Factors Influencing Purchase of Organic Food Products in Karnataka: A Study on Household Panel Data

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Abstract:

Organic food is becoming increasingly popular in many developing nations. It is of importance to food manufacturers and sellers to learn what factors influence the purchase and consumption of organic foods. Most of what has been learned about organic food in the past has come from interviews and surveys of consumers, which have typically focused on their past or projected behavior. Unfortunately, these metrics may be skewed in some way. The purpose of this investigation was, therefore, to identify the factors that influence actual purchases of organic foods and to contrast them with the factors that influence attitudes toward organic foods. All of the food purchases made by $N = 500$ household women purchasers in Karnataka state. Organic food purchase information was linked to survey responses about consumer preferences for various aspects of food. Findings from the study corroborated the existence of a gap between consumer beliefs and actions in the organic food industry. Even yet, the structural equation models showed that organic food attitudes and purchases were driven by the same factors, although with different relative importance. 'Naturalness and healthiness' and 'environmental protection' were the two most important drives in both models. The desire for "good quality food and enjoyment of eating," as well as a preference for "local and domestic food," were also important positive predictors, whereas "price consciousness" and "convenience oriented" were major negative determinants. Implications for future survey research on organic food and suggestions for organic food producers and marketers are included in the final section of the report.

INTRODUCTION

Organic food products are produced using an agricultural approach that prioritizes ecological and social responsibility, hence avoiding the use of chemical fertilizers and pesticides. This agricultural method operates at the local level, aiming to conserve the soil's capacity for reproduction and regeneration, guarantee sufficient plant nourishment, and employ efficient soil management practices to cultivate nutritious and disease-resistant food **Nagaraju, B., & Thejaswini, H. (2014).** The implementation of organic agriculture practices serves to safeguard the fundamental integrity of the soil, while also assuming a substantial responsibility in the mitigation of water pollution and the destruction of ecosystems. In addition, the omission of synthetic ingredients during the development of organic food leads to improved health advantages for humans **Nidhi, S., & Shweta, B. (2019).** Multiple studies have provided evidence that organic fruits and vegetables possess higher levels of essential nutrients and antioxidants, making them a preferable choice for individuals who prioritize their overall well-being. Moreover, the promotion of organic farming not only generates favourable environmental results, but also contributes to the empowerment of local communities and the preservation of rural economies **Pandey, D., Kakkar, A., Farhan, M., & Khan, T. A. (2019).**

India demonstrates significant potential for the cultivation and production of a diversified array of organic commodities, principally attributable to the existence of a wide range of agro-climatic zones within its geographical boundaries **Prado, N. B. (2019).** The genetic lineage of organic agriculture confers an additional advantage in some geographic regions within the country. This scenario presents an opportunity for organic farmers to access a growing home market, as well as expand their presence in the worldwide export market. **Vilvijayan, C., & Lalitha, N. (2021)**

The present study seeks to comprehend the determinants that impact the purchase intention of organic food goods. The study takes into account five key factors: health benefits, food safety, environmental friendliness, product features, and government policy **Raj, V. A., & Kiran, U. (2018).** In recent times, there has been a surge in the level of attention given to organic food items, primarily driven by a heightened consciousness surrounding the detrimental impacts of pesticides and chemicals employed in traditional agricultural practices. In addition, there is a growing trend among consumers to prioritize their health and actively search for food choices that are devoid of artificial ingredients and genetically modified organisms (GMOs). Given the growing apprehension regarding sustainability and the environmental repercussions of agriculture, there is a notable consumer inclination towards organic food products that are cultivated by ecologically conscious farming methods **Singh, S., & Alok, S. (2022).** Furthermore, the implementation of government laws that endorse organic agricultural practices and offer official certifications has exerted a substantial impact on consumers' inclination to purchase organic food items.

The initial phase of the study provides a contextual foundation for the research being conducted. The subsequent section is dedicated to the literature review. The third section of the paper delineates the research techniques employed, while the fourth section offers the findings derived from the investigation. The final segment of this study culminates by addressing the limitations and outlining potential avenues for further research.

