Journal of Innovations in Business and Industry

Vol. 03, No. 04 (2025) 291-308, doi: 10.61552/JIBI.2025.04.009 - http://jibi.aspur.rs

EXPLORING THE IMPACT OF DEMOGRAPHIC FACTORS ON CONSUMER BUYING BEHAVIOR FOR ORGANIC FOODS

T. S. Nanjundeswarswamy [1]
J. T. Suraksha

Received 13.07.2024.
Revised 14.09.2024.
Accepted 25.11.2024.

Keywords:

Consumer behavior, Organic food, Demographic factors, Purchasing motives.

Original research

A B S T R A C T

This study investigates consumer behavior towards organic food purchasing, examining the influence of demographic factors such as gender, age, education level, and occupation. Data were collected through structured questionnaires distributed to 600 consumers, yielding 432 responses, with 400 valid for analysis. Demographic analysis showed a predominantly young and educated sample, with students and professionals comprising the largest occupational groups. To validate the measurement scales, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted, revealing three key factors—purchasing attitude, purchasing motives, and price awareness—that explained 64.19% of the total variance in consumer behavior. The CFA model demonstrated acceptable fit indices (CMIN/DF = 3.060, RMSEA = 0.072), confirming the robustness of the model. Chi-square tests were used to analyze the relationship between demographic factors and consumer behavior. Results showed significant associations for gender (P = 0.050), age (P = 0.026), education level (P = 0.043), and occupation (P = 0.033) with organic food purchasing behavior, suggesting that demographic characteristics notably shape preferences and motivations. This research contributes to understanding the demographic drivers of organic food consumption, offering insights for targeted marketing strategies that resonate with specific consumer groups.

1. INTRODUCTION

Purchase behavior among consumers is the sum of a consumer's attitudes, preferences, intentions, and decisions regarding their marketplace behavior when purchasing a product or service. Consumer purchasing behaviour can be defined as the pattern of consumption and purchase decision made by customers. It includes the processes of Looking for, selecting, buying, utilizing, and disposing of products and services. Consumer purchasing behaviour is impacted by several factors, including personal, social, cultural, and economic features. Understanding consumer purchasing behaviour is essential for businesses aiming to thrive in today's competitive market. The Engel-Kollat-Blackwell model and Maslow's hierarchy of needs. These two models help to analyse customer purchasing behaviour. These frameworks assist firms in forecasting how customers will respond to various marketing stimuli and environmental conditions.

Purchasing of organic food is therefore affected by perceived measures of health concerns and the environment, lifestyle choices, attitude, price and product availability (Quah & Tan, 2009). Customers often prefer buying and consuming organic foods because they think that they are healthier, free from synthetics such as Pesticides and fertilizers. The consumers also have a perception that the organic foods contain more nutrition values than the conventional foods there are also other considerations, namely lifestyle choices, in which consumers seek out organic goods and fairly produced products and concerns with health risks and food quality. While a portion of why consumers are willing and able to pay more may be due to financial factors such as

[1] Corresponding author: T. S. Nanjundeswarswamy
Email nswamy.ts@gmail.com

income-level and price sensitivity. Organic goods are costlier that other related experienced, but we consider in those benefits most people can willing to pay a bit more. Ultimately, personal values such as animal welfare, fair trade, and supporting local farmers can influence purchase decisions, emphasizing the complex interaction of incentives for eating organic food.

The term "organic" describes the methods farmers use to grow and prepare agricultural goods such fruits, grains, vegetables, meat, and dairy products while in agreement with the directives set forth by public or private organizations. Organic food encompasses agricultural products that are cultivated, processed, or stored without employing chemical fertilizers, pesticides, herbicides, or synthetic substances. To be marked as a natural food product, a food product must not contain any artificial food additives. This includes artificial sweeteners, preservatives, colors, flavors, and MSG. Jayakumar and Ezhilvani (2018) state that many consumers consider organic foods healthier than those produced by conventional means, as they do not contain chemical residues, additives, or genetically modified components. As such, numerous health-conscious consumers have preferred organic products instead of conventionally grown or-produced food to avert the possible adverse consequences from chemical contaminated foods.

