



Male/Female Difference in Attitude and Purchase Intention Towards Organic Food Consumption

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ABSTRACT

Organic food industry is growing at a very faster pace and hence has a very good future scope, with people becoming more conscious and giving more attentive towards what they eat it is can be said that the future is of Organic food. This study is an attempt to understand that weather there lies any difference in males and females purchase intention and attitude towards organic food. With the sample of 150 respondents the data was collected and hence was analysed by chi -square test. Results indicated that there significantly does not lie any difference in male and females purchase intention and attitude, though there relatively other factors also that has come up in this paper and how the social awareness programs have altered the consumers mind and have increased the purchase towards organic food.

KEYWORDS : purchase intention, consumer perception, organic food.

INTRODUCTION

Organic foods are produced using methods of organic farming– with limited modern synthetic inputs such as synthetic pesticides and chemical fertilizers, though organic pesticides, such as Bt toxin, are still used. Organic foods are also not processed using irradiation, industrial solvents, or chemical food additives. Currently, the European Union, the United States, Canada, Japan and many other countries require producers to obtain special certification in order to market food as organic within their borders. In the context of these regulations, organic food is food produced in a way that complies with organic standards set by national governments and international organizations.

Objective Of Study

The objective of this study is to understand the awareness level of consumers towards organic food, understand the purchase intention and attitude and understand the difference towards organic food when it is accountably for gender. Specifically the study is trying:

- To understand the awareness level towards Organic Food in minds of consumers.
- To analyze the consumption pattern of the organic food in current scenario.
- To understand the consumer's attitude toward the organic food.
- To evaluate the consumer's purchase intention towards Organic food consumption.
- To differentiate between male and female attitude and purchase towards organic food consumption.

Literature Review

Organic Food: A Study on Demographic Characteristics and Factors Influencing Purchase

Determinants of Willingness to Purchase Organic Food: An Exploratory Study Using Structural Equation Modeling By: Jan P. Voona, Kwang Sing Ngui and Anand Agrawal, January 2011, In this paper investigated the determinants of willingness to purchase organic food among consumers. Using structural equation modeling, attitude, subjective norms and affordability (behavioral control) were modeled to impact intention or willingness to pay for organic food. Willingness to Purchase in turn predicted actual purchase. Author believes that Attitude and subjective norms exerted significant positive effects on Willingness To Purchase while the effect of affordability is not significant. Attitude further impacted subjective norms and affordability, thus indicating that efforts to promote consumption growth should focus on influencing consumer attitudes. This paper further concludes that health and environmental factors both collaboratively contribute to make the purchase decision of a consumer. The rising education level is also one of the major factor for the increase in purchase power.

A Study on Consumers' Purchase Intentions Towards Organic Products.

By: Dr. N. Ragavan, Dr. R. Mageh, January 2013 The results shows that

perceptions towards organic food product depict the strongest relationship with buyers' intention to buy organic food product followed by the buyers' belief that consuming organic food product is contributing to preserving the environment. Author feels that perception towards organic food and belief that organic food is environmentally friendly are not independent from each other. Besides, the availability of product information is also supporting the consumers' intention to purchase organic products. However, other factors (awareness on government support and action and availability of information on product location) are found to be more insignificantly related to the intention to purchase the organic products. The perception towards organic products, beliefs about product safety for use, belief about product friendliness to the environment and availability of product information are the major determinants for the consumers' purchase intention towards organic products.

Research Findings and study

Hypothesis 1

H1: The difference in purchase intention differs because of income level and awareness

H1o: Income level and awareness does not affect the purchase intention of the consumers

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INCOM * PURINT	148	99.3%	1	.7%	149	100.0%

INCOM * PURINT Crosstabulation					
		PURINT		Total	
		Yes	No		
INCOM	40000-50000	Count	38	21	59
		Expected Count	47.0	12.0	59.0
		Std. Residual	-1.3	2.6	
	50000-70000	Count	17	3	20
		Expected Count	15.9	4.1	20.0
		Std. Residual	.3	-.5	
	70000-90000	Count	15	0	15
		Expected Count	12.0	3.0	15.0
		Std. Residual	.9	-1.7	
	90000-100000	Count	9	0	9
		Expected Count	7.2	1.8	9.0
		Std. Residual	.7	-1.4	
	100000 and above	Count	39	6	45
		Expected Count	35.9	9.1	45.0
		Std. Residual	.5	-1.0	
Total	Count	118	30	148	
	Expected Count	118.0	30.0	148.0	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.357a	4	.003
Likelihood Ratio	20.149	4	.000
Linear-by-Linear Association	8.903	1	.003
N of Valid Cases	148		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.82.

From the hypothesis the value of chi square test is 0.003 that is much lower than the level of significance (i.e.) 0.05. Hence we can say that our hypothesis is being rejected and can be said that income level does not affect the purchase intention towards organic food consumption.