REVIEW OF LITERATURE

The study employed a systematic literature review methodology to evaluate both background reviews and independent studies pertaining to the use of artificial intelligence in the field of education in India. A total of 34 studies were identified and selected for inclusion in the review based on the criteria of including only English studies published within the last five years. A total of 24 pieces of literature were selected for the purpose of conducting a comprehensive evaluation of their quality, following the acquisition of the complete text of the respective research works. Four studies were excluded from the analysis due to iterative processes and concerns regarding their quality. The present study is grounded on a comprehensive review of 20 relevant scholarly sources pertaining to the subject matter.

- **B. Ravindra (2020)** The investigation titled "Determinants of consumer behavior for organic food products in urban markets" aimed to reveal the role of income as a determining factor. The research encompassed a sample size of 700 individuals residing in the geographical regions of Varanasi and Kanpur in India. The primary findings of the study suggest a strong correlation between household income and the propensity to purchase organic food. Individuals with higher levels of disposable income exhibit a greater propensity to engage in the consumption of organic goods, as they perceive the associated costs as less constraining.

- **Van, P. T., and Huyen, T. T. (2019)** In a scholarly work titled "Investigation of Consumer Preferences for Organic Agricultural Products in Thai Nguyen," researchers aimed to gain a deeper understanding of the inclinations of Thai Nguyen consumers with regards to the quality, affordability, availability, and presentation of the organic agricultural products they purchase. A survey was conducted to select three primary cities in Thailand that exemplify the region where people actively participate in the consumption of safe food. A sample of two hundred individuals engaged in the buying and selling of agricultural items was selected at random from each city. The data was examined using a 5-point Likert scale. The findings of the study indicate that a significant number of customers in Thai Nguyen place a high level of importance on food security and possess a comprehensive understanding of the characteristics that define an organic and environmentally friendly agricultural product. Based on the findings of the study, it is evident that there exists a demand for increased availability of organic and technologically advanced farming methods, as the current supply is deemed inadequate.

- **Nethra and Dhanaraj (2019)** A study was conducted in the Coimbatore district, wherein primary data was gathered from a sample of 100 participants through the utilization of a standardized questionnaire. The study indicates that organic food marketers must demonstrate creativity and adaptability in order to effectively respond to the changing tastes of customers within the organic products business. This is due to a decline in consumer demand for organic items, primarily attributed to perceived inferior flavor. Hence, it is imperative to implement strategies aimed at improving the taste of the product. The availability of organic food products is constrained in terms of diversity. Therefore, it is logical to expand the range of options. The current retail landscape has a notable deficiency in the availability of establishments that offer organic products, hence posing challenges for consumers. The introduction of additional retailers catering to organic goods would undoubtedly enhance the convenience and overall shopping experience for individuals.

- **Mania, M., and G. Nedumaran (2019).** The article titled "Consumer Perception and SWOT Analysis of Organic Food Products" enumerates a range of benefits associated with organic foods and beverages. The study's venue was selected as Rajapalayam Taluk, India. A collection of both primary and secondary sources of information has been compiled. The key factors contributing to the widespread appeal of organic foods were identified as reduced pesticide usage, increased accessibility, and enhanced confidence in certification. The research revealed that the organic food business is encountering difficulties attributed to many specific issues, such as inadequate financial resources, ineffective distribution channels, insufficient marketing approaches, and similar challenges. The research findings indicate that addressing the aforementioned issues is of utmost importance in determining the potential for the standard food market to truly achieve standardization.

- **Bhuvaneswaran and Bharadhadevi (2019)** The research titled "Challenges and Opportunities of Organic Agricultural Products in the Delta District of Tamil Nadu" highlights the difficulties faced by organic food exporters and domestic producers in the specified region. Based on the findings of the study, several notable obstacles can be identified, including but not limited to: exorbitant expenses, limited market penetration, scarcity of resources, ineffective marketing tactics, inadequate public knowledge, absence of governmental support, and unpredictable climatic conditions. According to the research findings, it is anticipated that the Tamil Nadu market could experience accelerated growth in the future, facilitated by government stimulus and support.