A new trend towards the changes in lifestyle lead to the consumption of healthful foods as an outcome and growing health consciousness. Organic farming involves using natural fertilizers like manure to promote plant growth. Organic farming promotes soil quality and groundwater protection. It is additionally beneficial to the environment because it reduces pollution. Organic foods are cultivated by using natural methods like composting, crop rotation and integrated pest, disease control, which maintains the health of the body. Rana and Paul (2017) says that organic food production does not use radiation, industrial solvents, or chemical additives. As a result, organic farming employs methods that foster ecological balance and preserve the biodiversity within ecosystems. The COVID-19 pandemic has made individuals recognize the quality of excellent health, wellness, and nutrition. Since the epidemic, the organic food industry in India has just exploded. An examination of the organic food industry in India is estimated at Rs. 2700 crores (approximately USD 415 million) which stands at lesser than even one percent of the global organic food market is projected to be at around USD 90 billion witnessed in 2015. As of now the organic food products industry in India is primarily driven by Exports comprising about Rs. 2,100 crores and an organized sector domestic certified market estimated between Rs. 250 to Rs. 300 crores. India is the fifth-largest organic food producer in the world, with 2.6 million hectares under cultivation, according to a 2022 survey of 187 countries that practice organic agriculture by IFOAM(international federation of organic agriculture movements). The overview likewise showed that India has developed that India has grown its cultivated organic agricultural land by 145.1% over the past ten years, with 1.5% of the country's total agricultural area being used for organic farming. India has the greatest number of organic farmers on the planet, at 4.43 million, respect to Monetary Review 2022-2023. The sector's growth and determine strategic priorities for increasing India's exports to Rs. 10,000 crores or Rs. 50,000 crores by 2025.

India produced about 2.9 million metric tons of verified organic goods in 2022-23, as reported by the Commodity Advancement Expert for Agrarian and Handled Food Items (APEDA) through the Commerce Ministry & Industries. This creation incorporates a different scope of food things, for example, oil seeds, fiber crops, sugar stick, grains and millets, cotton, beats, sweet-smelling and restorative plants, tea, espresso, organic products, flavors, dry organic products, vegetables, and processed foods. Madhya Pradesh ranked highest in efficiency, followed by Maharashtra, then Rajasthan, Karnataka, and Odisha. Fiber crops were the leading category of organic products, inclusive of oil seeds, sugar crops, cereals, millets, and medicinal plants and floral herbs, seasonings, and condiments, fresh fruits and vegetables, pulses, tea, and coffee also being significant. Organic cotton fiber and various food products were among the notable items produced.

As an impact of the organic movement internationally, the organic component is about 1% of total global agriculture land. The global organic food market-currently at USD 90 bn shall reach close to USD 230-280 bn by 2025 at the current growth levels. The 11 countries in the world have more than 10% under organic farmlands. There are around 2 million organic cultivators; Asia leads the list with 36 % of organic producers followed by Africa (29%) and Europe (17%). USA, Germany, France, UK and Italy are the global leaders in consumption of packaged organic products. USA tops the chart with a consumption of around USD 15 bn, followed by Germany and France with USD 4.2 bn and USD 3.5 bn respectively. There are other growing organic retail markets in the lesser prominent countries like Turkey, China, Argentina, Colombia, India, and Brazil. The world’s largest number quantity of growers that use organic methods are in India and estimated at around 650,000. Since, around 55% of the harvests are developed under downpour took care of condition; India can possibly expand its region under natural cultivating.

2. THEORETICAL BACKGROUND

Examining consumer behavior in the purchase of organic foods requires an understanding of key theoretical frameworks and factors that influence decision-making. One foundational model is Maslow’s Hierarchy of Needs, which suggests that consumers choose organic products to satisfy various levels of needs. For example, at the physiological level, organic foods are often perceived as healthier and more nutritious, addressing basic dietary needs (Paul & Rana, 2012). Additionally, organic products are seen as safer options, free from harmful chemicals and pesticides, which satisfies

consumers' safety needs (Michaelidou & Hassan, 2008). On a social level, purchasing organic foods aligns consumers with groups that value sustainability and environmental responsibility, satisfying social belongingness (Yiridoe et al., 2005). Beyond this, buying organic may enhance self-esteem, providing personal satisfaction from making health-conscious and ethical choices, while for some, it even supports self-actualization by reflecting a commitment to personal growth and values (Padel & Foster, 2005).

Another pertinent model is the Theory of Planned Behavior (TPB), which posits that consumer purchasing decisions are influenced by factors such as attitudes, price sensitivity, motivations, and available information (Ajzen, 1991). Derived from the Theory of Reasoned Action, TPB has been extensively applied to study behavioral intention and actual behavior, especially in the context of organic food purchasing (Arvola et al., 2008). Within this framework, attitude reflects consumers' evaluations of organic foods, shaped by beliefs about health benefits, environmental concerns, and perceptions of quality (Paul & Rana, 2012). Positive attitudes—often based on beliefs about health and environmental benefits—significantly impact consumer behavior (Michaelidou & Hassan, 2008). Motivations, such as the desire for personal health, ethical considerations, and alignment with groups prioritizing sustainability, further drive the preference for organic products (Aertsens et al., 2009). Price awareness, including sensitivity to organic food costs, plays a critical role in purchasing decisions, particularly among cost-conscious consumers (Padel & Foster, 2005). Lastly, the availability and credibility of information about organic foods shape attitudes and perceived behavioral control, with consumers who are well-informed and trust the available data being more likely to develop positive attitudes and feel confident in their purchasing decisions (Hughner et al., 2007).

