

ORGANIC FOOD CHOICE: A MILESTONE TOWARDS CONSUMERS CHANGING BEHAVIOUR

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ABSTRACT

Purpose: The analysis of organic food choice is a rapid transformation of consumer's attraction towards a healthy way knocking the doors of sustainability and ultimately, health consciousness is rooted in the own self of an individual which paves way to an overwhelming move. The purpose of the study is to identify consumer's food choice based on their belief and trust towards a healthy food.

Design: This literature highlights various issues pertaining to organic food choice and data is obtained from various reviews of literature, journals and internet sources.

Findings: The consumer's belief towards healthy food choice is based on experience, which may be subjected to internal and personal beliefs and customers of these streams are likely to attain emotional value towards certain issues, where his choice is driven by cognitive and conscious skills which arouse emotional responses leading to action.

Originality/Value: This paper begins with a review of previous literature with is linked with strongest motive of belief and trust towards organic food products and health benefit is the key motivator for healthy lifestyles

Paper Type: Case study

KEYWORDS

Organic Product, Food Choice, Health Consciousness, Sustainability, Consumers, Milestone, Organic Consumption, Healthy Food, SWOC Analysis.

1. Introduction

Analyzing the organic food choice of consumers is undoubtedly associated with their changing

attitude and behaviour which is a milestone towards consumers changing personalities. Research studies deduce about the safety, security of individuals is linked with their strongest motive of health concerns leading to willingness towards organic food purchase decisions. However, researchers have found the strong explicit behaviour of consumers pertaining to their food habits. Whilst investigating the consumer organic food consumption behaviour, consumers try to differentiate themselves from others, with a positive vibe and identity (Aertsens, et al., 2009). The abuse of fertilizers and degradation of the environment gave ample opportunities for organic producers to create willingness in the mind of consumers to purchase organic products. Ultimately, organic products rated high with rapid transformation knocking the doors of sustainable food choice and consumer's confidence captured major market share, as the food label created trust among the individual consumers. However, due to the food safety issues trust regarding organic food piled a deep root in the minds of the consumers leading to a willingness to pay (Tung, et al., 2012). Furthermore, the consumer health issue is the major concern for sustainable food consumption where these consumers can be grouped as "healthy eaters". Current research presupposes that health benefit is the key motivator for vigorous lifestyles and research also delineates ecological benefits has multiple dimensions and is considered as a proxy for the choice of organic food habits. However, environmental concern along with health concern is like a tidal wave and a powerhouse inculcating a strong desire for organic food intake Justin (Paul & Jyoti, 2012). Historically stated that individual behaviour encompasses different behavioural tendencies which may be favourable or not and the favourable attitude strengthens the desire rooted in them. A notable issue that exhibits positive attitude along with habits is the prediction to an individual level of control and a focal point for willingness to pay. Ultimately, this behaviour is further converted into actions and arguably the habit is considered as a versatile approach to investigate the tendencies embedded in them (Hyun & Goudeau, 2014). Empirical research exhibits 'level of involvement' is a vigorous behaviour involved in willingness to purchase under organic context. The 'level of involvement' is the personnel commitment and a motivational factor inducing an intention of action. Therefore, consumers are inclined to indulge in cognitive effort concerning the decision-making process. In tracing the justification and underlying belief 'level of involvement' in the product buying process is noted as the outcome of the behavioural intentions (Khandoker, et al., 2016).

2. Objectives

1. To understand the decision of consumer's organic food choice
2. To study consumer's behaviour and its impact on willingness to pay
3. To determine the consumer's belief and trust in the organic products
4. To identify the health consciousness of consumers towards organic products consumption.
5. To list out the SWOC analysis of organic food choice.

3. Research Methodology

The study includes the secondary data, with related literatures. This literature highlights various issues pertaining to organic food choice and consumers changing behaviour, data is obtained from various case studies, reviews of literature, journals and internet sources.

4. Literature Review

The studies convey information about the superior attributes of organic food choice, should be done with company strategy. Study is done from the search engine of the published journals from 2002-2019. The keywords are Attitude, Organic food choice, Intention etc.

Table 1: Related research papers organic food choice and consumers behaviour

Sl. No	Area	Focus/ Outcome of the study	References
1	Factors influencing Green Purchasing Behaviour of China	Influences of various cultural and psychological factors on the green purchase behaviour.	Ricky, (2001).
2	Attitudes and Purchase intention of Organic Products Customers in African Continent	Social influences awareness and price are the factors affecting purchase behaviour.	Muntaha Anvar & Marike Venter, (2014).
3	Consumer Perception and Purchase Intentions	Health consciousness is the predictor of intention	Musdiana, et al., (2010).
4	Intention to pay for Organic Food in Argentina:	Consumers intention to acquire better quality products are ready to pay premium	Elsa, et al., (2007).
5	Consumer Knowledge and Behaviour in the Russian Market	Food choice and knowledge is the leading factor for growth	Oliver Meixner, et al., (2014).
6	Small Organic Farmers and Production of Fruits and Vegetables	Facing challenges to sustain organic production	Ravi Nandi, et al., (2015).
7	Effect of Organic Farming and Bio-diversity	Organic farming has a positive effect on Bio-diversity	Sean, (2014).
8	The Assessment of Food Safety Culture	Risk perception identified as culture factor	Griffith, et al., (2010).
9	Green Marketing - A Study On Green Product Intentions	Evaluating the attitude of customers	B. Sangeetha, (2015).
10	Lifestyle and Customers Preference to Foreign Brand	Fashion conscious customers choose foreign brand	Budhi Haryanto, et al., (2019).