- In their study titled "A Study on Affordability of Organic Food Products with Reference to Coimbatore," **Yesodha and Tamilchelvi (2019)** sought to investigate the extent of affordability and its many characteristics. A total of 188 individuals participated in the survey conducted at organic food merchants, and their responses were collected for analysis. Statistical tools such as chi-square and percentage analysis were utilized to interpret the information. The research revealed that the financial implications associated with purchasing organic vegetables provide a substantial obstacle to its broader acceptance. The study revealed that those with higher earnings exhibited a larger propensity to acquire organic food items, despite the associated premium prices. The exorbitant pricing rendered the products unattainable for individuals with moderate and low incomes.

- According to the study conducted by **Arundev and Siby (2019),** The primary objective of the study titled "An Exploratory Study Based on the Acceptance of Organic Food Products by Youth Customers" was to ascertain the key attributes that hold the utmost significance for customers when making purchasing decisions regarding organic food products. A survey was conducted among a sample of 200 young adults residing in the Ernakulam district. The Chi-Square test was utilized as the main statistical method in the analysis of this study. The research conducted revealed a lack of association between the cost of organic food and its level of consumer demand. However, it did identify a positive relationship between individuals' higher income levels and their propensity to purchase organic produce. Based on the research findings, it is imperative to enhance the accessibility of organic products in the marketplace and execute public education

initiatives in order to garner broad-based endorsement for these commodities.

- In their study titled "Consumers' Willingness to Pay a Premium for Organic Fruits in China: A Double-Hurdle Analysis," **Wang, L., Wang, J., and Huo, X. (2019)** aimed to ascertain the extent to which Chinese consumers would be willing to allocate more funds towards purchasing organic fruits. A survey was conducted on a sample of 407 Chinese clients residing in nine distinct cities. Based on the findings, there is a positive correlation between individuals' income levels and their propensity to pay higher amounts.

- In a study conducted by **H. Chandrashekar (2014),** In order to maintain a specific scope, the investigation for the study titled "Consumers' Perception towards Organic Products - A Study in Mysore City" exclusively relied on data gathered from NISARGA and HASIRU organic stores situated in Mysore, India. The key factors identified in the study's findings were intermittent availability, a dearth of organic food retailers, insufficient variety, and consumers' low comprehension of organic food. The key concerns of the customer in the organic food market have been identified as excessive pricing and inconsistent supply of organic goods. The market exhibits a deficiency in the variety of organic products available. The certification of organic foods is inadequate, the availability of organic food stores in the city is insufficient, and the technology for procuring organic food is lacking. There exists a significant deficiency in the promotion of organic commodities. It is recommended that a greater number of organic stores be established, accompanied by an elevation in awareness regarding organic products. Furthermore, it is suggested that advertising efforts be intensified to persuade consumers to opt for organic goods. Additionally, it is proposed that organic food products be strategically positioned based on their distinctive attributes, while emphasizing their reputation for superior quality.

- In a study conducted by **Suganya and Aravinth (2014),** The writers of the research titled "Analysis of consumers' preference towards organic food products based on product price" aimed to investigate the influence of price on the purchasing behavior of organic food items. The study had a sample size of 500 individuals residing in the city of Coimbatore. The survey results indicate that consumers possess a considerable level of awareness regarding organic products; yet, their utilization of such products remains limited mostly due to the higher price associated with these things. The research revealed that individuals exhibited a willingness to incur an additional expense of 20% in comparison to the price of a traditional substitute.

- In their study titled "Determinants of Willingness to Purchase Organic Food: An Exploratory Study Using Structural Equation Modelling" **Jan, P., Kwang, S., & Anand, A., (2011),** the authors found evidence suggesting a positive association between individuals' willingness to pay and their subsequent actual purchase of organic food products. The direct impact of consumers' attitude and subjective norms on their willingness to pay was found to be positive.

- A study conducted by **Aryal, Chaudhary, Pandit, and Sharma (2009)** titled "Consumers' willingness to pay for organic products: A case from Kathmandu Valley" aimed to investigate the attitudes and willingness of 180 consumers in the Kathmandu Valley towards paying a premium for organic products. According to the findings of this study, it can be inferred that consumers residing in Nepal exhibit a propensity to allocate an additional 30 percent, on average, towards their purchasing decisions. Once prices surpass this threshold, a significant number of purchasers choose for conventional alternatives.