3. LITERATURE REVIEW

Recent studies have explored various factors influencing consumer intentions to purchase organic food across different regions and cultural contexts. Huo et al. (2023) applied the Theory of Planned Behavior to analyze how attitudes, subjective norms, and behavioral control affect purchase intentions among Chinese consumers, finding that factors such as trust and short food supply chains can influence buying behavior. Similarly, Shenoy et al. (2024) highlighted health, environmental, and food safety concerns as key motivations, with an emphasis on the need for effective marketing strategies that target consumer behaviors. In India, Garg et al. (2024) identified health consciousness as the most influential factor, with advanced statistical analysis supporting a validated scale for measuring purchase intention. Oliveira et al. (2024) utilized the means-end chain theory in Brazil, finding that consumer values significantly impact buying intentions. Additionally, Rashid and Lone (2024) noted the moderating role of green trust in linking internal and external factors to green purchase intentions, stressing the importance of trust-building strategies. Prakash et al. (2023) found that trust, convenience, and environmental concerns are primary drivers in India, while Eberle et al. (2023) reported that factors like environmental consciousness and health awareness explain significant purchase intention variance among Brazilian consumers. Devi et al. (2023) investigated the role of health consciousness in New Zealand and Fiji, showing how self-risk perception shapes intentions and suggesting that social media could increase health awareness. Basha et al. (2023) conducted a comparative study in Qatar and the UAE, noting similar access to organic products but differing consumer perceptions, while Pahari et al. (2023) highlighted health consciousness and perception as key influences on online purchasing of organic foods in India. Collectively, these studies emphasize the importance of health, environmental concerns, and trust across diverse markets, suggesting that tailored marketing and communication strategies can effectively promote organic food consumption.

In recent research, several studies have investigated the motivations, attitudes, and purchasing intentions surrounding organic food across different demographic groups and regions. Khan et al. (2023) applied self-determination theory and the Theory of Planned Behavior to reveal that external regulations significantly affect attitudes, while trust moderates the relationship between attitude and purchase intention among organic food consumers. Akter et al. (2023) focused on Bangladesh, finding that climate concerns, trust, and green labeling are critical factors influencing organic purchases. Reddy et al. (2023) explored IT professionals in India, identifying health consciousness, safety, and environmental friendliness as primary motivators. In Bangalore, Kalyani et al. (2023) highlighted constraints like high prices and limited choices as significant challenges for organic food buyers. Rajakrishnan (2022) found that quality, health consciousness, and prestige drive organic food purchases in Coimbatore, although convincing middle-class consumers remains a challenge (Chakrabarti, 2010). Yeo et al. (2022) used fuzzy DEMATEL in Malaysia to show that factors like animal testing and environmental preservation heavily influence Generation Y consumers' choices. Kaur et al. (2022) examined scarcity, LOHAS consumption habits, and perceived consumer effectiveness in organic purchase intention, with trust and attitude emerging as key mediators. Boobalan et al. (2022) compared organic food preferences between Indian and American consumers, finding that response effectiveness and attitude have a stronger influence in the U.S., while subjective norms are more impactful in India. Nafees et al. (2022) studied urban Indian millennials, revealing that health and environmental concerns are primary motivators, with performance prioritized by health-conscious consumers and aesthetics by environmental-conscious ones. Finally, Matharu et al. (2022) developed a framework targeting young Indians, showing that mindset and social norms

significantly impact purchase intentions. These findings collectively highlight the importance of health, environmental concerns, and trust, suggesting that market strategies for organic foods should be tailored to regional preferences and consumer demographics.

Recent studies have examined various factors influencing organic food purchasing behaviors across different demographics and regions. Li and Uddin (2021) explored the impact of background factors like health consciousness and self-perceived vegetarianism on organic food purchases in China, highlighting the moderating role of word-of-mouth (WOM) in bridging the gap between purchase intention and actual buying. This study used structural equation modeling and SPSS PROCESS regression analysis on 280 valid responses, finding that interpersonal and social factors greatly affect purchase intentions, with WOM being crucial for decision-making. Tandon et al. (2020) investigated the interplay of intrinsic and extrinsic motivations in Indian organic food buyers, employing a self-determination theory (SDT) framework. They discovered that internal motivation and external factors significantly impact attitudes and behaviors. Limitations included the specific demographic of Indian consumers, suggesting a need for broader, diverse studies.

