

A LITERATURE REVIEW ON FACTORS AFFECTING THE INTENTIONS TO BUY HEALTH FOOD

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Abstract- In today’s modern world a new consumer lifestyle has emerged especially in the attitude of consuming organic food. This phenomenon has occurred because people are becoming aware of the importance of consuming healthy food in their daily lives. A natural, clean and good healthy food is important as there are a lot of ordinary foods that are mostly prepared with the use of unsafe additives, preservatives, flavor and coloring. This present paper attempts to review the literature available on factors affecting intentions to buy health food.

Key words: *Organic Food; Health Consciousness, Perceived Value, Food Safety, environmental concern.*

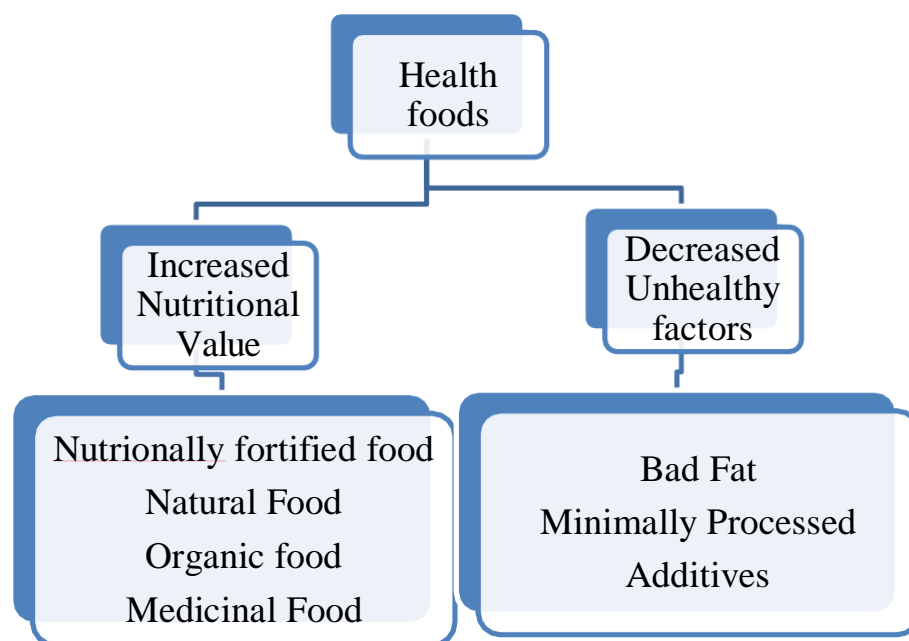
INTRODUCTION

India is a country, which is having 1.2 billion populations in the age group of 20-35. Due to increased higher disposable income, trade and improved transportation facilities, greater numbers of working women, increased health awareness and looking for better & healthier food products, —Indian consumers prefer organic food products in their diets. The market for organically-produced food has expanded considerably in recent years. Continuous use of chemicals and fertilizers, resulting in low-quality food with a harmful impact on human health, has forced people to find an alternative solution which is natural and healthy. This is where organic food is seen as the most sustainable solution. In addition to the health benefits, organic food makes it sustainable for the environment without compromising on the quality of the produce. There is a shift in the thinking and perception of a consumer towards health and wellness (people are back to basic). This momentum has pushed food manufacturers to make hard core changes throughout their product line and depth before distribution.

With shift in affluence and rising rate of urbanization, numbers of health-conscious individuals are rising and Demand for healthier natural and less processed ingredients is increasing. Healthier food products have entered the global markets with force in the past years and rapidly gained market share. Consequently, the food industry has reacted to this trend by developing a growing variety of new products with health-related claims and images, including organic and functional foods that are selected by Consumers for their health-promoting properties. Today foods are not intended to only satisfy hunger and to provide necessary nutrients for humans but also to prevent nutrition-related diseases and improve physical and mental well-being of the consumers.