- In a study conducted by **Samuel and Emmanuel (2006),** the authors examined... The paper titled "A Literature Review of the Economics of Consumer Perception and Preferences: Comparing Organic and Conventional Food" discusses the growing apprehension among consumers regarding mislabeling practices. The establishment of trust with the seller is of paramount importance in the process of making a transaction.

- In their study, **Krystallis and Chryssohoidis (2005)** aimed to ascertain the key factors influencing consumers' willingness to pay for organic food. The study's findings revealed that consumers' inherent trust in certification and labeling claims constituted a noteworthy aspect.

Research Gap

Research Gap - Nevertheless, prior research has predominantly concentrated on individual aspects, such as the advantages to health and the assurance of food safety, while disregarding the impact of additional factors. Furthermore, there exists a dearth of scholarly investigations pertaining to the influence of governmental policies on consumers' inclination to purchase organic food items. Hence, the primary objective of this research is to address the aforementioned gaps in the literature by investigating the collective impact of these five variables on consumers' inclination to purchase organic food items.

Research Objectives

- To identify the factors influencing purchase intention of organic food product
- To analyse the impact of Health benefits, Food safety, environment friendliness, product attributes and government policy on Purchase intention of organic food products

Research Hypothesis

Impact of Health benefits, Food safety, environment friendliness, product attributes and government policy on Purchase intention of organic food products

H1	Impact of Health benefits on Purchase intention of organic food products
H2	Impact of Food safety on Purchase intention of organic food products
H3	Impact of environment friendliness on Purchase intention of organic food products
H4	Impact of product attributes on Purchase intention of organic food products
H5	Impact of government policy on Purchase intention of organic food products

RESEARCH METHODS

The current study is descriptive in nature and is based on deductive approach, the study is carried out across organic food customers in Bangalore. A convenience sample of 256 customers was selected. A well structured questionnaire was prepared by adapting to the studies of Prasanna Lakshmi C G , 2020 and Anupam Singh, Priyanka Verma,2017. George and Mallery (2003) provide the following rules of thumb: "_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable". The scores for reliability for all constructs in the organic

food customers' research instrument were above .9 and below .95 indicating excellent reliability. The inter item correlations between the constructs is tested using the confirmatory factor analysis. The Pearson correlation r value is 0.834 which is well within the criteria to affirm internal consistency. The questionnaire was deemed valid and reliable in the current model since all dimensions have been verified and all constructs meet the validity criteria. The reliability and validity of the questionnaire was tested using the master validity tool by Gaskins and was affirmed. The data analysis was conducted using the SPSS and AMOS softwares

RESULTS AND DISCUSSION

Demographic profile of the respondents

The study found that 51.9% of the participants identified as male, while 48.1% identified as female, in relation to their consumption of organic products. A total of 25.2% of individuals are within the age range of 18-24 years, while 28.3% of individuals fall within the age range of 25-34 years. A total of 20.9% of the respondents fall within the age range of 35-44 years. A minority proportion, specifically 5.1%, consisted of those aged 55 years and older. The researcher has effectively achieved a balanced representation of age cohorts within the 18-55 year age range. The study's findings possess the potential for generalization across various age cohorts. A significant proportion of the respondents, namely 47%, possessed a graduate degree, while 20.4% held a postgraduate degree. Due to the study being conducted during a pandemic, a significant proportion of the study's participants possessed a sufficient level of education to provide accurate responses to the questionnaire. Approximately one-third of the participants in the study possess educational qualifications at the level of Pre-University Course (PUC) or less. When categorizing the study participants according to occupation, it was found that the majority fell into the following categories: students (29.6%), private sector employees (20.8%), and self-employed individuals in business (25.2%). The smaller cohorts comprise 14% of individuals who identify as homemakers, 4.4% who are employed by the government, and 6.1% who work in professional occupations. In the survey, the majority of respondents, specifically 66.6%, reported being married. A significant proportion, 32.8%, indicated being single, while a minor percentage, approximately 2-3 individuals each, reported being either widowed or divorced. The respondents' economic position is mostly determined by

their monthly income. According to the survey data, 18.9% of the respondents reported a monthly income of less than 70,000, while 46.8% of the respondents reported earning between 70,001 and 150,000. According to the study, 17% of the respondents reported earning between 1,50,000-2,50,000, while 17.2% reported earning above 2,50,000.

