

A Study Conducted In Chhattisgarh To Investigate Consumer Attitudes And Purchase Intentions Regarding Organic Food Products.

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Abstract

The promotion and use of organic food items have gained attention from governments, marketers, and consumers due to the growing effects of global warming, environmental degradation, and health issues. Urban consumers' improved standard of living, money, and educational attainment have led to a more positive attitude toward the purchase of organic food goods. The shift in consumer preferences and attitudes is mostly due to their increased awareness of environmental and health issues and their desire for a sustainable environment. The goal of the current study is to ascertain the purchase intentions of urban consumers in the Indian state of Chhattisgarh regarding organic food products. According to the findings, the majority of consumers who responded to the survey preferred organic food over conventional food items (non-organic) due to factors including lifestyle, health, and subjective norms.

Keywords: organic food; health concerns; subjective norms; consumer attitude; purchase intentions.

1. Introduction

Consumer behaviour pertains to the way in which consumers choose, assess, and buy products, as well as the actions that occur after the sale. There is a growing trend among consumers to purchase organic food. The awareness and inclination of consumers to adopt a healthier lifestyle and preserve the delicate environment is increasing. According to (Sultan et al., 2020) marketers can leverage consumer interest in health and the environment to reach health-conscious consumers and offer organically grown products. Businesses embrace organic consumption and incorporate it into their

marketing plans (Ottman, 2017) Products classified as organic are those that prioritise environmental concerns over commercial ones (Rajasekaran & Gnanapandithan, n.d.). Biological pest control and organic fertilisers are utilised in the farming of agricultural products (Rajasekaran & Gnanapandithan, n.d.). It involves buying goods that are least detrimental to the health of people or the environment (Emma & Tony, 2005). Purchasing organic food entails considerations such as being environmentally friendly, recyclable, health-promoting, and sensitive to ecological issues (Faizan et al., 2018). In Nepal, the market for organic food is expanding gradually. Producers are making products organically, and consumers are becoming more conscious of the need for organic foods. People aspire to lead wholesome lives. People are curious about the application of pesticides in crops. According to (Matharu et al., 2023), only 17% of people are aware that Nepal produces organic goods. At the moment, Nepal has about 800 certified organic food producers. These companies have been manufacturing and marketing organic foods free of chemicals.

Purpose of the Study: - The goal of the current study is to determine and investigate the variables and factors that affect consumers' attitudes toward purchasing organic food products in the Indian state of Chhattisgarh.

2. Literature review and theoretical framework

Prior research has identified a number of variables (or characteristics of products) that both encourage and inhibit the consumption of organic food in developing nations. These elements can be divided into categories such as intrinsic or extrinsic qualities. According to (Symmank, 2019), (Ghosh et al., 2019), (R. Hamlin, 2015), and others, the product has intrinsic qualities or cues like appearance, smell, colour, taste, and texture. Notwithstanding their relationship, external characteristics like brand, certification, cost, and packaging are not physically a part of it (R. Hamlin, 2015)(Symmank, 2019).

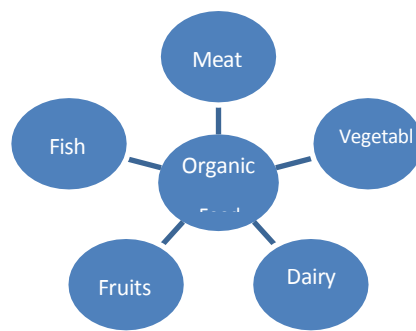
According to numerous studies conducted in countries like Mexico (Madura, 2007)(Escobar-López et al., 2017) and India (Aulakh & Ravisankar, 2017); (Nandi et al., 2017), one of the reasons people buy organic food is its taste (sensory appeal). This intrinsic feature, however, is typically only able to be assessed after the fact. Purchase intention for organic food is more influenced by intrinsic than by extrinsic cues, according to (Husic-Mehmedovic et al., 2017). The majority of the factors or attributes that influence the purchase of organic food, as observed in the cases of (Mohamed et al., 2022) and (Madura, 2007)(Escobar-López et al., 2017), are extrinsic in nature. Because it affects affordability, the price of organic food is significant when making a purchase (Matharu et al., 2022); (Dangi et al., 2020). According to a qualitative study conducted in China, consumers weigh the health benefits of food against its cost when making decisions about what to eat (Pattweekongka et al., 2019). Price was the largest obstacle, and consumers prioritised their health. Wealth does not

