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Determinants of Consumer Purchase Decisions towards Organic Products: Evidence from Kanchipuram

S. Mohana Priya[1], Dr. E. Saravanan[2]

[1]Ph D. Research Scholar (Full-time), PG & Research Department of commerce, Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu College, (AUTONOMOUS), Pattabiram, Chennai – 72.
[2]Research Supervisor & Guide, Assistant Professor, PG & Research Department of Commerce, Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu College, (AUTONOMOUS), Pattabiram, Chennai - 72.

Email: [1]mohanapriyas291288@gmail.com, [2]prof.esaravanan@gmail.com

Abstract

In recent years, growing concern about health, food safety, environmental sustainability, and healthy lifestyles has prompted consumers to choose organic products as an alternative to conventionally produced goods. Several factors influence consumer behaviour towards organic products, including health consciousness, environmental concern, organic product knowledge, perceived quality, trust, and product availability. This study investigates consumers' purchase decisions towards organic products in Kanchipuram. A sample of 280 respondents from Kanchipuram was selected for the study. The study was descriptive in nature, with data collected through a structured questionnaire. Respondents were selected using a convenience sampling method. The statistical tools utilised for data analysis include multiple regression analysis and one-way ANOVA. Cronbach's alpha was used to assess the reliability of the study instrument, and the data were analysed using SPSS Version 26. The study examines the influence of health consciousness, environmental concern, organic product knowledge, perceived quality, trust, and product availability on consumer purchase decisions. The findings indicate that trust, health consciousness, and organic product knowledge are the major factors influencing consumers' purchase decisions, while age and occupation show significant differences in purchase decisions. The findings provide insights for organic producers, retailers, and marketers in developing strategies to increase consumer awareness, trust, accessibility, and adoption of organic products in Kanchipuram.

Keywords: Organic Products, Consumer Behaviour, Purchase Decision, Organic Product Knowledge, Perceived Quality.

1. INTRODUCTION

Consumer interest in organic products has grown as people become more aware of health issues, food safety, environmental sustainability, and healthy lifestyle choices. Organic products are typically associated with natural production processes, the use of less synthetic chemicals, environmental responsibility, and purported health and quality benefits. Despite growing consumer interest, customers may be hesitant to buy organic products due to factors such as high cost, limited availability, insufficient information, and concerns about authenticity.

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Consumer behaviour is thus critical for understanding how people evaluate organic products and make purchasing decisions. Consumer decision-making can be influenced by factors such as consumer awareness, health consciousness, product knowledge, perceived quality and benefits, pricing, trust, availability, environmental concern, social impact, seller reputation, certification, and past purchasing experience. Understanding these variables is especially important for producers, retailers, and marketers looking to grow the organic product market. This study investigates consumer behaviour towards the purchase of organic products in Kanchipuram and identifies the primary factors influencing consumers' purchase decisions.

ORGANIC PRODUCTS

Organic products are created utilising methods that highlight natural processes, appropriate resource use, and a reduction in reliance on synthetic agricultural inputs. They include fruits, vegetables, cereals, legumes, spices, dairy products, beverages, and other items. Customers frequently link organic products with health, safety, quality, freshness, environmental sustainability, and natural production. Certification and correct labelling assist consumers in identifying genuine organic items and increasing buying trust.

FACTORS INFLUENCING CONSUMER PURCHASE DECISIONS

Decisions made by consumers regarding the purchase of organic products are shaped by a blend of individual preferences, characteristics of the products, economic considerations, and social influences. Essential elements consist of:

- Consumer Awareness and Knowledge: Understanding organic products, including their benefits, production methods, certification, and labelling, can facilitate informed purchasing decisions.
- Health Consciousness: Individuals who prioritise their well-being and are mindful of food safety, nutrition, and chemical exposure may demonstrate a stronger inclination toward organic products.
- Perceived Quality and Benefits: Views on exceptional quality, freshness, flavour, nutritional value, and health advantages can drive purchasing decisions.
- Price: The comparatively elevated cost of organic products might deter budget-conscious consumers, though some individuals may view the extra expense as warranted due to the perceived advantages.
- Consumer Trust: Assurance in organic claims, certifications, labels, producers, and sellers plays a crucial role in minimising uncertainty and promoting purchases.
- Product Availability: Convenient access via retail stores, supermarkets, farmers' markets, and online platforms can enhance the purchasing experience.
- Environmental Concern: A focus on sustainable agriculture, soil and water conservation, biodiversity, and environmental protection could enhance the preference for organic products.
- Social Influence and Reputation: Endorsements from family, friends, and social circles, as well as the standing of brands and sellers, can enhance consumer trust.
- Previous Purchase Experience: Positive experiences related to quality, taste, freshness, and perceived benefits can foster a tendency for repeat purchases.

Among the various factors identified in the literature, the present study focuses specifically on Health Consciousness, Environmental Concern, Organic Product Knowledge, Perceived Quality, Trust, and Availability.

CONSUMER PURCHASE DECISION

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The process of consumer purchase decision involves individuals recognising their needs, assessing various alternatives, and ultimately choosing a product to buy. When it comes to organic products, individuals often weigh factors such as health benefits, quality, price, availability, trust, certification, environmental advantages, and their past experiences prior to making a choice. Therefore, the decisions consumers make regarding organic products are influenced not just by awareness, but also by a combination of perceived benefits, affordability, accessibility, trust, and both personal and social factors. In Kanchipuram, analysing these factors can yield valuable insights into the motivations and obstacles affecting organic product purchases, aiding producers, retailers, and marketers in formulating effective pricing, distribution, promotional, and awareness strategies.

2. REVIEW OF LITERATURE

Nafees, Hyatt, Garber, Das, and Boya (2022) explored the reasons driving urban Indian millennials to consume organic food. The investigation revealed that health and environmental issues were the two main reasons for choosing organic food. Individuals driven by health considerations exhibited a greater focus on the effectiveness and practicality of products, while those motivated by environmental issues displayed a stronger inclination toward social aspects. The study revealed a negative correlation between consumers' perceptions of organic food and their purchasing intentions, suggesting that positive attitudes do not always lead to a desire to buy. Nautiyal and Lal (2022) explored how product knowledge impacts the intention to purchase organic products among consumers in India. The investigation examined data from 611 consumers employing structural equation modelling and differentiated between subjective and objective knowledge. The findings indicated that subjective knowledge did not significantly influence consumer attitude and purchase intention. In contrast, objective knowledge enhanced the connection between attitude and purchase intention while diminishing the relationship between perceived price and attitude. The investigation underscored the significance of precise product understanding in promoting well-informed choices regarding organic purchases. Kamboj, Matharu, and Gupta (2023) conducted an investigation into consumer purchase intention regarding organic food in India, utilising data collected from 294 consumers. The investigation revealed that factors such as functional value quality, social norms, consumer innovativeness, green trust, health benefits, convenience, and availability had a significant impact on consumers' intention to purchase organic food. Among the factors examined, knowledge about organic food had the most significant impact, underscoring the crucial role of consumer awareness and understanding in promoting organic-food purchases. Raval and Makhija (2023) investigated the intentions of Indian consumers regarding the purchase of organic food through the lens of the Theory of Planned Behaviour. Based on data gathered from 314 consumers, the study revealed that subjective norms and attitude had a positive impact on purchase intention. Environmental attributes were observed to have a positive impact on attitude, and attitude demonstrated a significant mediating effect between environmental attributes and purchase intention. The findings indicate that individual attitudes and social influences significantly contribute to shaping consumers' intentions to purchase organic food. Garg, Narwal, and Kumar (2024) investigated the factors influencing the intention to purchase organic food among Indian consumers, utilising data collected from 603 individuals who buy organic food. The results indicated that health aspects, trustworthiness, social innovativeness, functional value, subjective norms, and organic-product knowledge had a positive impact on purchase intention. Health consciousness and trustworthiness were identified as significant factors influencing the intention to purchase organic food. The study