HEALTH/ORGANIC FOODS MARKET

The USDA National Organic Program (NOP) defines Organic food as “Food produced by farmers who emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations. Organic food is produced without using most conventional pesticides; fertilizers made with synthetic ingredients or sewage sludge; bioengineering; or ionizing radiation. Before a product can be labeled “organic,” a Government-approved certifier inspects the farm where the food is grown to make sure the farmer is following all the rules necessary to meet USDA organic standards.



Source: Lee et al., 2011

Figure 1: Classification of Health Food

EMERGING TRENDS IN ORGANIC FOOD INDUSTRY

According to TechSci Research report, Global organic food market stood at \$ 110.25 billion in 2016 and is projected to grow at a CAGR of 16.15%, in value terms, during 2017 – 2022, to reach \$ 262.85 billion by 2022. The organic markets in India are largely spread across the food and beverages, health and wellness, beauty and personal care and textile industries. The key trends in the Indian organic food industry are as follows:

- Increasing demand for organic food
- Increasing use of online marketing channels
- Increasing number of organic food restaurants and cafes
- Increasing awareness regarding organic foods
- Increasing investment in organic food companies
- Increasing retail shelf space for organic products
- Introduction of new product categories and varieties

OBJECTIVES

The paper is an attempt to review systematically the literature on concept of health foods and the factors that affect the consumer intentions to buy it.

LITERATURE REVIEW

Literature review on Organic food is classified under two heads –

- a. LR on concept and benefits of Organic Food
- b. LR on factors affecting the intentions to buy health foods

A. LR on concept and benefits of Organic Food

Narayanan, S., & Narayanan, S. (2005). *Organic farming in India: relevance, problems and constraints* in their study explained the relevance, problems and constraints of organic farming in India. This study stated the ill effects of the conventional farming system in India in terms of the unsustainability of agricultural production, environmental degradation, health and sanitation problems, etc. Organic agriculture is gaining momentum as an alternative method to the modern system. The demand for organic products is growing fast (at the rate of 20 per cent per annum in the major developed countries). It appears that India is lagging far behind in the adoption of organic farming. Problems like lack of awareness, lack of infrastructure, marketing problems, costly inputs and lack of quality standards persists.

Ramesh, P., Panwar, N. R., Singh, A. B., Ramana, S., Yadav, S. K., Shrivastava, R., & Rao, A. S. (2010). *Status of organic farming in India*. In their study they made a survey on certified organic farms in the country to ascertain the benefits and possibility of organic farming in terms of production potential, economies and soil health in comparison to conventional farming. They determined that organic farming leads to less productivity but at the same time increase in net profits to farmers only because of premium prices of organically produced food and less cost of cultivation.

Thøgersen John, *Country Differences in Sustainable Consumption: The Case of Organic Food*, (2010) This study concluded that organic food's share of total food consumption depends severely on political regulation, comprising legal definitions and standards, financial support to farmers, and a national labeling system. Other significant structural factors are soil conditions, an effective and efficient distribution system, and the size of the premium price demanded for organic food products. Macro factors such as the food culture and the culture's level of post materialism and environmental concern play an additional role.

Jahanban, L., & Davari, M. (2013, February). *Prospects and problems of organic farming and its environmental impacts* explained the prospects and problems of organic farming and concluded that Organic farming opens up the prospect of producing enough food in the long term without destroying our natural resources. It can boast a better energy and environmental balance and makes a substantial contribution to conserving biodiversity and agricultural diversity. Challenges like high input cost, lack of equipment or infrastructure, and lack of experience in marketing organic products should be taken care of.

Mercati V. 2016. *Organic agriculture as a paradigm of sustainability: Italian food and its progression in the global market*, this study clearly stated that In Europe in particular, organic farming has such a positive public image that it is commonly touted as the paradigm for sustainable agriculture

Gregory, N. G. (2000). *Consumer concerns about food*. This paper examines some of the food scares that have occurred during the past forty years. It looks at why food scares have become increasingly common, and why some countries are particularly affected. It then considers food buyers' attitudes towards food safety, environmental issues, animal welfare, organic foods and genetically modified foods, and the impact that those attitudes have had on food choice. It finishes with some thoughts on how food labeling and WTO measures could change in the future.

