the consumer purchase decisions as p values is less than 0.01. From the correlation coefficient values, it is clear that consumer perception (0.870) greatly influence the consumer purchase decisions followed by consumer loyalty (0.816), price (0.765), environmental concern (0.745) and quality (0.749).

Hypothesis: Perception towards various factors influencing organic food products purchase behaviour varies with millennial and other generation parents.

| | F value | T stat value | df | Sig. (2-tailed) | Null Hypothesis (H0) |
|----------------------------------|----------------|---------------------|-----------|------------------------|-----------------------------|
| Price | 0.327 | 0.677 | 383 | 0.499 | Accepted |
| Quality | 11.117 | 2.050 | 383 | 0.041 | Rejected |
| Brand Attribute | 8.078 | 1.173 | 383 | 0.005 | Rejected |
| Consumer Expectation | 25.390 | 1.688 | 383 | 0.002 | Rejected |
| Competitor Attribute | 22.039 | 1.059 | 383 | 0.000 | Rejected |
| Social Media | 6.578 | 0.026 | 383 | 0.011 | Rejected |
| Advertisement Promotional Offers | 0.226 | 0.741 | 383 | 0.459 | Accepted |
| Consumer Perception | 6.937 | 0.970 | 383 | 0.009 | Rejected |
| Consumer Loyalty | 22.804 | 0.979 | 383 | 0.328 | Accepted |
| Environmental Concern | 13.363 | 3.230 | 383 | 0.001 | Rejected |

Inference

From the results of independent sample t -test sone, it can be seen that, p values for all factors (except for price, advertisement/promotional offers and consumer loyalty) is less than 0.05 and hence null hypothesis is rejected at 5% level of significance. So, perception towards various factors (except the listed factors), influencing organic food products purchase behaviour varies with millennial and other generation parents.

7. CONCLUSION

Heath consciousness of people are increasing in recent days and organic food products are gaining importance. The main objective is to understand the influence of various factors on the consumer purchase behaviours of organic food products. It was found that consumer perception (0.870) greatly influence the consumer purchase decision. Also perception of these of millennial/other generation parents do not vary with respect to price, consumer loyalty and offers/ discount. It is advisable that government create more awareness camp and authorized tags to improve the usage of organic food products. Researcher suggest to improve the availability and promoting organic food products among Chennai.

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