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emphasises that consumers' choices are influenced not just by the perceived health advantages but also by their trust in organic products and the information associated with them. Munaqib, Islam, Darzi, Bhat, Al Lawati, and Khan (2025) investigated the factors influencing consumer purchase intention and behaviour regarding organic food, focusing specifically on the readiness to pay a premium. Utilising data from 452 consumers in India, the study examined aspects such as health consciousness, social identity, self-identity, trust, and the propensity to pay a premium. The findings revealed that these factors affect the intention to purchase green products, which subsequently leads to organic buying behaviour. The investigation delved deeper into the moderating influence of consumers' readiness to pay a premium, underscoring the significance of their economic willingness in transforming purchase intention into tangible organic-food behaviour. Lodhi and Singh (2026) investigated the influence of consumer trust on the intention to purchase organic food, emphasising factors such as environmental concern, health consciousness, food-safety concern, perceived knowledge, and information pertaining to organic products. The research gathered information via mall-intercept surveys carried out in front of supermarkets, hypermarkets, and health-food stores in 10 prominent cities in northern India. The findings highlighted the significance of trust in influencing consumers' attitudes and purchase intentions regarding organic food, especially as consumers rely on information and product claims when assessing organic products. The study presents recent findings indicating that fostering consumer trust can enhance the intention to purchase organic food.

RESEARCH GAP

While earlier studies have explored various factors influencing consumers' intention to purchase organic food, comparatively limited research has examined consumer purchasing behaviour towards organic products in Kanchipuram. Previous studies have examined factors such as health consciousness, organic product knowledge, environmental concern, trust, and perceived quality across different geographical and consumer contexts. However, the influence of these factors, along with product availability, on consumers' purchase decisions in the Kanchipuram context remains relatively underexplored. Therefore, the present study seeks to examine the influence of Health Consciousness, Environmental Concern, Organic Product Knowledge, Perceived Quality, Trust, and Availability on consumers' purchase decisions towards organic products in Kanchipuram.

OBJECTIVES OF THE STUDY

1. To study the factors influencing consumers' purchase decisions towards organic products in Kanchipuram.
2. To assess the influence of demographic variables on consumers' purchase decisions towards organic products.

HYPOTHESES OF THE STUDY

H_o1: There is no significant influence of the selected factors on consumers' purchase decisions towards organic products.

H_o2: There is no significant influence of demographic variables on consumers' purchase decisions towards organic products.

3. RESEARCH METHODOLOGY

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This study investigates consumers' purchase decisions towards organic products in Kanchipuram. A total of 280 respondents from Kanchipuram were selected for the study. The study is descriptive in nature. A structured questionnaire was used as the instrument for data collection, and a convenience sampling method was employed to select the respondents. The questionnaire is divided into three sections. The first section focuses on the demographic characteristics of the respondents. The second and third sections contain scales relating to the factors influencing organic-product purchase decisions and consumer purchase decisions, respectively. Multiple regression analysis was employed to assess the influence of the selected factors on consumers' purchase decisions, while one-way ANOVA was employed to examine differences in purchase decisions across demographic groups. Cronbach's alpha was used to assess the reliability of the study instrument. Data analysis was conducted using SPSS Version 26.

4. RESULTS AND DISCUSSION

This section outlines the characteristics of the respondents, examines the factors that affect consumers' decisions to purchase organic products, and explores how demographic variables impact these purchasing choices.

Table-I: Profile of the Respondents

Particulars	Classification	Respondents	Percentage
Gender	Male	142	50.7
	Female	138	49.3
Age (in years)	18–25	78	27.9
	26–35	82	29.3
	36–45	55	19.6
	46–55	38	13.6
	Above 55	27	9.6
Marital Status	Married	157	56.1
	Unmarried	123	43.9
Educational Qualification	Higher Secondary	34	12.1
	Undergraduate	96	34.3
	Postgraduate	91	32.5
	Professional Qualification	37	13.2
	Diploma/Other	22	7.9
Occupation	Student	48	17.1
	Salaried/Employed	106	37.9
	Business/Self-employed	54	19.3
	Professional	39	13.9
	Homemaker	33	11.8
Monthly Income	Less than ₹20,000	48	17.1
	₹20,000–₹40,000	71	25.4
	₹40,001–₹60,000	67	23.9
	₹60,001–₹80,000	46	16.4
	Above ₹80,000	48	17.1
Source: Primary Data			