Hypothesis 2

H2: There lies a difference in male and female attitude and purchase intention towards organic food.

H2o: There exist no difference between the male and female attitude and purchase intention towards organic food.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ATTI * GEN	149	100.0%	0	.0%	149	100.0%
PURINT * GEN	149	100.0%	0	.0%	149	100.0%

ATTI

Crosstab					
		GEN		Total	
		Male	Female		
ATTI	Yes	Count	74	54	128
		Expected Count	79.0	49.0	128.0
		Std. Residual	-.6	.7	
	No	Count	18	3	21
		Expected Count	13.0	8.0	21.0
		Std. Residual	1.4	-1.8	
Total	Count	92	57	149	
	Expected Count	92.0	57.0	149.0	

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.946a	1	.015		
Continuity Correctionb	4.823	1	.028		
Likelihood Ratio	6.726	1	.009		
Fisher's Exact Test				.016	.011
Linear-by-Linear Association	5.906	1	.015		
N of Valid Casesb	149				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.03.

b. Computed only for a 2x2 table

PURINT

Crosstab					
		GEN		Total	
		Male	Female		
PURINT	Yes	Count	68	51	119
		Expected Count	73.5	45.5	119.0
		Std. Residual	-.6	.8	
	No	Count	24	6	30
		Expected Count	18.5	11.5	30.0
		Std. Residual	1.3	-1.6	
Total	Count	92	57	149	
	Expected Count	92.0	57.0	149.0	

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.300a	1	.021		
Continuity Correctionb	4.376	1	.036		
Likelihood Ratio	5.703	1	.017		
Fisher's Exact Test				.022	.016
Linear-by-Linear Association	5.264	1	.022		
N of Valid Casesb	149				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.48.

b. Computed only for a 2x2 table

From the hypothesis testing through SPSS the value of chi square test is 0.015 and 0.021 for attitude and purchase intention when compared to the gender which is much lower than the level of significance that is 0.05 hence it can be concluded that our hypothesis is being rejected

Hypothesis 3

H3: More number of females believe that consuming organic products are safe and healthy, the higher their intention to purchase organic products.

H3o: More number of males believe that consuming organic products are safe and healthy, the higher their intention to purchase organic products.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SAFE * GEN	149	100.0%	0	.0%	149	100.0%
ATTI * GEN	149	100.0%	0	.0%	149	100.0%

SAFE

Crosstab					
		GEN		Total	
		Male	Female		
SAFE	Yes	Count	71	42	113
		Expected Count	69.8	43.2	113.0
		Std. Residual	.1	-.2	
	No	Count	21	15	36
		Expected Count	22.2	13.8	36.0
		Std. Residual	-.3	.3	
Total	Count	92	57	149	
	Expected Count	92.0	57.0	149.0	

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.234a	1	.629		
Continuity Correction ^b	.082	1	.774		
Likelihood Ratio	.232	1	.630		
Fisher's Exact Test				.695	.384
Linear-by-Linear Association	.232	1	.630		
N of Valid Cases ^b	149				
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.77.					
b. Computed only for a 2x2 table					

ATTI

Crosstab					
		GEN			Total
		Male	Female		
ATTI	Yes	Count	74	54	128
		Expected Count	79.0	49.0	128.0
		Std. Residual	-.6	.7	
	No	Count	18	3	21
		Expected Count	13.0	8.0	21.0
		Std. Residual	1.4	-1.8	
Total		Count	92	57	149
	Expected Count	92.0	57.0	149.0	

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.946 ^a	1	.015		
Continuity Correction ^b	4.823	1	.028		
Likelihood Ratio	6.726	1	.009		
Fisher's Exact Test				.016	.011
Linear-by-Linear Association	5.906	1	.015		
N of Valid Cases ^b	149				
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.03.					
b. Computed only for a 2x2 table					

From the Hypothesis, it can be concluded that the value of chi square test are 0.6 and 0.015 respectively for the safety factor and attitude compared to the gender, hence our hypothesis is being accepted that states that number of females believe that consuming organic products are safe and healthy and it thus increases their intention to purchase organic products.

Discussion

It can be concluded that significantly there does not lie any difference between the males and females when their attitude and purchase intention is being considered. Income level that is being considered as one of the most important factor does not affect the consumers who intend to purchase the organic food, hence it can be said that income of an individual cannot be a constraint while promoting the organic food. Most of the people who purchase the organic food or who intend to purchase the organic food make the purchase because of the certain health benefits that are being associated with it. And mostly females consider it as a factor for their purchase. Females basically prefer to purchase the vegetables and fruits, and pulses whereas the males prefer to purchase the all of the listed items that is vegetables and fruits, pulses , dairy products as well as cooked food. But majority do not prefer to purchase the cooked food.

Organic vegetables and fruits are being observed on the daily basis by most of the respondents, that is the consumption of them is generally more whereas the least consumption was observed for the organic meat, respondents generally did not prefer to consume the organic food at all.

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