



CONSUMER MOTIVATION TOWARDS THE ORGANIC FOOD – A LITERATURE REVIEW

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ABSTRACT

The demand for organic food products are increasing day by day on a very large scale as people are getting more conscious about health and the environment. India is the potential market for the organic foods and demand for organic food is increasing drastically. Organic farming is one of the most important and trending segments in farming in India during this time. In this article, it is considered certain variables like health, environment protection, animal welfare, high quality, origin, taste, trust and food safety which leads to the motivation of consumers for using organic food. This research paper has aim to understand the motivational aspect of consumer through existing research studies which are conducted on organic food. The finding of secondary sources has revealed the variables which lead to motivation among consumer towards usage of organic food. This research work will facilitate to understand the motivation and factors affecting the behavior towards purchasing which help industry to produce the organic food.

KEYWORDS : Organic food, motivation, health, environment protection, animal welfare, safety, taste, trust, purchase behavior.

INTRODUCTION

This research has chief objective to understand the different motivational factor behind the purchasing behavior of organic food and to understand the framework for motivation towards organic food products. The major challenge for this century has been identified; achieving sustainability in global food system is one of the crucial in this century. There are many good researches have come out across the various parameter of the organic food and devoted their finding the find out the most efficient and effective way to sustain the food system. To sustain the food system, production of food through organic process or methods is the efficient way. Now, most of the consumer prefers food produced by organic method as they have more concern about their health and environment sustainability. People are not willing to take risk for their health and for their family member also therefore they prefer to consume the organic food to minimize the risk. Studies in these areas are progressing on a rapid pace and people are getting more into buying organic food products.

This study aims at understanding the motivation of different customers for organic food products, organic food products are getting more popular nowadays because consumers are showing more concern for their health and environment sustainability. This study mainly helped to understand the main reasons why people were buying organic food products, health, quality, safety, nutritional value, and environmental consciousness were those main reasons why people were more into buying these organic food products. This paper has made me to understand the changes that need to purchase or consume the organic food and its increasing pattern. Lack of availability was one reason why many people couldn't buy organic products. This article has helped to understand how customers recognize organic food products and the main reasons for purchasing organic products and also the main reasons why they don't buy.

OBJECTIVES OF THE STUDY

The objective of this study based on literature review is to analyze the various research studies which are conducted to explore, identify and analyze the motivational behavior of the consumer towards the organic food through secondary sources and to identify the common parameters which are affecting the motivation of consumer towards organic food.

FRAMEWORK OF THE STUDY

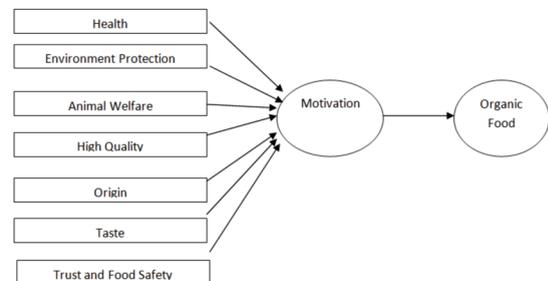


Figure 1: Framework of the study

SOURCE OF DATA AND RESEARCH METHODOLOGY

For analysis the wide literature, research paper regarding motivation and organic food were collected from various referred journals, magazine, newspaper, database of the concerned organization and also collected from the electronic portal of the information which are related to organic food at the Indian and the world scenario. Afterward, a critical analysis was done on the information collected from above mentioned sources to research the motivational factors which lead to purchase of organic food. During the assessment of the research paper, researcher has found that journal has done credible work with wide range of area of research on organic food consumption related to motivation, perception and behavior. It has also explored the references which are mentioned in the current research paper which are considered for analysis to evaluate the depth and exploration of the learning towards the motivational factors which contribute to the organic food purchase.

LITERATURE REVIEW

Consumer motivation towards organics

McEachern and McClean (2002) have identified top three motives by evaluating the motivation of consumer towards purchasing the organic dairy products which was as: health benefits (17%); food safety (24%); and improved taste (30%). Lockie et al (2004) identified income and age as vital reasons which motivates the consumer towards the purchasing of organic food. That is conventional via moral viewpoint that ethical behaviour originates from a huge amount of motivations which result it to behaviour may be out of self-interest rather than humanity. Onyango *et al.* (2008) have find out opinion of the consumer about the organic food effects and its utility and the characteristics of the organic food. They have realized that the identity such as vegetarian issues, place of production and natural feature of food determines the purpose to acquire regularly of the organic food products.