always translate into price sensitivity, as (Dangi et al., 2020) discovered among Vietnamese consumers. However, as noted by (Aulakh & Ravisankar, 2017) and (Escobar-López et al., 2017), it might not always be an obstacle. In a study discovered that since consumers viewed organic food as a high-value item that satisfied their need to eat healthily, price was not a limiting factor. Customers who want to avoid or reduce chemical residue have the strongest motivations for buying organic food: health and environmental concerns (Matharu et al., 2022). Food safety and quality can be improved with the help of organic food certification labels (Prentice et al., 2019). In an Indian expert survey, (Chakrabarti, 2010) identified word-of-mouth, retail store reputation, organic certification expertise, opinion leaders (Important people in their communities), and retail store reputation as critical factors. (Żakowska- Biemans, 2011) reported that Polish consumers' primary reason for not purchasing organic food was lack of knowledge and information asymmetry, which refers to a situation where the seller has more information than the buyer. Because of this, customers relied on store employees during their shopping experiences rather than using organic certification labels (Żakowska- Biemans, 2011). Sufficient understanding of organic food, including organic certification, can reduce the likelihood of green washing by raising consumer awareness and trust (Pattweekongka et al., 2019) (Dangi et al., 2020). These obstacles can be overcome by marketing campaigns run by various stakeholders (Matharu et al., 2022). Additionally, consumers' sensitivity to price will decline as a result. The purchase of organic food may be influenced by availability, just as availability affects consumer convenience. Despite having a solid understanding of organic food, housewives in Vadodara, India were unable to purchase due to limited availability (Saleki et al., 2019). There are two types of consumer attitudes: constructive and functional. Consumers tend to hold functional attitudes in a structured and stable manner over time. Constructed in situ, constructive attitudes are temporally and transiently defined (R. P. Hamlin, 2010). Constructive attitudes are thus formed at a given time upon the broader foundation of functional attitudes. Nonetheless, a customer can simultaneously employ a constructive and functional attitude (R. P. Hamlin, 2010). When a consumer uses cue-based heuristics instead of a cognitive exercise during the purchase, external and internal cues are used to retrieve and link functional attitudes to consumer buying behaviour at the retail point (Scheibehenne et al., 2008); Hamlin, 2010; (Dangi et al., 2020). Nonetheless, (Escobar-López et al., 2017) come to the conclusion that food items can be assessed using abstract functional attitudes and cognition. Research grounded in theory makes it easier to comprehend behavioural components, such as attitude, that influence particular behaviours. Consumer research has employed a variety of models, including subjective expected utility (SEU), multi-attribute, and TPB (Matharu et al., 2023). Buying food is typically seen as a low-commitment activity (purchasing without giving it much thought) (Ghosh et al., 2019). Buying organic food is different from buying conventional food, though. Instead of just being influenced by external factors like the ambiance of a retail store, consumers are primarily drawn to products that have health, environmental protection, and animal welfare benefits associated with them (Lee & Yun, 2015). Many authors (Ghosh et al., 2019); have made the same case and suggested that it is a high involvement one. According to (Argyriou & Melewar, 2011),