Testing of Hypothesis

Exploratory Factor Analysis is also called as Principal Component Analysis (PCA)

PCA is a reduction method that can often be used to reduce the number of dimensions of large data sets. The method takes a large set of variables and transforms them into a smaller set of variables, while preserving the majority of the information from the large set.

Reducing the number of variables in a dataset necessarily results in a drop in accuracy, but it is it is needed to do the analysis. It is easier to examine and work with smaller data sets. With smaller data sets, it is easy to explore and visualise, and it makes data analysis simpler and faster for machine learning algorithms without unnecessary variables to analyse.

So to summarise, the fundamental concept of PCA is simple: one ought to decrease the number of variables in a dataset while keeping as much information as feasible.

Statistics For The Final Model

KMO and Bartlett's Test

Table 1 - KMO and Bartlett's Test for Hypothesis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.917
Bartlett's Test of Sphericity	Approx. Chi-Square	1298.876
	df	186
	Sig.	0.000

Keyser, Meyer, and Olkin's (KMO) measure of sampling adequacy that compares the magnitudes of the measured correlation coefficients to the dimensions of the partial factor loadings. From the preceding table, it can be deduced that the KMO measure of sampling adequacy, which is equal to 0.917, and Barlett's Test of Sphericity, which comes with a significance level of 5%, are statistically significant. It was found by chi-square analysis that the Chi-square value of the Bartlett test is

1298.876 with the significant value less than 0.05 and 186 degrees of freedom, which shows that correlation matrix, is not an identity matrix and that it looks to be factorable.

Communalities

Communalities refer to the extraction values for each of the items and should be above 0.300

Total Variance Explained

Table 2 - Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	16.056	59.469	59.469	16.056	59.469	59.469	9.777	36.209	36.209
2	1.678	6.214	65.682	1.678	6.214	65.682	3.605	13.352	49.561
3	1.227	4.543	70.225	1.227	4.543	70.225	3.507	12.989	62.551
4	0.913	3.381	73.606	0.913	3.381	73.606	2.594	9.609	72.160
5	0.659	2.442	76.048	0.659	2.442	76.048	1.050	3.888	76.048

The total of squared loadings that has been removed accumulates to about 76.048 % of the original loadings. In social sciences a cumulative Rotation Sums of Squared Loadings is considered good if it is above 50%. 5 components are discovered while applying the approach of Factor Analysis, according to the results of the study.
Scree Plot

Chart 1 - Scree Plot for product knowledge
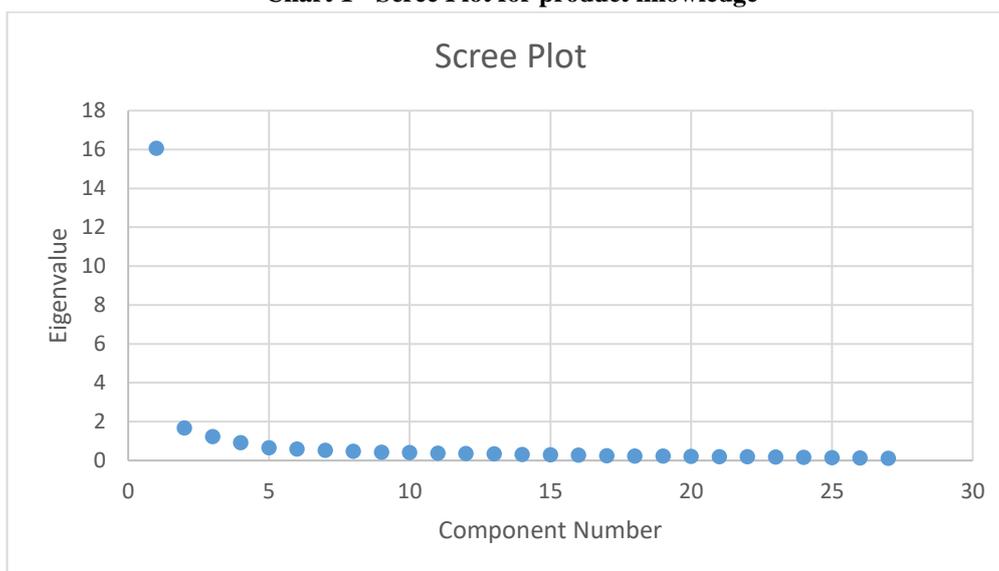
The first component will always have the biggest overall variance, and the final component will always have the lowest, so the most substantial reduction is visible in the 5th components. Here is the point at which it may not be worthwhile to continue any farther with the part extraction. The list of 5 components is produced using the scree map.