Different factors that affect the attitude of user of organic food are – health awareness (Padel and Foster, 2005; Magnusson et al., 2001); concern for nutrition (Squires et al., 2001); healthy lifestyle (Chen, 2009); concern for environment (Williams and Hammit, 2001; Schifferstein et al., 1998); ethical concerns and food safety (Magnusson et al., 2003; Lockie et al., 2004; Baker et al., 2004); sensory appeal (Dimitri and Greene, 2000). Although selection of organics food is affected by taste, health and environmental profit to the consumers, there are barriers in selection of organic foods like availability and price (McEachern and McClean, 2002; Lockie et al., 2002). As per Chaudhary et al (2011), Indian consumers are more concerned for the physical condition and they wished to remain healthy and considered wealth is health.

HEALTH

Today's life is becoming very competitive and challenging. Now lifestyle of consumer become complex and people do not have time for physical exercise and become prone to diseases. Therefore the consumer becomes extremely worried for their health and selection of food to remain fit. Fitness concern becomes the controlling factor over consumer attitude towards the organic food. Mohamed et al (2012) explored about the attitude of consumer in Egypt towards the organic products. Researchers have also explored their preferences and enthusiasm to give price for organic products. Main significant aspect for enthusiasm to acquire the organic product is consciousness for health and lifestyle for which consumer is willing to pay. Principal barriers of purchase behavior of organic products are the doubt about the genuineness of the certification of organic products and higher price tag of the organic food. Approximately all research on consumer reflected "health" as a principal motivation for consumption of organic products. (Davies et al., 1995; Zakowska, 2007; Alvensleben, 1997; Backer, 2004; Radman, 2005; Wier and Calverley, 2002; Padel and Foster, 2005; Zanolini et al., 2004). Consumer desire organic product in the direction of getting good health or sustain the existing health. Additionally, treating and preventing food allergies or illnesses is an added health associated aspect.

In survey it is mentioned that consumer avoid eating of food products which are produced by the traditional methods to maintain the health condition. Particularly, less amount of the pesticide leads to decrease or affect the vitamin content of fruits and vegetables which are necessary for the good health (Zanolini et al., 2004; Padel and Foster, 2005). Consuming some vegetables and fruits without peeling, the peel of item contributes to the dietary nutrition as mentioned by the UK consumer. As per Zanolini et al (2004), organic products withdraw the attention from consumer to natural and uncontaminated production methods. As per perception of elder people, organic diet is necessary to consume for good health as it is mentioned by the Wier and Calverley (2002). As per Zakowska (2007), consumer of organic products in Polish, Czech and Hungarian have immense attitude towards organic food due to health and it is mentioned in research on eastern countries. The consumer of organic food believed that organic food is healthier choice therefore they utilize it and it is mentioned in research conducted by the Squires et al (2001) and Hutchins and Greenhalgh (1997). The research was not specific to the organic food but conducted to verify and check the consumer preference for environment effect of food and its impact on their organic product choice. Environment concern is very important due to which some of the consumer preferred to purchase the organic food and others consumer don't concern about environment concern. Many studies on consumer for organic food have analyzed various factors which proliferate or limit the use of organic food. Value structure, ethical concern, food safety, sensory variable, environment concern and health concern are the factors which motivates the purchasing intention of consumer towards organic products (Lockie et al., 2004; Tregear et al., 1994; Magnusson et al., 2003; Chinnici et al., 2002; Baker et al., 2004). While purchasing the organic food, concern for health is majorly found to significant key (Magnusson et al., 2003). Maximum research explained that organic food is not necessary to

be more nourishing than the traditional food products (e.g. Magkos et al., 2003).

ENVIRONMENTAL PROTECTION

While purchasing a product including organic products, environmental care as a motivational factor for purchasing is included. Many studies examined that the environment is less affected by the organic food. Now a day consumers are more sensitive toward the environment protection that affect their decision towards the product purchase and they are willing to protect the environment. As per Ling (2013), purchase intention of consumers of organic products will be determined to examine drivers and its moderating inconsistent that affecting purchase intention of consumers. Increasing care for resources and environment are reasons for popular of consumers who consume organic product but not the chief or strong reason as health. (Davies et al., 1995; Backer, 2004; Alvensleben, 1997; Wier and Calverley, 2002; Padel and Foster, 2005; Zanolini et al., 2004; Radman, 2005). According to Zanolini et al. (2004), values that causing the environmental attitude can be described as a sustainability and production in harmony with nature, protecting and respecting environment. According to the Alvensleben (1997), in Germany, Health motivation (59%) is the chief reason for buying organic food and concern for the environment is the second reason to acquire the organic food (15%). Furthermore, organic foods which are environment friendly are preferred by younger people because of the production methods of the organic food (Wier and Calverley, 2002). According to Zanolini et al (2004), while consuming the vegetables and fruits, environmental concern is very important when wide categories of group of products are considered. On other side, in European countries environmental concern is second after the animal welfare or health while selecting the dairy products. Except Denmark and Switzerland, majority of the European are not influenced by the production method of organic food which is environment friendly in case the cereals and meat production.