attitude formation in the TPB is functional and cognitive, and it is of the deliberative and evaluative type (needs close examination). People are not rational, according to TPB (Ajzen, 2015). It may not always align with reality because it does not presuppose that behavioural, normative, and control beliefs are neutral or free from unintentional biases, errors, and emotions (Satsios & Hadjidakis, 2018). They might also be predicated on incomplete data (Dangi et al., 2020). However, their attitudes towards the behaviour, subjective norms, perceptions of behavioural control, intentions, and behaviours are all influenced by these beliefs (Dangi et al., 2020). In this regard, the behaviour is regarded as deliberate or reasoned (Ajzen, 2011, 2015) It is not planned in the way that is typically believed because it does not only employ a cognitive approach. It also makes a distinction between encouraging those who lack motivation and providing support to those who already have good intentions so they can follow through. The study participants are current organic food consumers with a favourable propensity to buy organic food.

2.1 Purchase intention of the consumer

Figure 1: Classification of organic food products



It is crucial for consumer buying behaviour to consider the likelihood that consumers will actually buy the products (Shrestha, 2020). The theory of planned behaviour model developed by (Armitage & Conner, 1999) provides insights into how consumers' purchasing intentions are defined when it comes to organic product purchases.

2.1.1 Awareness about the organic food

The consumer awareness of a product basically refers to characteristics, recognition and its allied benefits. In the case of organic products, the possible customer attributes include nutritional contents, level of freshness, organic certification, locally produced or imported, country of origin, basic labeling information including expiry date etc. prescribed by the local authority where the product is marketed or sold. An UAE based study undertaken by a group of researchers with a 500 sample size found out that awareness about the organic food is positively influenced with

demographic factors gender, nationality, education, income, occupation and age group. The high income group spends more on buying of organic food.

2.1.2 Subjective Norms/Lifestyle

“Consumers choose organic food especially in relation to recognized health (Muniapan, 2013) and environmental benefits”. Subjective norm is the reflection of the perception of a consumer who is influenced by his family, friends and colleagues at workplace to buy a product. The subjective norms play an important role on the minds of the consumer in favour of a product buying behaviour

2.1.3 Health Concerns

People's concerns about their personal health are what constitute a health concern. In order to safeguard their health, people purchase certified and fresh goods (Fotopoulos et al., 2009) (Vermeir & Verbeke, 2004). According to several studies (Emma & Tony, 2005); (Chen & Lobo, 2012); (Chen & Lobo, 2012); (Sultan et al., 2020), buying organic food products is almost always fraught with health concerns. According to (Yiridoe et al., 2005), buying organic food is a direct result of one important factor: people's health.

2.1.4 Ecological Concern

Organic food purchases are largely motivated by consumer concerns about the environment (Yiridoe et al., 2005). The public and government are acting as watchdogs against products that harm the environment, and the environmental issue is one that is very important. Concerns regarding the environmental impact of organic products are prevalent (Haruna, 2014). Before purchasing products, consumers take environmental concerns into account (Shrestha, 2020). Additionally, it is a tactic used by organic producers to market their goods as unique selling propositions (USPs). Customers who dislike an environmentally unfriendly product from the manufacturer may boycott it (Curvelo et al., 2019).

Trust can be placed in the business, the logo, and the goals of the producing partners. Understanding distribution networks, certification bodies, and the organic goods market are all made possible by studying trust orientations. Consumption of organic food is closely correlated with consumers' general sense of trust in society (Burhanudin & Ferguson, 2018). Customers are worried about organic food, specifically how confident they are in the organic certification marks, how confident they are in the countries of origin of the products, and how confident they are in the networks that own organic food (Essoussi & Zahaf, 2009).