David et al. (2020) examined the consumer purchasing process in Bangalore, India, identifying trust, intention, and social norms as significant predictors of buying behavior. Their empirical analysis showed that trust and personal expression are major influences on consumer conduct. Similarly, Jose et al. (2020) explored Indian consumers' interest in organic food, particularly among married women with children, showing that perceived price and trust moderate the relationship between fear of conventional products and intention to buy organic. Chattopadhyay and Khanzode (2019) conducted an empirical study in Bengaluru, highlighting the city's rising awareness and preference for organic foods due to concerns about climate change and pollution. Through ANOVA, regression analysis, and Chi-square tests, they observed increased consumption but stressed the need for more awareness campaigns to enhance organic food popularity. Collectively, these studies underscore the importance of trust, social influences, and personal motivations, suggesting targeted awareness and education to further promote organic food consumption.

These studies collectively analyze the factors driving consumer interest in organic foods, using data from various demographics, especially in emerging markets. Key motivators include health consciousness, environmental concerns, social influence, and trust. Studies in China and India found that word-of-mouth and social norms significantly impact purchasing decisions, especially among health-conscious individuals. Consumer trust, fear of conventional products, and personal motivations were also identified as critical factors across studies.

Moreover, the high cost of organic food, limited availability, and a lack of awareness remain barriers to widespread adoption. Findings emphasize the importance of trust-building and awareness campaigns to improve organic food adoption, especially in regions like India, where consumer perceptions are evolving. Overall, these studies suggest that strategic marketing and education, particularly about organic foods' health and environmental benefits, can significantly influence purchasing behaviors and foster greater adoption in emerging markets.

The study addresses the growing demand for healthier, eco-friendly food options and the rising interest in organic products, especially in emerging economies. By examining consumer motivations, trust, and awareness, it seeks to clarify factors driving organic food purchases. It also highlights the role of socioeconomic and cultural influences on consumer choices. Findings will support tailored marketing, inform policy-making, and promote sustainable agriculture, ultimately fostering healthier consumer habits and environmental stewardship.

4. METHODOLOGY

To analyse the consumer behaviour the data and information's were collected through the structured questionnaires, the questionnaires were distributed to 600 consumers, out of that 432 were replied, among only 400 questionnaires were valid, these were used for the further analysis. To validate the instruments, exploratory factor analysis, Confirmatory factor analysis were performed using SPSS and Amous software.

4.1 Demographic distributions of respondents

Respondents were grouped based on the demographics characteristics of the individuals, such as age, education level, and occupations, it is represented in the Table 1.

The demographic analysis reveals a balanced gender distribution among respondents, with a slight majority (51%) identifying as male. The age group of 18-24 years constitutes the largest segment (53.8%), indicating a strong interest in the study's focus among younger consumers. Educationally, most participants hold an undergraduate degree (55%), suggesting a relatively educated sample, while a significant portion has pursued further education (34.7% with a Master's degree). In terms of occupation, students represent the highest percentage (39%), followed by those in private organizations (33.5%), reflecting the influence of youth and professional backgrounds on the study's subject matter.

Table 1. Demographical distributions of the respondents

Demographic characteristics		**No of Respondents**	**Percentage**
Gender	Male	204	51
	Female	196	49
Age	Below 18	4	1
	18-24	215	53.8
	25-34	111	27.7
	35-44	26	6.5
	45 & above	44	11
Education Level	Below undergraduate	35	8.8
	Undergraduate	220	55
	Masters's degree	139	34.7
	Doctoral degree	6	1.5
Occupations	Business	24	6
	Private organisation	134	33.5
	Govt services	46	11.5
	Student	156	39
	Other	40	10

Overall, these characteristics suggest that the findings will be particularly relevant to a young, educated demographic engaged in various professional fields.

4.2 Exploratory Factor analysis:

Exploratory Factor Analysis (EFA) was conducted to minimize the number of items and dimensions within the dataset. The results of the EFA, including the total variance explained, are presented in Table 2. This analysis is essential for identifying underlying structures in the data and ensuring that only the most relevant factors are retained for further investigation (Williams et al., 2010).

Table 2. Total Variance Explained

Component	Initial Eigen values			Extraction sums of squared loadings			Rotation sums of Squared loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	9.708	51.094	51.094	9.708	51.094	51.094	5.231	27.531	27.531
2	1.474	7.760	58.854	1.474	7.760	58.854	5.003	26.329	53.861
3	1.014	5.336	64.190	1.014	5.336	64.190	1.962	10.329	64.190
4	.803	4.225	68.415						
5	.687	3.614	72.029						
6	.621	3.267	75.296						
7	.603	3.173	78.469						
8	.530	2.791	81.259						
9	.433	2.279	83.539						
10	.422	2.221	85.760						
11	.400	2.105	87.865						
12	.389	2.045	89.910						
13	.325	1.709	91.620						
14	.311	1.638	93.258						
15	.296	1.561	94.818						
16	.281	1.480	96.298						
17	.261	1.372	97.670						
18	.243	1.278	98.948						
19	.200	1.052	100.000						

4.3 Validation of the scale

Data were collected using structured questionnaires, which were validated through Exploratory Factor Analysis. This validation was further confirmed by conducting Confirmatory Factor Analysis.

