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**A STUDY TO ANALYZE THE INFLUENCE OF MARKETING FACTORS ON PURCHASE OF ORGANIC PRODUCTS**

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**Abstract:**

Due to their positive health effects and little environmental impact, organic food items are becoming more and more popular. It is acknowledged that one of the key forces influencing future economic development is the advantages of the organic production system. A significant barrier to its future expansion, nevertheless, is the mismatch between supply and demand at the local market level. As a result, this essay looks at the critical parts of the offer that most strongly influence consumer preferences and adoption of organic food items. However, in India, especially among young customers, the acceptance of organic food products is minimal. For green marketers and policymakers, the report will be a great resource for understanding the difficulties and framing issues.

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**Key words:** consumer perception, organic product, marketing factors

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**Introduction:**

With a focus on social responsibility and the environment, organic products are grown using an agricultural method that does not utilise chemical fertilisers or pesticides. Around - 3496800.34 metric ton in year 2020–2021 of certified organic products were produced in India, which included food products like pulses, grain and pearl millet, cotton, fragrant and medicinal plants, coffee, tea, dry fruits, fruits, oil seeds, spices, vegetables, fast foods, etc. Non-edible goods like as functional foods and organic cotton fibre is also produced, in addition to food itself. Data from 2020 show that India is the world's top producer overall and has the eighth-largest organic agricultural land. Putting into practise the Government of India's and the Ministry of Commerce & Industries' National Programme for Organic Production (NPOP). These programmes encompass marketing, promoting organic agriculture, setting standards for organic agriculture, and accrediting certifying bodies.

**Literature Review:**

1. (Balaji & Injodey, 2017) "Organic food products: a study on perception of Indian consumers" Health advantages emerged because the most significant determinant of the factors moving client preference towards purchase of organic food merchandise. Overall preference is equal to taste and chemical free food products.

(Parmar, 2019): "A Consumer Awareness Study towards Purchasing of Organic Products in Hisar City" The study amply illustrates the factors that influence consumer decisions to choose organic foods, including product quality, texture, flavour, and sentiment. Customers often prefer organic products in the categories of clothing/fabric, cosmetics, and food/drink. Therefore, it is no longer the case that customers could only choose from a small selection of organic goods, and there was a dearth of stock. If it were sponsored, however, many companies would join, making organic goods more affordable and offering a wider variety.

(Chitra, 2013); "A Study on the Consumer Awareness of Organic Certification of Food Products in Mysore City" Companies that produce organic food should leverage their certification as a primary differentiator.

(Prince, 2018) "A Study on the consumers perception towards organic food products with special reference to kollam city": Proper awareness concerning the health advantages of the organic food merchandise ought to be provided, govt should take necessary steps to market and increase the assembly of organic products merchandise. For this, subsidies and loans and certification and labelling of organic food merchandise should be created obligatory so as to confirm the standard and safety and genuineness of organic food merchandise.

(Kumar & Gulati, 2017): "Consumer's Perception Towards Organic Food Products in

Rural Area of Haryana” : People living in geographic region want to use organic merchandise however lack of information and low level of financial gain they can't obtain these merchandise.

#### Research Objectives:

1. To know the marketing factors influencing consumers purchasing organic products
2. To assess and compare the extent of marketing elements influencing to purchase conventional Products

#### Hypothesis Statement:

The following Null hypothesis are been framed and evaluated based on study's objective

H1: There is no significant influence of demographic factors on consumer perception towards organic product

H2: Influence of marketing elements cannot be observed in purchasing Organic Products

#### Research Methodology:

The chosen topic demands a wide coverage of examination of variables in relation to stated objectives and sample size. Thus for collection of data both primary as well as secondary data is required.

#### Design of the Study:

The researcher will select the sample using Conveniencesamplingmethod; the researcher will select few customers from various wards of Hyderabad region.

#### Data Sources:

#### Gender and the place of purchasing Organic Products

##### ANOVA

Gender					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.961	4	1.240	5.784	.000
Within Groups	24.234	113	.214		
Total	29.195	117			

- Monthly income and frequency of purchase of organic product

##### ANOVA

Monthly_Income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.396	3	.132	.382	.766
Within Groups	39.443	114	.346		
Total	39.839	117			

- Deciding authority and the family type in purchase of organic product

##### ANOVA

Deciding_Authority					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.087	1	4.087	5.521	.020
Within Groups	85.879	116	.740		
Total	89.966	117			

The proposed study requires both the secondary as well as primary data.