ANIMAL WELFARE

Animal welfare is understood differently in different countries and many researchers have mentioned in their studies that animal welfare varies according to the countries. In developed countries, the method that animals feed and slaughtered is main agenda. Organic product consumer gives the importance to the appropriate husbandry of the animal. Most of the western European consumers have the same opinion on reasons for purchasing organic dairy products. They consider health as a top priority and followed by value after health. On the other side, as per Zanolini et al (2004), Swiss consumers preferred to buy organic dairy products because of animal welfare and they believe responsible from the animals on the farms.

According to a European investigation, apart from French consumers animal welfare is the main cause for European organic meat use. Another assessment in UK affirmed that beef, pork and chicken products are chosen because of health reason and animal welfare, while organic lamb meat is purchased as epidemic of morals; animal welfare mutually with taste. Furthermore, Swiss and Danish consumers are pretentious by animal husbandry methods too much that, they consider happy when animals are reside happy as well. (McEachern and Willock, 2004; Zanolini et al., 2004)

Animal welfare motivation is also linked with healthiness, safety, high quality and taste. Demand of organic products are tremendously increased by Meat scandals like BSE and antibiotic residue (McEachern and Willock, 2004; Zanolini et al., 2004; Harper and Makatouni, 2002). As per the UK consumer survey, animal friendly products are purchased due to animal welfare as they are more concerned towards the animal welfare. But, particularly in hens organic and free range production is bewildered by non organic users. Furthermore, organic consumers are more worried to ethical issues and habitually following a vegetarian diet. (Harper and Makatouni, 2002).

HIGH QUALITY

Product value indicated as the worth for money. Usually, organic purchaser is not as much of price responsive and more worry over value. Ozguven (2012) examined the inspiration factors of consumers that add in the direction of acquire of organic food products in Izmir. The majority of consumers' preferences are - organic fruit, milk and vegetables. The result reflects that quality and price were more expressive factors. Price and quality were found to have more important relationship than other factors. Due to the production method of organic food, it is considered as a high quality and premium products. Therefore there is cost difference between the organic food and non organic food products. (Hill and Lynchehaun, 2002). For Croatians consumers, high quality is the second most significant attribute after health to consume organic products. (Radman, 2005)

ORIGIN

Many authors have debate on the organic food and its usage among the consumer. Many people are beside lengthy food miles in manufacture of organic food. To fulfill the require of organic food in developed country, a large quantity of organic food is imported from developing countries due to market situation. However, consideration is rewarded to the organic food which is produced regional agricultural practices by lots of organic consumers. Consumer survey based on European examined that purchasing of locally produced products are preferred by people of German, Australian, British, and Swiss. They consider contributing to protection of environment by diminishing the food miles especially in Denmark and Switzerland. Also, the problem is faced by the regular consumption of consumer from these two European of products those comes from the distant land. Another reason to support their locally produced products is animal welfare and support to local farms for the organic products. Furthermore, reason to purchase from the locally produced product is to support the little organic cultivator and opposing beside the giant international food producers (Zanoli et al., 2004).

TASTE

Everybody has general motive to eat the tasty food to satisfy their hunger need. As per the organic food consumer, they consider that the organic food are more tasty then the conventionally produced food. Occasional consumers of organic products in German are frequently affected by products which are produced organically (Zanoli et al., 2004). Regular purchaser and senior people realized that the organic product tasty as compare to the conventional food products and it is the one of the chief cause for Croatians to acquire organic food products. Also there is difference between the Croatian gender's tastes that is women realized organic products more tasty than men (Radman, 2005). Though, a few studies based on western European reflect that, taste is the chief reasons to purchase organic food for men (Hofmann, 2006). Taste of food can varies across the nature of food or product group as it is the sensory property of the food. For illustration, an investigate is conducted to analyze about the taste of the organic food. Organic milk and fruit juice is offered to the respondents. It has been found that organic fruit juice is better and tastier than the high quality products which are produced by conventional process. On other side, it is also found that there is no dissimilarity in sensory taste of organic milk and conservative milk by the researchers. Finally this study concluded that all organic food is not better than the conventionally produced products. Fillion and Arazi (2002) stated that taste is the main motive of consumer and Advertising Standards Authority of UK banned the advertisement based on taste as they do not have any scientific proof for the same. Companies advertised based on taste as they have understood it as main reason for selection of food products.