4.4 Sample adequacy test

KMO and Bartlett's test were performed to assess the adequacy of the data for conducting EFA and CFA. The test statistics are presented in Table 3.

Table 3. KMO and Bartlett's Test statistics

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.951
Bartlett's Test of Sphericity	Approx. Chi-Square	4798.238
	df	171
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is .951, which indicates an excellent level of

sampling adequacy for conducting factor analysis, as values above .90 are considered superb (Kaiser, 1970). Bartlett's Test of Sphericity yielded a chi-square value of 4798.238 with 171 degrees of freedom and a significance level of .000, suggesting that the correlation matrix is significantly different from an identity matrix. This result supports the appropriateness of factor analysis for the data, indicating that correlations among variables exist (Bartlett, 1954). Overall, these findings confirm that the data is suitable for both Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA).

The analysis of the total variance explained, as shown in Table 3, reveals several key insights into the underlying structure of the data. The first component accounts for a substantial 51.094% of the total variance, indicating its dominant influence on the dataset. When combined with the second component, which adds another 7.760%, the cumulative variance explained reaches 58.854%. This suggests that these two factors together capture a significant portion of the data's variability. The third component further increases the cumulative variance explained to 64.190%, underscoring the importance of these three components in understanding the dataset.

Table 4. Rotated Component Matrix

	Component		
	1	2	3
M3	.782		
M2	.754		
A4	.723		
A2	.705		
A1	.696		
M1	.695		
M5	.662		
A3	.656		
P2		.779	
P3		.721	
P5		.714	
M6		.697	
M4		.695	
I2		.613	
P4		.608	
I3		.583	
I4		.578	
AV1			.751
P1			.611

The Rotated Component Matrix presented in Table 4 offers insights into the underlying structure of factors identified through exploratory factor analysis (EFA). This matrix displays the loadings of various items across three distinct components, with higher loadings indicating stronger associations with their respective components (Field, 2018). In Component 1, items such as M3 (0.782), M2 (0.754), and A4 (0.723) exhibit high factor loadings, suggesting a strong relationship among these items, which may represent a common underlying construct (Fabrigar et al., 1999). Similarly, additional items like A2 (0.705), A1 (0.696), and M1 (0.695) further support the integrity of this component.

Component 2 displays strong loadings for items P2 (0.779), P3 (0.721), and P5 (0.714), indicating another distinct factor, while M6 (0.697) and M4 (0.695) contribute to this component, suggesting shared characteristics among these items (DeVellis, 2016). Lastly, Component 3 is defined by loadings from items AV1 (0.751) and P1 (0.611), indicating a separate construct.

Overall, the matrix elucidates the dimensional structure of the data, illustrating how various items cluster into meaningful factors. The clear distinctions between components imply that these constructs are both unique and interconnected, thereby underscoring the complexity of consumer behavior as measured in this study (Cattell, 1966). These findings are instrumental for further analysis and interpretation of the factors influencing the subject under investigation.

Based on the relevance of the measurable items the grouped items were named as purchasing Attitude , purchasing Motives and Price awareness

.

4.5 Confirmatory factor analysis

To validate the three extracted dimensions and their 19 items, a confirmatory factor analysis (CFA) was conducted using SPSS Amos software. Figure 1 presents the confirmed measurement model.

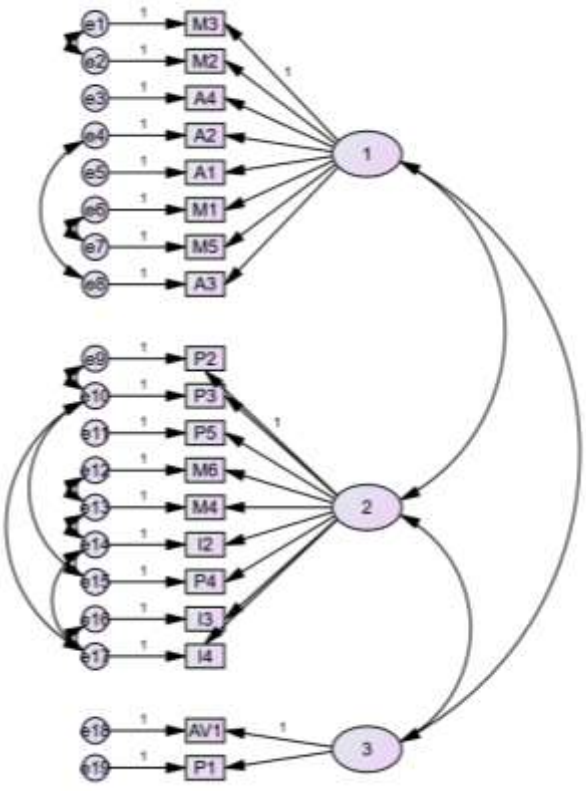

Figure 1. Measurement model

The model fit summary in Table 5 provides important insights into the adequacy of the measurement model. The CMIN/DF ratio for the default model is 3.060, which falls within the acceptable range of 2 to 5, indicating a reasonable model fit to the data. Additionally, the Root Mean Square Error of Approximation (RMSEA) for the

default model is 0.072, with a 90% confidence interval between 0.064 and 0.080. Since RMSEA values below 0.08 are generally acceptable, this suggests that the model has an adequate fit, though further refinement could potentially improve the model.