#### Primary Source of Data:

The primary information was gathered from the respondents of various types by way of administering well structured and pilot tested questionnaires. Apart from the questionnaires, personal interview and observation methods will be used to gather the primary data.

#### Secondary Source of Data:

It is proposed to collect the secondary data from the following sources: Published and Unpublished, research works, Internet, from related articles, Research papers and books, Concerned trade magazines and journals, Visits to the library.

#### Research Instrument:

Well structured and pilot tested Questionnaire, Personal interviews, and observation methods will be used for collecting the required primary data from the customers. The researcher will use different types of questionnaire such as open ended, closed ended, dichotomous questionnaire.

#### Scaling :

Likert's scaling technique was used to quantify the variables wherever is applicable. Each proposition will be considered as a variable and most of the proposition will be framed in a positive scale, except a few with a negative scale.

#### Analysis of the Study:

## Tests of Between-Subjects Effects

Dependent Variable: Amount\_spend\_on\_organic\_products

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	18.419 <sup>a</sup>	22	.837	1.943	.015
Intercept	122.531	1	122.531	284.347	.000
Monthly_Income	7.691	2	3.846	8.925	.000
Family_Structure	.082	2	.041	.095	.909
Occupation	2.134	5	.427	.990	.428
Monthly_Income * Family_Structure	.404	1	.404	.938	.335
Monthly_Income * Occupation	2.729	6	.455	1.055	.395
Family_Structure * Occupation	1.269	4	.317	.736	.570
Monthly_Income * Family_Structure * Occupation	.404	1	.404	.938	.335
Error	40.937	95	.431		
Total	426.000	118			
Corrected Total	59.356	117			

a. R Squared = .310 (Adjusted R Squared = .151)

## Marketing factors influencing purchase of Organic Products and Conventional Products

## Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
MArketing_elements_organic_Median	118	2.3178	.61208	1.00	4.00
MArketing_elements_conventional_Median	118	1.9449	.56909	1.00	3.00

Test Statistics<sup>a</sup>

N	118
Chi-Square	19.800
df	1
Asymp. Sig.	.000

a. Friedman Test

## Ranks

	Mean Rank
MArketing_elements_organic_Median	1.64
MArketing_elements_conventional_Median	1.36

## Conclusion:

This study sought to determine how best to optimise the offer for expanding organic food markets by examining the effects of the offer's four primary components (product, pricing, distribution, and promotion) on consumer acceptance of organic food items in those markets. In developing markets, the acceptance of organic food items and consumer purchasing decisions are most influenced by price and promotion, with relatively little influence from product and distribution networks. These findings are not altogether surprising given that organic food items are more expensive than conventional ones, making them seldom accessible. Promotion also plays the role of informing consumers about the advantages of organic agriculture for their health, the environment, and other factors. The results of this investigation demonstrated that customers do not differentiate between several varieties of organic food goods. They therefore do not have a generalised perception of organic food, regardless of characteristics like packaging or frequency of purchase. Consumers search for a well-known organic manufacturer since having a

trustworthy indicator that certain items are truly organic is crucial for them.

Despite customers not anticipate seeing organic food items in the majority of grocery stores, the underdeveloped distribution network is seen as a major impediment, highlighting the fact that its continued development is crucial to the sector's long-term growth. Conversely, promotion is anticipated to enlighten and educate consumers about all the benefits of organic food items, thereby reducing the shortcomings of the other three aspects of the offer. It demonstrates the relative influence of the key marketing components shaping the organic food industry on consumer purchase choices, assisting decision-makers in allocating finite resources to each of them.

## Limitations of study:

The majority of poll participants earn an average salary and are price sensitive, even though this market segment of customers occurs in every nation.

Another drawback of this study is the lack of distinction between regular consumers of organic food items and those who only buy them occasionally, as well as between any potential

consumer segments based on demographic or psychographic traits.

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