2.1.5 Cognizance

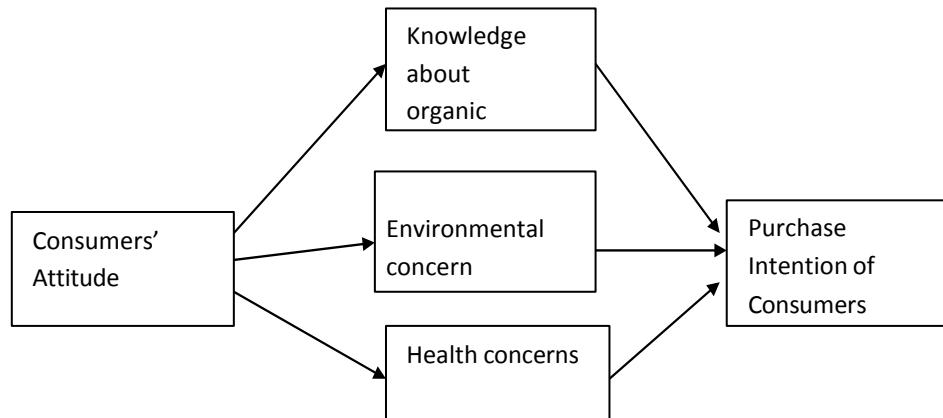
Organic food purchases are more influenced by consumer knowledge of organic foods (Shrestha, 2020). Customers are more concerned about buying organic food when they are knowledgeable about organic products and sensitive to ecological and environmental sustainability as well as human health (Shrestha, 2020). Customers' perceptions of organic food are influenced by their demand for organic food, which makes it significant (Briz & Ward, 2009).

According to (Ogbeide, 2013), your attitude towards organic food will increase with your level of knowledge about it. Understanding organic products is essential as it aids consumers in differentiating between conventional and organic products, developing favourable perceptions of organic products, and making purchasing decisions.

2.1.6 Reachable

The places where individuals can learn about and purchase the commodity are among the availability factors. It addresses the location, stock, volume, ranges, and distribution network. Delivering semi-finished and completed goods to clients. According to (Shrestha, 2020) the user thinks the item is easily accessible. If an item doesn't have an organic substitute available on the shelves, consumers will be reluctant to spend money on it (Vermeir & Verbeke, 2004). The degree of ease or difficulty in obtaining or consuming a good or service is its availability. (Mainieri et al., 1997) reasoned that pro-environmental behaviour lags behind consumer environmental awareness. Despite having a propensity to consume organic foods, many people choose not to do so due to their scarcity. There is no proof that consumers find it harder to recognise environmentally friendly products when they lack knowledge (Brown & Wahlers, 1998).

The study of the variables and the establishment of statistical relationships can be guided by a research framework or theoretical framework (Coy, 2019). The clear statement of the theoretical presumptions allows for an essential evaluation of them (Aydemir et al., 2015). The framework for research ties the investigator to the body of current knowledge while enabling the investigator to develop hypotheses and select techniques for analysis. The main variables influencing a phenomenon of interest are defined by a research/theoretical context (Aydemir et al., 2015).

Figure 2: Research Model for Consumer Purchase Intention of Organic Food Products

For many individuals, this study on the organic food sector is crucial. The study's findings would be helpful to marketers and producers of organic food. They will create their marketing strategies using this information. An increasing number of people will be drawn to organic foods as more people become aware about them.

3. Research methodology

To accomplish its goals, the study used a descriptive and causal design. A thorough and methodical analysis of the available literature was conducted. The relationship between something (the cause) and something (the effect) is investigated in causal research. The econometric model's variables are related to one another in that certain values of one variable are found to coincide with certain variables of another. In this study, the primary cross-sectional data were gathered.

The study's population consisted of various city of Chhattisgarh States who bought organic goods. The state of Chhattisgarh, where the middle class and upper class reside, serves as the study's base of operations. The most well-known stores in various city of Chhattisgarh that sold organic products, along with the number of patrons, served as the study's sample frame. This study employed the non-probability sampling method. Convenience sampling was used in this study to guarantee that the research findings are applicable to the general public (Henry, 1990; Kayaman & Arasli, 2007; Kobayashi, 2011).

To collect data, structured questionnaires were employed. Primary cross-sectional information was acquired. Data consistency and ease of distribution were the benefits of using the survey approach for data collection (Malhotra & Birks, 2006).