Table 5. Model Fit Summary

CMIN					
Model	**NPAR**	**CMIN**	**DF**	**P**	**CMIN/ DF**
Default model	52	422.258	138	.000	3.060
Saturated model	190	.000	0		
Independence model	19	4885.998	171	.000	28.573

RMSEA

Model	**RMSEA**	**LO 90**	**HI 90**	**PCLOSE**
Default model	.072	.064	.080	.000
Independence model	.263	.257	.269	.000

When compared to the independence model, which assumes no correlations between variables, the default model shows a much better fit, as evidenced by the independence model's high CMIN/DF value of 28.573 and RMSEA of 0.263, both of which indicate poor fit. The p-values for both the default and independence models are 0.000, showing statistical significance, though it is common for the chi-square test to be significant in large samples even when the model fit is adequate. Overall, the default model demonstrates an acceptable fit, with both CMIN/DF and RMSEA values within the thresholds for adequacy, though further improvements could be explored.

4.6 Relationship between demographical factors and consumer buying behaviour of organic foods

To examine the relationship between Gender**,** Age group**,** Education Level, and Occupation against specific consumer behavior variables, we can perform chi-square tests for each demographic variable in relation to a consumer behavior outcome. This will help determine if these demographic factors have a statistically significant association with consumer behavior toward organic food (Krishnakumare & Niranjan, 2017). To explore the relationship between consumer buying behaviour of organic foods and demographical factor Chi Square test was conducted, test statistics were represented in the table 6.

H_0: Demographical factor of the respondents will not influence on the consumer buying behaviour of organic foods

H_1: Demographical factor of the respondents will influence on the consumer buying behaviour of organic foods

Table 6. Relationship between demographical factors and consumer buying behaviour of organic foods

Demographic characteristics		**No of Respondents**	**Chi Square Output**	**Significance**
Gender	Male	204	Chi-Sq = 8.399, DF = 1, P-Value =0.050	5%
	Female	196		
Age	Below 18	4	Chi-Sq = 0.046, DF=4, P-Value =0.026	5%
	18-24	215		
	25-34	111		
	35-44	26		
	45 & above	44		
Education Level	Below undergraduate	35	Chi-Sq = 1.765, DF = 3, P-Value =0.043	5%
	Undergraduate	220		
	Masters's degree	139		
	Doctoral degree	6		
Occupations	Business	24	Chi-Sq = 5.875, DF = 4, P-Value =0.033	5%
	Private organization	134		
	Govt services	46		
	Student	156		
	Other	40		

The chi-square test results in Table 6 indicate associations between various demographic characteristics and consumer buying behavior of organic foods. Here are the key inferences:

Gender: The chi-square test result for gender ($\chi^2 = 8.399$, DF = 1, P = 0.050) suggests a significant relationship between gender and buying behavior at the 5% significance level. This implies that male and female consumers may differ in their buying behavior toward organic foods.

Age: For age groups, the chi-square test ($\chi^2 = 0.046$, DF = 4, P = 0.026) also shows a significant relationship at the 5% level. This suggests that different age groups (below 18, 18-24, 25-34, 35-44, and 45+) exhibit varying buying behaviors regarding organic foods.

Education Level: The relationship between education level and buying behavior is significant ($\chi^2 = 1.765$, DF

= 3, P = 0.043), indicating that education may play a role in shaping consumer preferences for organic foods. Higher education levels may be associated with greater awareness or preference for organic products.

Occupation: The chi-square test for occupation (χ^2 = 5.875, DF = 4, P = 0.033) reveals a significant association at the 5% level. This indicates that buying behavior may vary across different occupations (business, private sector, government services, students, and others).

In summary, each demographic characteristic—gender, age, education level, and occupation—shows a statistically significant relationship with consumer buying behavior toward organic foods at the 5% significance level. This suggests that demographic factors can influence purchasing decisions for organic products, with potential variations in preferences based on these factors.

5. RESULT AND CONCLUSION

The study aimed to understand consumer behavior towards organic food purchasing, using structured questionnaires distributed to 600 consumers. Out of these, 432 responses were received, with 400 valid responses used for analysis. Demographic analysis (Table 1) showed a near-equal gender split (51% male, 49% female) and highlighted the majority age group as 18-24 (53.8%). Most respondents held an undergraduate degree (55%), and students made up the largest occupational group (39%). This sample reflects a predominantly young, educated, and professionally diverse demographic, which is expected to influence organic food purchasing behavior.