Winter, C. K., & Davis, S. F. (2007). *Are organic foods healthier?* This study States that the growth of the organic foods industry in the United States has been dramatic in the past two decades. This rapid growth may be traced to increased consumer confidence in organic foods as well as to concern about possible health risks and environmental impacts of conventional food production methods that may use pesticides, antibiotics, and other chemicals in food production. It indicates that many consumers purchase organic foods because of the perceived health and nutrition benefits of organic products.

B. LR on factors affecting the intentions to buy health foods

Emma Lea, Tony Worsley, (2005) "*Australians' organic food beliefs, demographics and values*" Purpose was to examine consumers' beliefs about organic foods and their relationship with society. The majority of participants believed organic food to be healthier, tastier and better for the environment than conventional food. However, expense and lack of availability were strong

barriers to the purchasing of organic foods. Generally, women were more positive about organic food than men.

Anthony Worsley, Emma Lea, (2008) "Consumer concerns about food and health: Examination of general and specific relationships with personal values and demographics "The aim of the study was to investigate the relationships between consumers' food concerns and their personal values and demographic characteristics. A questionnaire was administered in a cross-sectional random population survey conducted among a sample of 1,000 adults in South Australia. The findings suggest that personal values may be stronger predictors of consumers' concerns about food and health issues than demographics.

Pandurangarao Chiranjeevi and Suryachandra Rao (2017), This study identified factors affecting consumers to buy organic food products in Hyderabad and Secunderabad, India through a sample of 500 consumers and were interviewed using structured questionnaire. The results revealed that ten factors such as labels, health, concern, environment concern, brand advertising, safety, accessibility, affordability, freshness and store location that are influencing customers to buy organic food. Out of these, health, environment and safety are key factors that are found as primary influencers.

Shashikiran L., C. Madhavaiah (2015), This study examines the impact of Socio-Economic factor on purchase behavior for organic food products. The study was carried out in Bangalore City with the sample size of 200 respondent's using cluster sampling technique. The Hypothesis was tested for the socio-economic factors and its impact.

J. Padmathy and R. Saraswathy (2016), This study found out that the consumers prefer organic food for their survival and value environment. When it comes to purchase the main factors are environment concern, quality and price plays a major role. Convenience sampling method was used to select 200 respondents living in the district and who make purchases for the products. The primary data was collected from the respondents with the help of pre-tested structured opened and closed ended questionnaires. The findings of the study reveal that there is significant relationship between the variables which affects consumers 'buying behavior for organic products.

Baisakhi Mukherjee (2017), This study aims to explore the acceptance of the consumers and their insights towards organic products which in turn will reveal the market potential and rising trend of organic consumerism in the proposed area of study. Primary data is collected through online survey through social media and collecting feedback through various means of interview. The study reveals that consumers are still hesitant to shift their consumption to organic products mainly because of lack of product information, increased price, unavailability of the products, lack of product choices and assortments.

Rushdi Ahmed, Khadiza Rahman (2015), This paper explained the factors that influence consumer buying behavior of organic foods in Bangladeshi Supermarkets. In Results it was observed that majority of the participants of the survey questionnaire expresses that organic food is healthier than industrially manufactured food, they are high in nutrition, and perceives the organic production methods with a positive approach. The major problems identified through the research are lack of awareness and sufficient knowledge about organic food, lack of availability and limited range of products, high price and high regard for certification labeling.

Brijesh Sivathanu(2015), : This research was conducted in Pune city and in particular the educated population. From this study, it is seen that the consumers prefer to buy organic food products, factors impacting the preference including demographic characteristics of the consumers. It has been observed that females have more preference for organic food products as compared to male respondents. More number of educated respondents prefers to buy organic food products. Age group of 29-39 prefers to buy organic food as compared to other age groups. Also, people of higher income group

prefer to buy organic food. Consumers prefer to buy organic food products because of their perception that the organic food products are healthy and safe, nutritious and environment friendly.