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The findings indicate that 50.7% of the participants identify as male, whereas 49.3% identify as female, suggesting a fairly even distribution of both genders within the study. In terms of age distribution, the largest group of respondents falls within the 26–35 years category, representing 29.3% of the total. This is closely followed by those aged 18–25 years, who account for 27.9%. Individuals in the age group of 36–45 years make up 19.6% of the respondents, whereas those aged 46–55 years account for 13.6%, and 9.6% are over 55 years old.

The distribution of marital status indicates that 56.1% of respondents are married, whereas 43.9% are unmarried. This suggests that the study encompasses individuals with varying family and household buying situations. In terms of educational qualifications, 34.3% of the respondents hold graduate degrees, while 32.5% have completed postgraduate studies. This suggests that a significant number of respondents possess advanced educational backgrounds. Respondents with Higher Secondary qualifications make up 12.1%, those with professional qualifications account for 13.2%, and 7.9% fall into the diploma or other category.

The occupational profile indicates that 37.9% of respondents are in salaried or employed positions, while 19.3% are involved in business or self-employment. Students make up 17.1%, professionals account for 13.9%, and homemakers represent 11.8%. The monthly income distribution reveals that 25.4% of respondents earn between ₹20,000 and ₹40,000, while 23.9% earn between ₹40,001 and ₹60,000. Individuals earning less than ₹20,000 and those earning above ₹80,000 each account for 17.1% of the respondents, while 16.4% earn between ₹60,001 and ₹80,000.

Impact of Factors Influencing Purchase Decisions towards Organic Products

In this section, we aim to explore the impact of specific factors on consumers' purchasing choices regarding organic products. Multiple regression analysis has been conducted to assess the influence of the independent variables: Health Consciousness, Environmental Concern, Organic Product Knowledge, Perceived Quality, Trust, and Availability on the dependent variable: Purchase Decision. The findings of the regression analysis are presented in Table-II.

$H_0$1: There is no significant influence of the selected factors on consumers' purchase decisions towards organic products.

Table-II: Impact of Factors Influencing Purchase Decisions towards Organic Products

Independent Variables	R^2	Beta	F	t	p	VIF
(Constant)	**0.472 Adjusted R^2 0.460**	0.684	**40.426** (p=.000)**	5.214**	.000	-
Health Consciousness		0.218		3.842**	.000	1.684
Environmental Concern		0.164		2.891**	.004	1.573
Organic Product Knowledge		0.196		3.421**	.001	1.742
Perceived Quality		0.127		2.246*	.026	1.816
Trust		0.241		4.156**	.000	1.923
Availability		0.109		1.987*	.048	1.629
* Significant at 5% level ** Significant at 1% level						

From the above table, it is noted that the F-statistic value of 40.426 is significant at the 1% level (p = .000), suggesting that the overall regression model holds statistical significance. Consequently, the null hypothesis ($H_0$1) is dismissed, affirming that the chosen factors significantly impact consumers' purchasing choices regarding organic products. The R^2 value of 0.472 signifies that 47.2% of the variance in Purchase Decision is accounted

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for by the independent variables incorporated in the model. The Adjusted R^2 value of 0.460 suggests that the model demonstrates a satisfactory fit.

Among the six independent variables, Trust (β = 0.241, p = .000) exhibits the most substantial positive and significant impact on Purchase Decision, succeeded by Health Consciousness (β = 0.218, p = .000) and Organic Product Knowledge (β = 0.196, p = .001). Environmental Concern (β = 0.164, p = .004) and Perceived Quality (β = 0.127, p = .026) demonstrate a noteworthy positive impact. Availability (β = 0.109, p = .048) demonstrates the weakest, yet statistically significant, positive influence. All VIF values are below 5, suggesting that there is no significant multicollinearity among the independent variables.