5 dimension namely – Health benefits, Food safety, environment friendliness, product attributes and government policy were extracted from the exploratory factor analysis. The items under these constructs are measured in Likert scale of 1 to 5 where 1 denotes strongly agree and 5 denotes strongly disagree. After examining the output of explorative factor analysis none of the items are removed from study due to lack of reliability and lack of validity.

(b) Confirmatory Factor Analysis
The model was run using the confirmatory factor analysis

Figure 1- Inter item correlations to test the validity of the Model
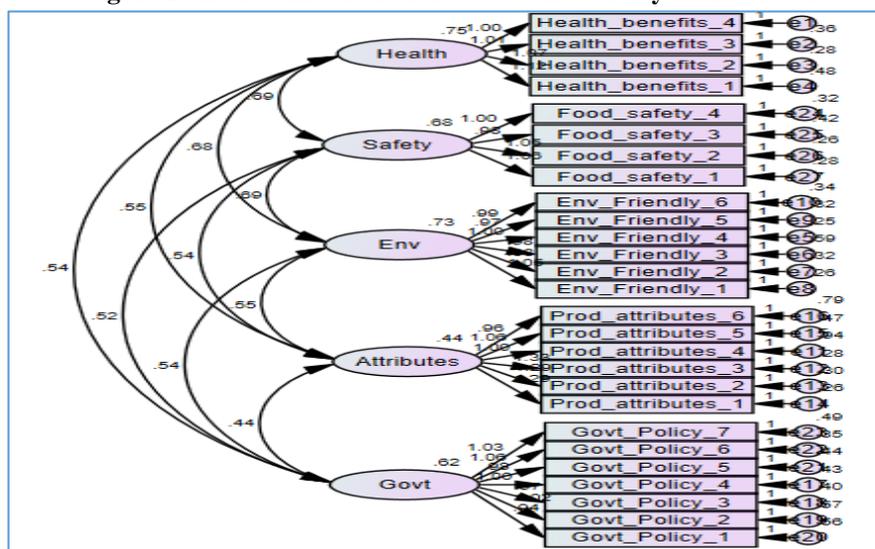
The confirmatory factor analysis confers the validity of the model as the item correlation are not near 0. The results of confirmatory factor analysis (Standardized regression estimates and correlation between constructs) are entered in the Stats Tool package to get the master validity results.

Table 3 – Correlation between items for checking the validity of the model

			Estimate
Health	<-->	Env	0.922
Health	<-->	Attributes	0.963
Health	<-->	Govt	0.794
Health	<-->	Safety	0.971
Env	<-->	Attributes	0.965
Env	<-->	Govt	0.796
Env	<-->	Safety	0.984
Attributes	<-->	Govt	0.847
Attributes	<-->	Safety	0.983
Govt	<-->	Safety	0.802

The correlation values show that there is positive relationship between the items and the model is fit to run the SEM Path analysis

(c) Master validity using stats tool package

There are no validity concerns in the model as

- CR= Composite reliability is > than 0.700
- AVE= Average variance explained is > than 0.500
- MSV=Maximum shared variance > AVE
- MaxR(H) =Maximum reliability > CR

- The correlation with other items is greater than MSV

All criteria are fulfilled and SEM analysis can be performed to get significant outcomes

The fundamental model fit statistics in the above table. Chi-square / df ($\chi 2$ / df) is within the acceptable range of 3 (2.955). The Goodness of Fit (0.871) are higher than the attributes proposed. In the boundary estimation, RMR is 0.071. The model is an over- recognised model and has nearly appropriate measures of fit.