Dr. Geetika Sharma , Dr. Rakhee Dewan , Santosh Bali (2014) This study titled “Factors Influencing Consumer Buying Behavior & Awareness towards Organic Food: A study of Chandigarh & Panchkula Consumers. This study was based on primary survey of 100 respondents via structured questionnaire living in the Chandigarh & Panchkula.. The questionnaire was designed to record the responses on food safety concerns, frequency of buying behavior, from where they buy the products, awareness, attitude, factors effecting buying behavior, price effect on purchasing behavior towards organic food and effectiveness of sources for organic information.

Singh Anupam , Verma Priyanka,(2017), This study examines the factors prompting the consumers' actual buying behavior towards organic foods. For conducting the study, data was collected from 611 Indian consumers through a structured questionnaire and analyzed using factor analysis, independent t-test, ANOVA multiple linear regression, and hierarchical multiple regression analysis. It concluded that four factors (health consciousness, knowledge, subjective norms, and price) that influence the consumer attitude towards organic food products along with one additional factor (i.e., availability). Further, socio-demographic factors also found to have an impact on actual buying behavior.

Xuhui Wang , Frida Pacho , Jia Liu ,and Redempta Kajungiro ,Factors Influencing Organic Food Purchase Intention in Developing Countries and the Moderating Role of Knowledge (2018), This study focuses on understanding the factors (subjective norms (SNs), personal attitude, and perceived behavior control (PBC)) that influence consumer purchase intention regarding organic food from the theory of planned behavior and health consciousness as an additional factor in Tanzania and Kenya. It further explains the role of knowledge as a moderating variable in organic food purchase intention. A total of 331 responses from Tanzania and 350 responses from Kenya were obtained. It found out that SNs, personal attitudes, and health consciousness were found to be significant predictors of organic purchase intention in both countries.

Mhlophe Bongani, (2016) Consumer purchase intentions towards organic food: insights from South Africa, the purpose of this study was to determine the antecedents of consumer purchase intentions for organic food in Johannesburg, South Africa. In this study a questionnaire was used for data collection and the gathered data was used to quantitatively test the hypotheses. The findings revealed that consumer attitude, availability, price, subjective norms, health consciousness and environment concern are the key antecedent that provided the highest level of explained variance in consumer purchase intention of organic food.

P. Pomsanam, K. Napompech and S. Suwanmaneepong, 2014. This study aims to explore the influence of attitude, subjective norms, perceived behavioral control, health consciousness and environmental concern on organic food purchase intentions among Thai-Cambodian cross-border consumers. Data was collected from 400 Thai consumers in Sa Kaeo province, Thailand and 400 Cambodian consumers in Banteay Meanchey province, Cambodia. The regression results of Thai consumers indicate that all variables are significant and health consciousness and subjective norms were important and found to be the top two predictors of organic purchase intention.

RushdiAhmwed, Khadiza Rahman (2015). This study was conducted to identify and explain the factors that influence consumer buying behavior of organic foods in Bangladeshi Supermarkets. In this research majority of the participants of the survey questionnaire expresses that organic food is healthier than industrially manufactured food, they are high in nutrition, and perceives the organic production methods with a positive approach. The major problems identified through the research are lack of awareness and sufficient knowledge about organic food, lack of availability and limited range of products, high price and high regard for certification labeling.

Wee, C. S., Ariff, M. S. B. M., Zakuan, N., Tajudin, M. N. M., Ismail, K., & Ishak, N. (2014) this study attempts to examine consumer’s perception, purchase intentions and actual purchase behavior and the interrelationship between them in the context of organic food products. Data was collected in

supermarkets and surrounding areas in the district of Kluang, Johor, Malaysia. A total of 288 completed questionnaires were gathered and result indicated that intention to purchase organic food was significantly influenced by the consumer's perception of safety, health, environmental factors, demographic factors and animal welfare of the products.

