

# THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

## Does Health Really Influencing Factors towards Organic Purchase or It's a Fading Concept? – A Conceptual Study

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### **Abstract:**

*There has been a tremendous increase in demand for an organic foods due to growing environmental and health concerns among the consumers. The demand for the organic food is steadily keep rising and has become one of the important topics to be debated among the researchers for sustainable environmental. This increasing demand has put lots of reasoning to understand why the consumers buys the organic foods and what are the factors motives the consumers. The annual growth of organic foods is around 28% as per the AGMARK annually, which is the fastest emerging market in the food industry. Much research has been conducted, and various findings have been concluded to support the tremendous increasing demand among the organic consumer. The most common findings they've supported the reasons why does consumers buys organic foods are due to health and environmental concern.*

**Keywords:** Organic food, health conscious, environment, demographic

### **1. Introduction**

A large number of food-related issues, and environmental depletion has made the consumers to think twice before making an action. This approach has put the consumer to even focus on changing the food eating habits. Organic food, which is not only good for the health but also safeguards the environment, by not using the pesticides which have large effects on the soil. Consumer is getting very much conscious through lots of prone health and environmental advertisement, and global leaders' discussion about the global warming.

Consumer are layered by layer are moving towards the emerging organic food. This movement not only welcomes by the political leaders but also by the climate activities to safeguard the future generation and reduce the global warming. Much research has been done to identify the real cause of motivation towards the organic purchase decision to understand the consumers better and motivate them accordingly. However, the vast majority of the studies have concluded that consumer purchases the organic food for health benefit.

### **2. Health Benefits Motivating Consumers to Purchase the Organic Food**

There has been a vast number of studies has been strengthened the case made by numerous investigation that health conscious are the essential elements that inspire the buyer towards the organic food products. Goetzke *et al.* (2014) have investigated the extent to which far organic food consumption and conventional foods were characterized by a healthier lifestyle and well-being at two levels: cognitive-emotional and behavioural levels. Data was collected from 685 German consumers. Cognitive-emotional level of well-being and health was measured using the Perceived Wellness Survey form developed by Adams *et al.* (1997). The findings reveal health as an important aspect for both conventional food and organic food consumption. Organic food consumption was influenced by an overall holistic healthy lifestyle including a healthy diet and sport. Organic food consumption was characterized by adjustments to life-style towards enhancing health and psychological well-being. Consumers are buying the organic food due to increasing health conscious and nutrition they benefit from consuming organic food. Lee and Goudeau (2014) through online study has found that health convictions were decidedly connected with buyers' effective states of mind.

The impact of purchaser's desire for health and prosperity of the nourishment business sector was concentrated on by Swati (2013) surveyed 1,500 leading retailers, selling non-organic and organic food products in Delhi, Mumbai, Cochin, Chennai, Hyderabad, Indore, Patna, Pune, Chandigarh and Dehradun cities in India. From the studied samples, it was found that Mumbai had the highest percentage (65%) of organic food buyers and Indore has the lowest percentage (50%) of buyers. Majority of the respondents reported that parents were nowadays more concerned about their children's health and opined that organic products are about 30-40 per cent higher than non-organic food products.

It can be seen that health is considered to be one of the important attitude that motivates consumers towards the purchase intention. Consumer are concern about their dietary system, pesticides, antibiotics, and healthy life style. Especially it can be observed family with children's are increasingly showing positive attitude towards the purchase intention.

### **3. Health is not Important Fact towards the Organic Food Purchase Intention**

Dangour *et al.* (2010) in his study has concluded from the systematic review of the available published literature, evidence was lacking for nutrition-related health effects that result from the consumption of organically produced foodstuffs. Health is not important factors motivates consumer towards organic food has further strengthened by Batte *et al.* (2007) in which he evaluated shoppers' readiness to pay for multi-ingredients, handled organic nourishment items by client capture overview in six stores of a US national basic supply chain. The magnitude of willingness to pay a premium price varied significantly among consumer groups. The results showed that health concern was not an important determinant of consumers' willingness to pay a premium price for organic food products. The outcomes demonstrated that health concern was not an imperative determinant of purchasers' eagerness to pay a premium cost for natural sustenance items.

Raffaele and Naspetti (2002), in their study, found that health-conscious as the minimum critical persuading component towards shoppers' buy expectation towards organic food items. Schifferstein and ophuis (1998) study in Netherlands found that natural sustenance purchasers viewed themselves as more in charge of their health, and will probably embrace preventive health activity than the overall public. Wholesomeness, nonappearance of chemicals, environment cordiality, and better taster were the essential explanations behind purchasing natural sustenance.

Ramayah *et al.* (2010) in her study have significantly elaborated the organic food interest are happens to be more among the older generation. Their application of organic benefits is fundamentally connected with the older consumers and is once in a while piece of the most extensive way of life. On the off chance that this proceeds with, organic food will be marked as a health sustenance, especially for the older population, which may be more worried about the health parts of food decision. Health awareness was observed to be the minimum essential inspiring element towards young shoppers (Raffaele & Naspetti, 2002). The study boosts the perspective of Tarkiainen and Sundqvist (2005) who refuted that health is a critical indicator of dispositions towards organic food.

### **4. Health Factor Support and Contrast**

It can be observed from the previous literature that the health plays a significant value along with the other factors that influence the consumers to purchase the organic food. It has also been observed the same research within the country has yielded different outcomes such as customers supporting health as important factors of influence, and others reject as the primary motivation factors. There's a research gap has to be understood, why consumers does and study differ.

### **5. Demographical Influence in to the Organic Food Purchase**

While numerous concentrates all around have depicted what's propels the buyer to buy organic food yet neglected to recognize the directing elements has a gigantic part in picking the organic food products. Demographic elements have big impact considers that progression the observation towards any item. As indicated by examination directed by Neilson (2015) while health attributes are vital variables in buy choice for all age groups respondents. On the other hand, health attributes quality evaluations are heist among child boomers, era X and era z. It's demonstrates that the older consumer's buyers purchasing practices towards the organic food are in all probability health conscious then, the more youthful era.

A study directed by Sangkumchaliang and Huang (2012) Organic purchasers had a tendency to be aged population, contrasted and the non-purchasers bunch. As to buyers, around 49% were more than 35 years old, and just 28% were under 25 years of age. A fascinating discovering uncovers by Bord Bia Natural Customer Exploration (2014) that the section termed Enthusiastic makes up 24% of house guardians. Enthusiastic are demographically more inclined to be female, hail from an upper working class foundation, and be matured 65 or over. Moreover, Wandel & Bugge (1997) examination strengthen the contention that the most youthful buyers buy organic food on the thought for the environment than the individual health, while the older individuals see their health as the most vital reason.

### **6. Conclusion**

It can be concluded that the moderating factors play a significant role in determining the consumer purchase intention. Earlier research which has been conducted globally describe the consumer motive towards the organic food is either based on health or other related factors. But, this conceptual study describes the younger generation are less likely to purchase or least bother about the health conscious while making the organic food purchase intention. It can be understandable due to age factor, and available alternative health supplements could be the reason behind why younger generation consumers are not motivated to buy the organic food based on a health factor. Rather, it can be concluded younger customers are an environmental consciousness and willing to contribute towards the better environment. The organic stores and business policy makers must understand that the difference in age group has a different motivation and perception towards the organic food. The managers must understand this need and make the marketing planning as per the segment group to attract them towards the organic food.

### **7. Limitation**

The author interpretation and conclusion has been written merely based on observation rather than scientific research. Further research has been done using demographic factors as a moderating factors to understand the various factors influences towards purchase intention.

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