Table Error! No text of specified style in document.**.4- Structural model – Testing of Hypothesis**
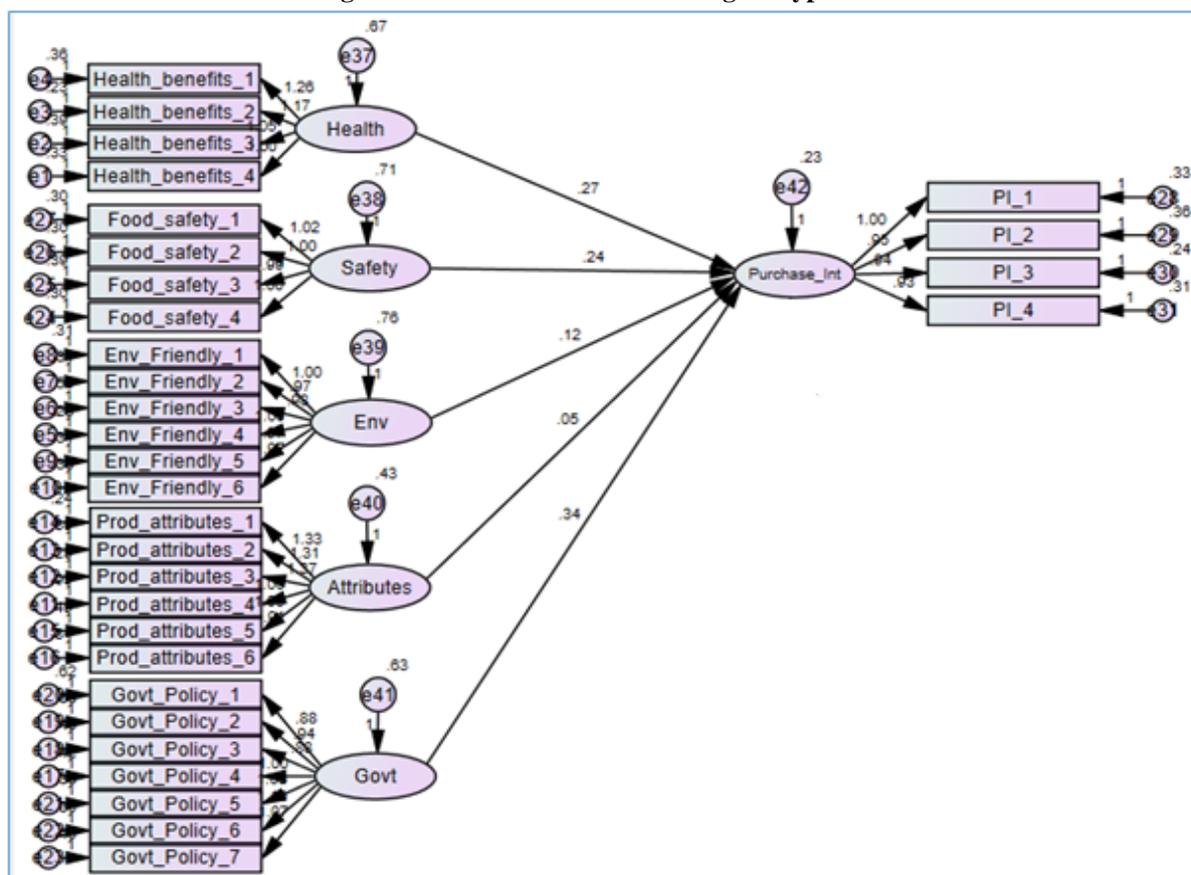
				Unstd Estimate	Std Estimate	P
H1	Purchase_Int	<---	Health	0.272	0.348	***
H2	Purchase_Int	<---	Safety	0.243	0.32	***
H3	Purchase_Int	<---	Env	0.123	0.169	***
H4	Purchase_Int	<---	Attributes	0.045	0.046	***
H5	Purchase_Int	<---	Govt	0.337	0.418	***

The table above demonstrates the effects of Impact of Health benefits, Food safety, environment friendliness, product attributes and government policy on Purchase intention of organic food products. The first column displays the unstandardized regression estimates, highlighting the potential for positive differences in the mean values of the respondents. The second column displays the standardized regression estimates, highlighting the preferences or ranks of the respondents. The result of this formula reflects the amount of change in the dependent variable owing to the independent variable.