Two categories were created for the instruments. The demographic data is presented in the first section, and the Likert scale questions are presented in the second. The anchors for Likert scale questions were "Strongly Disagree=1" to "Strongly Agree=5".

Respondents who consented to be questioned were intercepted multiple times. It is impossible to understand someone's actions without asking specific questions of the individuals in question (Ghuri & Gronhaug, 2005). A brief instruction on filling out the questionnaire was followed by the interviews. The respondent was given roughly ten to fifteen minutes to complete the questionnaire. The various city of Chhattisgarh, questionnaires were collected from various outlet stores that sold organic food. This is how the study's limitations were expressed. Only samples for this analysis were taken in various city of CG. As a result, the findings do not apply to all of CG's organic food consumers. There were only primary data in this study. Therefore, there hasn't been much of a difference between the results after cross-checking with the available secondary sources. The research has employed a selective variable in conjunction with multiple other predictors to confirm consumers' inclination to purchase organic food within the rural and urban context.

4. Results and Discussions

4.1 Demographic Characteristics

A total 115 questionnaires were collected online and all were found valid. The demographic characteristics of the respondents are consisting of 53.91 % male and the remaining 46.01 % women consumers. Out of which 35.65 % are younger consumers below the age of 30 years. The percentage of middle age group (between 30-45 years) is 31.30 % and 20 % was consisting of aged participants above the age of 45 and below 60 years. The remaining 13.04 % participants were above the age of 60 years. About 39.13 % of surveyed respondents are in the lowest income bracket of below 3 Lakh per annum and 35.65 % of the respondent's annual income is between Rs.3 Lakh to 10 Lakh. The remaining 25.21 % respondents' income level is above Rs.10 Lakh per annum. The surveyed respondents were highly qualified as 39.13 % are postgraduates; 33.04 % are having professional qualifications; 21.73 % respondents are belong to graduate and only 6.08 % are high school pass-outs. The type, category-wise demographic characters mapped in the survey has been given at Table-1 below:

Table-1-: Demographic characteristics and frequencies (N= 115)

<i>Type</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
Gender	Male	62	53.91
	Female	53	46.08
Age group	Below 30 years	41	35.65
	30-45 years	36	31.30
	45-60 years	23	20.00
	60+ years	15	13.04
Income level (Per annum)	Below Rs.3 Lakhs	45	39.13
	Rs.3 to Rs.10 Lakhs	41	35.65
	Rs.10 Lakhs & above	29	25.21
Educational qualification	High School Graduate	07	6.08
	Graduate	25	21.73
	Postgraduate	45	39.13
	Professionals	38	33.04

Survey Questions

The details of survey questions of the study under four factors viz. (a) Knowledge about organic food and subjective norms;(b)Environmental concern; (c) Purchase intention of consumers; and (d) Health concerns is given below at Table-2:

Table-2: Survey Questions (N= 115)

<i>Factors</i>	<i>Code</i>	<i>Questions</i>
Knowledge about organic food and subjective norms	Ksn1	Several of my family members and friends currently consume organic food.
	Ksn2	My family members want to eat organic food as well.
	Ksn3	In my neighbourhood, I noticed multiple campaigns encouraging people to convert to eating organic food on social media and in department stores.
	Ksn4	"Nearby Kirana shops and department stores in various cities of Chhattisgarh provide organic foods easily."
	Ksn5	Every time I visit a store, I like to check out the newest organic food products available.
	Ksn6	I frequently shop for organic foods.
	Ksn7	Despite the availability of substitute non-organic foods, I choose to purchase organic food.
Environmental Concern	Ecn1	I'm worried about how much nutrient-dense food I eat every day.
	Ecn2	I am aware of the general advantages of eating organic food.
	Ecn3	The cost of organic food is higher for the consumer.
	Ecn4	The only places you can find organic food are well-known retailers or a few hypermarket kiosks.
	Ecn5	Purchasing organic food online is more convenient.
Health conscious	Hcn1	My daily intake of nutrient-dense food worries me.
	Hcn2	I know that eating organic food is beneficial to my health.
	Hcn3	Over non-organic food, I would rather eat organic food.