To assess the validity of the measurement instruments, both Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted using SPSS and AMOS software. The Kaiser-Meyer-Olkin (KMO) value of 0.951 (Table 2) and a significant Bartlett's Test of Sphericity confirmed the data's suitability for factor analysis. The EFA identified three main factors (purchasing attitude, purchasing motives, and price awareness) that explained 64.19% of the total variance, indicating that these dimensions adequately capture the complexity of consumer behavior towards organic foods (Table 3). The confirmatory factor analysis model (Table 5) displayed acceptable fit indices (CMIN/DF = 3.060, RMSEA = 0.072), supporting the validity of the proposed model.

In analyzing the relationship between demographic characteristics and consumer buying behavior, chi-square tests were performed. Results (Table 6) indicate that gender (χ^2 = 8.399, DF = 1, P = 0.050), age (χ^2 = 0.046, DF = 4, P = 0.026), education level (χ^2 = 1.765, DF = 3, P = 0.043), and occupation (χ^2 = 5.875, DF = 4, P = 0.033) all significantly influence buying behavior at a 5% significance level. This suggests that each demographic characteristic plays a role in shaping attitudes towards organic food consumption, with variations in preferences and motives across different groups.

In conclusion, the study highlights that demographic factors, including gender, age, education level, and occupation, significantly influence consumer behavior towards organic foods. The findings imply that organic food marketing strategies should consider these demographic factors, targeting specific groups with tailored messaging to enhance the relevance and appeal of organic products.

References:

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.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.

Akter, S., Ali, S., Fekete-Farkas, M., Fogarassy, C., & Lakner, Z. (2023). Why Organic Food? Factors influence the organic food purchase intension in an emerging country (study from northern part of Bangladesh). *Resources*, 12(1), 5.

Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lähteenmäki, L., & Shepherd, R. (2008). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, 50(2-3), 443-454.

Bartlett, M. S. (1954). A Note on the Multiplication of Statistics. *Mathematical Proceedings of the Cambridge Philosophical Society*, 50(2), 19-24.

Basha, M. B., Al Ali, F. S. K. H., Balaraman, P. K., Liu, J., AlHafidh, G., & Gupta, R. (2024). Organic food purchasing behaviour in Qatar and United Arab Emirates: a comparative case study. *Journal of Islamic Marketing*, 15(5), 1185-1202.

Boobalan, K., Sivakumaran, B., & Susairaj, M. (2022). Organic food preferences: A Comparison of American and Indian consumers. *Food Quality and Preference*, 101, 104627.

Chakrabarti, S. (2010). Factors influencing organic food purchase in India–expert survey insights. *British food journal*, 112(8), 902-915.

Chattopadhyay, A., & Khanzode, P. (2019). An empirical study on awareness and consumption pattern of organic food in Bengaluru city, the capital of India: an analysis with respect to different demographic factors and availability of organic food products in Bengaluru. *Granthaalayah Management*, 7, 276-296.

David, A., Ahmed, R. R., Ganesh Kumar, C., & Sankar, J. G. (2020). Consumer purchasing process of organic food product: An empirical analysis. *Journal of Management Systems, Quality Access to Success*, 21(177), 128-132.

Devi, K., Singh, G., Roy, S. K., & Cúg, J. (2023). Determinants of organic food purchase intention: the moderating role of health consciousness. *British Food Journal*, (ahead-of-print).

Eberle, L., Milan, G. S., Graciola, A. P., Borchardt, M., & Pereira, G. M. (2023). Purchase intention of organic foods from the perspective of consumers. *Management of Environmental Quality: An International Journal*, 34(5), 1406-1423.

Garg, S., Narwal, K. P., & Kumar, S. (2024). Exploring the determinants of purchase intention of organic consumers for organic food items: an exploratory study in India. *British Food Journal*, 126(3), 1238-1258.

Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. *Journal of Consumer Behaviour: An International Research Review*, 6(2-3), 94-110.

Huo, H., Sh. Ahmad, F., & Teoh, B. (2023). Evaluating the purchasing behavior of organic food among Chinese consumers. *Young Consumers*, 24(6), 669-685.

Jayakumar, A., & Ezhilvani, C. M. (2018). Indian Organic Food Market Strategy to Overcome Its Global Crisis. *Shanlax International Journal of Management*, 5(S4), 32-36.

Jose, H., Kuriakose, V., & Koshy, M. P. (2020). What motivates Indian consumers' to buy organic food in an emerging market?. *Asia-Pacific Journal of Business Administration*, 12(2), 97-113.

Kaiser, H. F. (1970). A Second Generation Little Jiffy. *Psychometrik*a, 35(4), 401-415.