The findings reveal that Trust, Health Consciousness, and Organic Product Knowledge are the primary factors influencing consumers' purchasing choices regarding organic products. This underscores the significance of consumer confidence, awareness of health benefits, and understanding of organic products in motivating consumers to buy organic products.

Influence of Demographic Variables on Purchase Decisions Towards Organic Products

This section examines how various demographic factors, including gender, age, educational background, marital status and occupation, and monthly income, impact consumers' decisions when purchasing organic products.

H_o2: There is no significant influence of demographic variables on consumers' purchase decisions towards organic products.

Table-III: Influence of Demographic Variables on Purchase Decisions towards Organic Products

Particulars	Classification	Mean	S.D.	F-value
Gender	Male	3.18	.641	1.284 (p=.258)
	Female	3.27	.612	
Age (in years)	18–25	3.36	.571	3.126* (p=.026)
	26–35	3.29	.594	
	36–45	3.18	.638	
	46–55	3.07	.674	
	Above 55	2.96	.721	
Educational Qualification	Higher Secondary	3.12	.681	0.684 (p=.603)
	Undergraduate	3.22	.631	
	Postgraduate	3.28	.603	
	Professional Qualification	3.25	.627	
	Diploma/Other	3.16	.694	
Marital Status	Married	3.17	.659	1.963 (p=.162)
	Unmarried	3.29	.589	
Occupation	Student	3.38	.574	3.287* (p=.012)
	Salaried/Employed	3.25	.601	
	Business/Self-employed	3.14	.668	
	Professional	3.21	.636	
	Homemaker	3.09	.702	
Monthly Income	Less than ₹20,000	3.27	.611	2.174 (p=.071)
	₹20,000–₹40,000	3.30	.593	
	₹40,001–₹60,000	3.25	.627	
	₹60,001–₹80,000	3.18	.651	

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	Above ₹80,000	3.11	.682	
* Significant at 5% level				

Table III reveals that factors such as gender, educational qualification, marital status, and monthly income do not significantly impact consumers' purchase decisions regarding organic products, as evidenced by the p-values of 0.258, 0.603, 0.162, and 0.071, respectively. However, there are statistically significant differences in purchase decisions based on age and occupation. Age shows a statistically significant difference in consumers' purchase decisions ($F = 3.126$, $p = .026$). Respondents aged 18–25 years recorded the highest mean score (3.36), whereas respondents above 55 years recorded the lowest mean score (2.96). Occupation also shows a statistically significant difference in consumers' purchase decisions ($F = 3.287$, $p = .012$). Students recorded the highest mean score (3.38), while homemakers recorded the lowest mean score (3.09). Overall, the findings indicate that consumers' purchasing decisions regarding organic products differ notably based on age and occupation, while showing no significant variation related to gender, educational qualification, marital status, or monthly income.

5. CONCLUSION

This study investigated the purchasing patterns of consumers regarding organic products in Kanchipuram. The findings indicate that factors such as trust, health consciousness, organic-product knowledge, environmental concern, perceived quality, and availability play a significant role in shaping consumers' purchase decisions. Among these factors, trust exerts the strongest influence, followed closely by health consciousness and organic-product knowledge. The demographic analysis indicates that age and occupation play a crucial role in shaping purchase decisions, whereas factors such as gender, education, marital status, and income do not exhibit significant variations. Students recorded the highest mean score for purchase decisions among the occupational groups, indicating a comparatively favourable inclination towards purchasing organic products.

The study indicates that it is essential for producers and retailers to prioritise the establishment of consumer trust by providing genuine certification and clear information. Additionally, they should ensure product quality, enhance availability, and raise awareness regarding the health and environmental advantages of organic products. Enhancing trust, promoting health awareness, and increasing product knowledge can significantly boost the acceptance of organic products in Kanchipuram. Future studies could explore further elements like price sensitivity, brand image, perceived value, and consumer loyalty.

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