The purchase decision of the consumer is also affected by many factors such as the freshness, flavor of the product and shelf life and they are considered by the shopper to purchase. There is opposite nature of studies like some research studies examined that as per consumer, there is no dissimilarity in the taste of usually produced products and organic food (Sparling et al., 1992; Jolly and Norris,

1991), whereas further studies account a superior taste for organic produce (The Packer, 1996; Estes et al., 1994). As per the Sparling et al (1992)'s survey, the purchase decision of the consumer is linked between organic food and non organic food based on the difference in the taste, freshness and shelf life which are based on the nature of the product.

TRUST AND FOOD SAFETY

For marketer, Trust of the Consumers in organic products is one of the main factor and as it help in understanding their behavior. When consumer pay premium price then they want to feel secure. Moreover, consumer wants to be secure about the product that they are produced organically without any manipulation in production side and certification. Some consumers also consider the factors like animal welfare and their food safety to trust on organic food products (Zanoli et al., 2004). A UK study in 2003 affirmed that the reasons behind the purchase of organic food are food safety and concerns for the conventional food products. But here is a reality that in recent years, foods are withdrawing and consumers are a reduced amount of concerned about safety of the food which capable people to regulate approach towards utilization. As per Padel and Foster (2005), a extensive eastern European investigation establish that food security is supplementary significant element to make a decision on organic products than moral values as in western European countries. Senturk and Kalayci in 1998 conducted a survey in Izmir city with consumers of organic food to prepare the graduate thesis. They have measured the motivation and consumer awareness. According to their study, 8.3 percent is consumer awareness about the organic products. Those people who are highly educated and residing in urban area of Izmir prefer organic food similar to organic fruits, meat and vegetables at most over the canned fruits and vegetables, juices, dried fruits and frozen products (Kenanoglu and Karahan, 2002).

Priya and Parameswari (2016) accomplished that the consciousness about organic food products is rising among the people and their intention to purchase organic food is formed by various beliefs. Strong intent and attitudinal values towards the organic food's benefit formed the actual buying behavior of the consumer. Information concerning the benefit of the organic products is collected as of the newspaper, point of purchase i.e. food vendor and magazine by the organic food consumer. Organic food products consumer prefers in the direction of purchase the organic food from the exclusive outlets for premium product as they love nature. Goldman and Clancy (1991) examined that a link between the purchase intention and willingness of organic food consumer. Commonly consumers who prefer the organic food product which are pesticide- free products consider the appearance as a less significant factor for purchasing the products (Lin et al., 1986).

CONCLUSIONS

This research study based on literature review helped researcher to explore about the perception towards the organically produced food. This research paper will help to understand the key factors why consumer prefers the organic food and what are the motivational factors which contribute to make decision to acquire the organic food. This study reflects the need of improving the supply chain of organic products which can increase the usage of organic products. Health is main element of motivational behavior of the organic food. Origin, Health, environment protection, taste, trust, animal welfare, high quality and food safety are considered the common factors to motivate the utilization of organic food products. As per Padel and Foster (2005), food safety is most crucial factor in European country to decide the food product. This study will help to understand the various motive lies behind the selection of organic food. Organic food consumers are less price sensitive as they preferred premium food quality and the taste. Organic farming is also beneficial for sustainability for the environment as it reduces the usage of chemical and synthetic fertilizer. People prefer organic food as they have also concern about the healthy environment. Increasing care for resources and environment are objectives for famous of organic consumers but not the chief reason as health. (Davies et al., 1995;

Backer, 2004; Alvensleben, 1997; Radman, 2005; Wier and Calverley, 2002; Padel and Foster, 2005). Few studies also reflect that the organic products consumer are price responsive and they want organic food but at lower cost. If people will do organic farming then this factor can be minimize effectively and when production of organic food increased then it will also reduce the cost of organic food. This will provide more right to use to people of all the parts in the society.

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