Figure 2- Structural model – Testing of Hypothesis

The results of SEM Analysis illustrate (Relationship between variables of unstandardized estimates)

When the average scores of health benefits increase by 1 unit, the corresponding increase in purchase intention is 27 times (B=0.272). This association is statistically significant at a significance level of p<0.05. This finding indicates that individuals prioritize health-related advantages while making choices regarding their purchases. The observed association between mean scores of health benefits and buy intention suggests a positive relationship, indicating that as the number of health advantages provided by a product increases, consumers are more inclined to contemplate its purchase. This discovery underscores the significance of integrating marketing tactics that prioritize health in order to attract and maintain clients in the fiercely competitive marketplace.

When the average scores of food safety increase by 1 unit, the purchase intention increases by a factor of 24 (B=0.243). This association is statistically significant at a significance level of p<0.05. This finding suggests that customers attach significant importance to the aspect of food safety and are inclined to choose items or patronize institutions that prioritize this aspect. The observed robust positive link between average food safety scores and purchase intention implies that enhancing food safety standards can exert a substantial influence on customer behavior, hence fostering business expansion within the food industry.

When the mean scores of the environment increase by 1 unit, there is a significant positive link with purchase intention, as indicated by a coefficient of 0.123 (p < 0.05), suggesting that for every unit increase in the environment ratings, purchase intention increases by a factor of 12. This finding suggests that customers' purchase decisions are significantly impacted by environmental influences. The robust positive correlation seen between average environmental ratings and purchase intention implies that organizations that prioritize environmental sustainability may enjoy a substantial competitive edge in terms of consumer attraction and retention. Additionally, the statistical significance at a significance level of p<0.05 enhances the trustworthiness of this link, underscoring the dependability of the results.

When the mean scores of product qualities increase by 1 unit, the corresponding purchase intention increases by a factor of 4 (B=0.045). This relationship demonstrates statistical significance at a significance level of $p<0.05$. This finding suggests that customers attach considerable importance to product qualities when making judgments about what to purchase. The findings indicate that a marginal increase of 1 point in the mean ratings of product features can significantly impact customers' inclination to engage in product purchasing. Hence, it is imperative for firms to prioritize the improvement of product quality and features in order to effectively attract a larger client base and augment their purchase intention. When the mean scores of Government Policy increase by 1 unit, the Purchase Intention increases by a factor of 33 (B=0.337). This association is statistically significant at a significance level of $p<0.05$. This finding indicates that those who hold a more favorable impression of government policy exhibit a statistically significant increase in their desire to make purchases. The robust positive connection seen between these two variables suggests that government policies exert a pivotal influence on consumer behavior, affecting their propensity to engage in purchasing activities. The aforementioned findings underscore the significance of efficacious and advantageous governmental policies in fostering economic growth and bolstering consumer expenditure.

CONCLUSION

The current study is an aim to understand the factors influencing Purchase intention of organic food products. Health benefits, Food safety, environment friendliness, product attributes and government policy are 5 factors considered for the study. The objective of this study is to examine the influence of these variables on the purchase intention of customers towards organic food items. Understanding the influence of health benefits, food safety, environmental friendliness, product features, and government regulation is crucial in comprehending customers' decision-making process. By acquiring a comprehensive understanding of these variables, enterprises and policymakers can formulate efficacious approaches to foster the utilization of organic food items and stimulate sustainable and health-conscious decisions among customers.

Implications of the study - The findings of this study indicate that firms operating within the organic food market should prioritize the promotion of the health advantages and food safety attributes associated with their goods in order to enhance consumer appeal and attract a larger customer base. Furthermore, it is advisable to place greater emphasis on the ecological sustainability of organic agricultural techniques in order to attract ecologically aware consumers. Policymakers to formulate legislation and create incentives that facilitate the production and consumption of organic food items can utilize these findings. This study underscores the significance of comprehending consumer preferences and motives for the purpose of fostering the expansion of the organic food market.

Scope for future research - Future research endeavors may delve into investigating the influence of pricing on consumer inclinations towards organic food goods, since the affordability factor could potentially hinder certain persons from engaging with such products. Furthermore, conducting an inquiry into the efficacy of various marketing tactics in the promotion of organic food has the potential to yield significant information for both producers and policymakers. Moreover, a thorough analysis of the potential health advantages associated with the consumption of organic food items may serve as an additional motivation for consumers to select for organic alternatives.

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