Kaur, J., Lavuri, R., Thaichon, P., & Martin, B. (2022). Purchase intention of organic foods: are lifestyles of health and sustainability the reason for my purchase decision? *Asia Pacific Journal of Marketing and Logistics*, 35(6), 1532-1551.

Khan, Y., Hameed, I., & Akram, U. (2023). What drives attitude, purchase intention and consumer buying behavior toward organic food? A self-determination theory and theory of planned behavior perspective. *British Food Journal*, 125(7), 2572-2587.

Krishnakumare, B., & Niranjan, S. (2017). Consumers' buying behaviour towards organic food products in Tamil Nadu. *Agricultural Economics Research Review*, 30(1), 133-138.

Matharu, G. K., von der Heidt, T., Sorwar, G., & Sivapalan, A. (2022). What motivates young Indian consumers to buy organic food?. *Journal of International Consumer Marketing*, 34(5), 497-516.

Michaelidou, N., & Hassan, L. M. (2008). The role of health consciousness, food safety concern, and ethical identity on attitudes and intentions towards organic food. *International Journal of Consumer Studies*, 32(2), 163-170.

Nafees, L., Hyatt, E. M., Garber Jr, L. L., Das, N., & Boya, Ü. Ö. (2022). Motivations to buy organic food in emerging markets: An exploratory study of urban Indian millennials. *Food Quality and Preference*, 96, 104375.

Oliveira, A. S. D., Souki, G. Q., & Vilas Boas, L. H. D. B. (2024). Organic food-buying intention drivers: a study based on means-end chain theory. *British Food Journal*, *126*(6), 2291-2309.

Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British Food Journal*, 107(8), 606-625.

Pahari, S., Ghosal, I., Prasad, B., & Dildar, S. M. (2023). Which determinants impact consumer purchase behavior toward online purchasing of organic food products. *Prabandhan: Indian Journal of Management*, 16(1), 25-41.

Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of Consumer Marketing*, 29(6), 412-422.

Prakash, G., Singh, P. K., Ahmad, A., & Kumar, G. (2023). Trust, convenience, and environmental concern in consumer purchase intention for organic food. *Spanish Journal of Marketing-ESIC*, 27(3), 367-388.

Quah, S. H., & Tan, A. K. (2009). Consumer purchase decisions of organic food products: An ethnic analysis. *Journal of International Consumer Marketing*, 22(1), 47-58.

Rajakrishnan, M. (2022). Consumer Behavior Towards Purchase of Organic Food Products in Coimbatore City–An Empirical Study. *International Journal for Modern Trends in Science and Technology*, 8(12), 117-122.

Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of retailing and consumer services*, 38, 157-165.

Rashid, I., & Lone, A. H. (2024). Organic food purchases: does green trust play a part?. *Asia-Pacific Journal of Business Administration*, *16*(4), 914-939.

Reddy, K., Reddy, K. S., Lokesh, G. R., & Ashalatha, D. (2023). A Study on Factors Influencing Organic Food and Purchase Intentions of IT Professionals. *Resmilitaris*, 13(2), 3544-3552.

Shenoy, K. R., Ranjith, V. K., Nayak, S., & Anirvinna, C. (2024). Conceptualizing organic food consumption: a consumer motive perspective. *Cogent Social Sciences*, 10(1), 2338864.

Tandon, A., Dhir, A., Kaur, P., Kushwah, S., & Salo, J. (2020). Why do people buy organic food? The moderating role of environmental concerns and trust. *Journal of Retailing and Consumer Services*, 57, 102247.

Ueasangkomsate, P., & Santiteerakul, S. (2016). A study of consumers' attitudes and intention to buy organic foods for sustainability. *Procedia Environmental Sciences*, 34, 423-430.

Williams, B., Brown, T., & Onsman, A. (2010). Exploratory Factor Analysis: A Five-Step Guide for Novices. *Australasian Journal of Paramedicine*, 8(3), 1-13. doi:10.33151/ajp.8.3.93

Yeo, S. F., Tan, C. L., Tseng, M. L., Tam, S., & San, W. K. (2022). Factors influencing organic food purchase decision: fuzzy DEMATEL approach. *British Food Journal*, 124(12), 4567-4591.

Yiridoe, E. K., Bonti-Ankomah, S., & Martin, R. C. (2005). Comparison of consumer perceptions and preference toward organic versus conventionally produced foods: A review and update of the literature. *Renewable Agriculture and Food Systems*, 20(4), 193-205.

T. S. Nanjundeswarswamy
Department of Management studies
JSS Academy of Technical Education, Bengaluru
nswamy.ts@gmail.com
ORCID: 0000-0001-5011-1700

J. T. Suraksha
Department of Management studies
JSS Academy of Technical Education, Bengaluru
surakshajt@gmail.com
ORCID: 0009-0001-0635-2010