Mehra, S., & Ratna, P. A. (2014). In their study titled "Attitude and behavior of consumers towards organic food: an exploratory study in India" identified the factors influencing the attitude and behavior of consumers for organic food, which is currently gaining momentum in tier 2 cities in India. Six significant factors were found to influence the attitude towards organic food which includes perception towards organic food, health consciousness, product information, value for money, accessibility, demography and trust.

Sharma, N., & Singhvi, R. (2018). In their study titled "Consumers perception and Behavior towards organic food: A systematic review of literature" determined consumers' perception regarding organic food in India and found out that health, safe, availability, taste and environmental concerns were the most important factors deciding consumer's attitude and preference towards purchasing organic products.

Balaji, V., & Injodey, J. I. (2017). Organic food products: A study on perceptions of Indian consumer states that the concept of organic food products is not new to Indian farmers. This study was conducted to understand the factors of consumer perception towards organic food products. Data was collected with the help of a structured questionnaire and was analyzed using percentage analysis and factor analysis to identify the factors of consumer perception.

Chandrashekar, H. M. (2014). Consumers Perception towards Organic Products-A Study in Mysore City stated the perception of consumers in Mysore city and identified the reason for buying or not buying organically produced products. Main factors include price, availability, non- certified products, and lack of awareness .

Thaker, D. K., & Jain, D. (2019). Users & Non-Users: Their Behavior towards Organic Food Products with Special Focus on Ahmedabad. In their study they investigated consumer behavior i.e. awareness, attitude & barriers towards purchase of organic food products in Ahmedabad. The most important motivational factor to buy organic food was produce without pesticides ,price ,availability& it is healthier.

Misra, P (2014). **Consumer buying behavior towards organic food with reference to Haryana**, in his study focuses to assess the demographic profile and organic food purchase behavior of the respondents, to determine the Preferences of consumer towards organic food products and their attitude when they choose it in restaurant and hotels. Findings of the study revealed that people were ready to purchased organic food products and even in higher prices and they prefer to go in such restaurant where they have option to get organic foods specially educated and working females.

Lee (2016) conducted a study titled "Individual and Situational Determinants of US Consumers 'Buying Behavior of Organic Foods" in U.S and found that health and environmental consciousness were extensively influenced the attitudes of consumers for buying organic foods and they are ready to pay 5 to 10% more for organic food than conventional food.

Ueasangkomsate and Santiteerakul (2016) titled "A Study of Consumers 'Attitudes and Intention to Buy Organic Foods for Sustainability" found in their study that health was the most important reason to select organic foods by the consumers and other reasons were consumers 'attitudes with local origin, environment, and food safety.

Vukasovič, T. (2015) in their study titled "Attitudes Towards Organic Fruits and Vegetables" indicated that consumers find organic fruits and vegetables are more healthy, delicious, and of fine quality and most important reasons of purchasing organic fruits and vegetables were fresh and it has nutritional value.

Justin Paul and Jyoti Rana (2012), The study is also to determine the factors influencing consumer behavior towards organic food. The result indicates that consumer attitude towards buying organic food are positively influenced by health, availability and education from demographic factors. This study suggests that retailers can develop strategies and effective marketing program to influence consumers

positively.

Jan P. Voon. et.al., (2011), study investigated the determinants incentive to purchase organic food products among consumers in a Malaysian city, using a survey. This indicates the efforts to promote consumption should focus on influencing consumer attitudes.

Sonia Attanasio. et.al., (2013), This paper examines about the consumer's intention to purchase the organic food products in Pontina Province, Italy and 280 respondents were interviewed using semi-structured questionnaires and the results indicated that the buying intention for organic products is influenced by the perception about the value of organic food products and belief in the health and safety of the product.

Susane Padel,Carolyn foster,(2005), this study explores the values that underlie consumers purchasing decision of organic food. They interviewed 181 regular and occasional consumers of organic food and concluded that decision –making process is complex and the significance of motives and barriers may vary between product categories.

J Ali,Sanjeev Kapoor,(2009),This Study aims at identifying the factors consumer’s perception on food labeling and its impact on food purchase decision-making through personal interviews of 631 respondents using a structured questionnaire and factors analysis has been carried out .It indicates that socio-demographic, information on quality and nutrition , basic information about the product , production and storage ,labeling are found to be significant factors affecting purchase decisions.