Purchase intentions of the consumers	Pic1	It is worth to pay more to buy Organic foods.
	Pic2	Because organic food has higher nutritional value, I've decided to purchase it in the near future.
	Pic3	Given the health advantages of purchasing organic food, I wouldn't mind paying extra for it.

4.2 Factor Analysis

To ascertain the elements and products impacting the consumer's attitude and behavior regarding the purchase of organic food products, "exploratory factor analysis and principal component analysis" were conducted using SPSS (Table 3). The varimax rotation technique was used to construct the selected four-principal component solution, which accounted for 69.07 percent of the variance.

A threshold of 0.50 was selected for the rotated factor loading, and any factors with factor loadings less than this were not included in the analysis. Kaisers criterion (eigenvalue > 1) and the Scree plot shown in Figure 3 helped identify four significant factors with 20 items or variables for additional processing. The decreasing trend of eigenvalues is reflected in the order of factors 1 through 4.

Table -3 : 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	8.396	41.981	41.981	8.396	41.981	41.981	3.846	19.229	19.229
2	1.851	9.254	51.236	1.851	9.254	51.236	3.706	18.529	37.758
3	1.374	6.870	58.105	1.374	6.870	58.105	2.674	13.372	51.131
4	1.086	5.431	63.537	1.086	5.431	63.537	2.481	12.406	63.537
5	.916	4.579	68.116						

6	.851	4.255	72.371					
7	.776	3.881	76.253					
8	.655	3.277	79.530					
9	.587	2.934	82.464					
10	.524	2.620	85.084					
11	.514	2.570	87.654					
12	.435	2.175	89.829					
13	.367	1.837	91.667					
14	.344	1.720	93.386					
15	.302	1.511	94.897					
16	.271	1.354	96.251					
17	.244	1.218	97.469					
18	.187	.937	98.406					
19	.184	.921	99.327					
20	.135	.673	100.000					

Note: Extraction Method: Principal Component Analysis.

Subjective norms and knowledge of organic food made up the first component, which explained 19.229% of the variance. Two factors were eliminated: (a) higher nutritional value and (b) my tendency to shop more when the factor loading was less than 0.50. The final four factors, which comprised 18 items in the current study, are listed in Table 5 below and display factor loadings and communalities. Since the Cronbach's alpha value is greater than 0.700, it is likewise deemed satisfactory. All of the study's items have shown satisfactory indicator reliability, as the table makes evident.

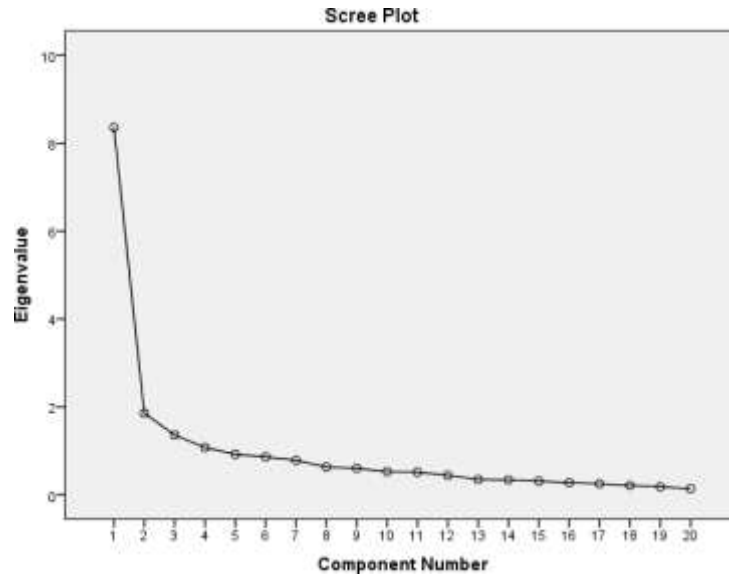
Table-4: Varimax rotated component analysis factor matrix