Shaharudin,Pani,Mansor,Elair, (2010),This Study highlights the factors affecting the purchase intentions of organic food in Malaysia and identifies factors i.e. health consciousness , perceived value, food safety concerns and religious factors which impacts the purchase intentions of customers.

Tiziana deMagistris,(2013),This Study examines the consumer decision –making for organic food in Italy(Naples).The Results of the study concluded that consumer attitude towards organic food is affected by health attribute and environment concern.

Shijuyin,Lin haiwu,Lili Du, Mochan,(2010), In their study they examines the consumer intentions of organic food in china..This Research surveyed 432 consumers from three cities in china and indicates that Chinese consumer’s intentions to purchase organic food is affected by factors like Demographic factors, degree of trust in organic food, price ,awareness, degree of acceptance of organic food products and concern for self health.

Smith, S., & Paladino, A. (2010). This study discovered the effects of health consciousness, environmental concern, organic knowledge, availability, quality, price consciousness, subjective norms, risk aversion, perceived control and familiarity on organic attitudes, organic purchase intentions and organic purchase behavior.

Nina Michaelidou, Louise M. Hassan, (2007) in their study titled “The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food” examines the impact of health consciousness, food safety concern and ethical self intention of people buying organic food.

Gottschalk, Ingrid, & Leistner, Tabea. (2013) in their study titled Consumer reactions to the availability of organic food in discount supermarkets. Conducted a consumer survey ($n = 231$) and indicated that an initial purchase of organic food in a discount store is indeed very likely to lead to follow products, reliable information and easy comparison with non organic food.

Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior, in their study they examine how gender differs in environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, peer influence, self-identity in environmental protection and green purchasing behavior in Hong Kong adolescent consumers.

Efthimia Tsakiridou, Christina Boutsouki, Yorgos Zotos, Kostantinos Mattas, (2008) titled Attitudes and behavior towards organic products stated that Greek consumers seem to be informed about environmental and health issues. The results of the study say that most consumers associate organic consumption mainly with fruit and vegetables. The results confirm that health, concern for the environment, animal welfare and support of the local economy are driving factors for organic

consumption.

Marija Radman, (2005) Consumer consumption and perception of organic products in Croatia through their study states that there is no sufficient knowledge about organic consumers in Croatia.

Attitudes, purchase frequency, supply satisfaction and beliefs about organic foods were studied with a sample of 179 consumers. Croatian consumers consider organically good quality and tasty. However, these products are perceived as rather expensive and of questionable appearance. Consumers are not very familiar with the supply of ecologically market and they exhibit an increased willingness to pay higher prices for these products.

Hamzaoui, L. and Zahaf, M. (2006). Exploring the decision-making process of Canadian organic food consumers in their study examined what, how, where, and why Canadian consumers buy by exploring consumers' motivations and decision orientations with regards to OF. They identify health, the environment, and support for local farmers as their primary motivators for organic consumption. Results also show that distribution, certification, country of origin, and labeling are all related to consumers' level of trust when consuming Organic food.

Brown, M., Pope, N., & Voges, K. (2003). in their study titled Buying or browsing? An exploration of shopping orientations and online purchase intention identified the factors that are more likely to influence purchase intention which includes product type, prior purchase, and, to a lesser extent, gender.

Zhen, J. S., & Mansori, S. (2012). Young female motivations for purchase of organic food in Malaysia. This research studies the impact of factors that (4As: Acceptability, Affordability, Availability and Awareness and Consumer Innovativeness) might influence the consumer intense to purchase organic food. 145 questionnaires were collection from the female participant age between 20-34 years old based on convenience sampling.

RESEARCH GAP

In view of the above literature, it is evident that there is dearth of studies related to health food behavior of consumers in India. And in India no research has been done with respect to Delhi/NCR. Hence, there is a good scope of doing a research on identifying the effect of the factors on the purchase intentions of buyers specifically in Delhi/NCR.

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