(Indicating Factors, cronbach's alpha, observable items, factor loadings, communalities)

<i>Factors</i>	<i>Indicator</i>	<i>Factor loadings</i>	<i>Communalities</i>
Factor 1 – Knowledge about organic food and subjective norms (Cronbach's alpha = 0.861)			
Several of my family members and friends currently consume organic food.	Ksn-1	0.587	.537
My family members want to eat organic food as well.	Ksn-2	0.646	.685
In my neighbourhood, I noticed multiple campaigns encouraging people to convert to eating organic food on social media and in department stores.	Ksn-3	0.559	.728
"Nearby Kirana shops and department stores in various cities of Chhattisgarh provide organic foods easily."	Ksn-4	0.657	.487
Every time I visit a store, I like to check out the newest organic food products available.	Ksn-5	0.620	.718
I frequently shop for organic foods.	Ksn-6	0.794	.722
Despite the availability of substitute non-organic foods, I choose to purchase organic food.	Ksn-7	0.721	.657
Factor 2 – Environmental concern (Cronbach's alpha = 0.821)			
I'm worried about how much nutrient-dense food I eat every day.	Ecn-1	0.572	.591

I am aware of the general advantages of eating organic food.	Ecn-2	0.669	.620
The cost of organic food is higher for the consumer.	Ecn-3	0.749	.648
The only places you can find organic food are well-known retailers or a few hypermarket kiosks.	Ecn-4	0.614	.487
Purchasing organic food online is more convenient.	Ecn-5	0.728	.678
Factor 3- Purchase intentions of the consumers			
(Cronbach's alpha = 0.738)			
It is worth to pay more to buy Organic foods.	Pic-1	0.752	.703
Because organic food has higher nutritional value, I've decided to purchase it in the near future.	Pic-2	0.566	.610
Given the health advantages of purchasing organic food, I wouldn't mind paying extra for it.	Pic-3	0.763	.668
Factor 4- Health concerns (Cronbach's alpha = (0.713)			
My daily intake of nutrient-dense food worries me.	Hcn-1	0.741	.591
I know that eating organic food is beneficial to my health.	Hcn-2	0.570	.620
Over time organic food I would rather eat organic food.	Hcn-3	0.699	.690

Figure 3: Scree Plot



The study found that the computed residuals, which include the sampling's minimum, maximum, mean, and standard deviation, were sufficient (Table 5). Following analysis, the following is the predicted value of the dependent variable, or "purchase intention of the consumers" toward organic food products:

Table-5: Residuals Statistics^a

	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>N</i>
Predicted Value	1.28	4.23	2.28	.642	115
Residual	-2.409	2.970	.000	.845	115
Std. Predicted Value	-1.565	3.039	.000	1.000	115
Std. Residual	-2.751	3.392	.000	.965	115

a. Dependent Variable: Purchase intention of the consumers to buy organic food product

The results of descriptive analysis of the responses/attitudes of the target customers towards buying behavior of organic food products in the state of Chhattisgarh (India) are given under the four factors/dimensions are shown below at Table-6.

4.3 Consumers' attitude towards buying of organic food products.

The three selected factors, namely Knowledge and Subjective Norms (Ksn), Environmental Concerns (Ecn), and Health Concerns (Hcn), have average mean values of 3.49, 4.25, and 4.24, respectively. This suggests that consumers have given these factors the consideration they deserve.

Table-6: Consumers' attitude towards buying of organic food products (N= 115 ; Likert scale 1-5)

<i>Factors</i>	<i>Items</i>	<i>Mean</i>	<i>S.D.</i>
Knowledge about organic food and subjective norms (Ksn)	Ksn-1	3.83	1.043
	Ksn-2	3.83	0.954
	Ksn-3	3.92	0.893
	Ksn-4	3.17	1.070
	Ksn-5	3.50	1.056
(Avr. Mean = 4.25)	Ksn-6	3.95	0.8327
	Ksn-7	3.17	1.130
Health concerns (Hcn)	Hcn-1	4.22	0.949
Environmental concerns (Ecn)	Hcn-2	4.38	0.7838
	Ecn-2	4.28	0.746
	Ecn-3	4.43	0.966
	Ecn-4	4.17	0.901

(Avr. Mean = 4.24)	Hcn-3	4.12	0.808
Purchase intentions of the consumers (Pic)	Pic	3.82	1.061

To ascertain how each factor that has been identified relates to consumers' attitudes toward and intentions to purchase organic food products The results of the Pearson correlation test are displayed in Table -7 below.

The findings show that, among the three factors, Ksn (knowledge of organic food and subjective norms) has the strongest positive correlation ($r = 0.570$) with consumers' purchase intentions for organic foods, followed by Ecn (environmental concern) ($r = 0.569$) and Hcn (health concerns) ($r = 0.507$). All of the factors have a significant level of correlation at the 0.01 level.

Table-7: Correlations Matrix - Consumers' purchase intention towards organic food product on the identified factor

<i>Factors</i>	<i>Knowledge about organic food</i>	<i>Environment Concern</i>	<i>Health Concerns</i>	<i>purchase intention of the consumers</i>
(N= 115)				
Knowledge about organic food (Ksn)	1			
Environment concerns (Ecn)	.528**	1		
Health concerns (Hcn)	.540**	.617**	1	
Purchase intention of the consumers (Pic)	.570**	.569**	.507**	1

****.** Correlation is significant at the 0.01 level (2-tailed)

4.4 Differences in the purchase intention of consumer with reference to socio-demographic factors

The current study employed an independent t-test to examine the significance of gender-based differences in consumer behavior toward organic food products in the state of Chhattisgarh, India, with regard to purchase intention.

Table-8 displays the gender-related results of the Levene's Test. The t-test for equal variance was employed in the analysis since the study's P-value, which is greater than 0.05 and indicates that the variance is homogeneous, is 0.121. Additionally, the gender difference is statistically not significant, as indicated by the 2-tailed significance (0.0753) being greater than 0.05. The differences between the gender-specific mean value and standard deviation of consumers' purchase intentions for organic food products were found to be non-significant, in accordance with the assumed equal variances

Table-8: Independent t-test for gender

	<i>Levene's Test for Equality of Variances</i>		<i>t-test for Equality of Means</i>						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	2.449	0.121	-0.316	101	0.753	-0.073	0.231	-0.532	0.385
Equal variances not assumed			-0.358	72.563	0.721	-0.073	0.204	-0.480	0.334

5. Conclusions

The findings demonstrate that when it comes to buying organic food products, consumers have prioritized health and environmental concerns the same as they have subjective norms and other factors. Nonetheless, consumers also indicated a preference for subjective norms (advertising, peer pressure, etc.) and knowledge about organic food (Ksn).

Marketers of organic food products influence consumers through a variety of sales and promotional activities, accounting for seven of the items under the factor Ksn. The study's findings show that the target market prioritizes eating a healthy diet on a daily basis, which is why they favour organic food items. Because many customers prefer to purchase organic food products online due to the sales and promotional offers made by marketers, they are also pleased with the availability of organic food products through online stores. According to the findings, customers concur that eating organic food is beneficial to one's health.

The study's demographic analysis also shows that respondents have a very positive attitude regarding the purchase of organic food items. Roughly 25% of those who responded to the survey have already started eating organic food. More than half of those who responded to the survey indicated that they would consider buying organic food items in the near future. Nonetheless, the family members' and their own health and environmental factors have a significant influence on their purchase intentions.

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