5. Result and Discussion

5.1 Consumer`s decision on organic food choice

However, consumer behaviour is merely muddling enough to identify his choice and the vigorous consumer`s explicit strong desire for organic food choice rather than unhealthy consumption. Nevertheless, the perceived opportunities sensitize the marketers to focus on organically grown foodstuffs endowed with outstanding features are milestone towards justification of product potential. Prior research asserts on motivational factors leading to willingness towards product choice. Moreover, the innate in consumer`s belief of organic food choice is due to pesticides and chemically grown conventional food product consumption, which slackens the health leading to dangerous diseases. Nevertheless, studies highlight health and children are the most critical indicators to create demand for these products (Richa &

Deepak Singh, 2016). Organic food choice is a new lifestyle that impels action towards sustainability. Besides, a widely accepted view based on affordability, price acts as a mechanism of willingness to pay and arguably studies delineate organic food markets are emerging despite price constraints. Moreover, knowledge and social status are the influencing characters that reinvigorate the individual consumers since they confer to impress others. Hence companies are likely to know the familiarity of organic food, revamp the conflicting issues and the grey areas which hamper organic food regime (Sheng-Hsiung Chang & Chin-Wen Chang, 2017). A stream of the literature proposes the nexus between consumers and marketer's value creation. It also assesses the consumer's perceived value and its credence. Studies show that value has substantially increased from the last decades. Nevertheless, the value of consumer's perceptible behaviour is receiving a good response with attracting, developing and retaining the consumer's. Hence the value of customers is considered as a key asset. On the contrary, prior research notified the consumer's obfuscate nature which undoubtedly had created glitches in the organic supply chain mechanism. To endeavour the product dominance government interaction, gain significance and framework are set to boost the organic consumption rate and in compliance with standards, marketers should identify the weak issue which needs to be addressed with the regeneration of long term effect and with congruency and aggressive trade practices also (Luciana, et al., 2013). Despite the holistic efforts, marketers achieve lower sales and obstacles. Nevertheless, consumer's negative illusions about organic labels reprimand the notion and gradually undermine the success of the company and also the rigidity of attitudinal patterns often curbs the value of a company. On the ground of affordability, price-sensitive consumers reprimand positive attitudes. Specifically, investigation of the study exposes that the multi-faceted behaviour of consumers anticipates multiple behaviour towards product consumption. To retain positive attitude company should emphasize by retrenching cost by replenishing stock and exaggerate a vigorous step towards establishing a paradigm shift in product regeneration (Courtney Cucchiara, et al., 2015). Consumer's health consciousness influences the attitude leading to the willingness to pay the premium. Studies even deduce health consciousness is the foremost motivating factor of organic food purchases (Basha, et al., 2015).

Table 2: Organic food choice of consumers 2020.

Sl. No.	Organic Products	Share of Organic Food Choice (%)
1	Vegetables	87.6
2	Fruits	76.6
3	Cereals	35.8
4	Pulses	30.8
5	Spices	13.9
6	Egg	5.5
7	Nuts	1.5
8	Oils	1.5

Source: Food and agri-business marketing

5.2 Vigorous behaviour of consumer's and its impact on willingness to pay

Consumer's behaviour is a changing trend that portrays long term effects. However, the consumer typically understands the intensity of organic consumption which gives birth to the willingness to pay. Also consumer's pro-environmental behaviour is the signal of altruistic behaviour that shows the desire for eco-friendly habits and engaging in social welfare. Nevertheless, these intentions are declared as positive self-expression of individuals (Anees Ahmad & Thyagaraj, 2015). Apart from consumer's behaviours they also adopt distinct policies to identify green food consumption. They understand the need fulfilment of buying

standards and are ready to alter their action of willingness to pay (Md. Zillur Rahman Siddique & Afzal Hossain, 2018). The dominating character like attitude sways product potential with strong attitudes typically remaining stagnant with added persistence overtime. Hence the individual along with attitude and knowledge is expert decision-makers and indicated as today's mainstream customers (Nelson Barber, et al., 2009). In tracing the research studies of behavioural intentions relevant information focus on consumer's relationship between beliefs and environmental factors, which predict the behaviour tendencies foster intentions and willingness to pay (Mohamed M. Mostafa (2007). The overwhelming move is overall efforts of consumer's profiles which prefer to go green with the intention of environmental concern. This creates an opportunity for marketers to involve in green practices and increase the consumer's organic food choices (Sarumathi, 2014). Some research demonstrates the fear of consumers desists from the willingness to pay, is due to the incredulous behaviour, which needs to be addressed by the organic food sellers, since this behaviour may impair the product progress. To reinforce the demand of the product, predominant steps need to be taken by altering certain strategies and ensuring rapid transformation in the organic domain. Moreover, word of mouth plays a significant role in creating positive result (Mohd Danish Kirmani & Mohammed Naved Khan, 2016).

The marketers have to communicate and confer credible information about organic food benefits to its consumers who have the intention to pay for it. There is a need for the marketers to identify the market implications since willingness to pay is affected by the availability and price of the product. Accordingly, studies also confirm willingness to pay may not be favourable too. The organic food choice based on brand identity may also create differences. Hence it has become crucial for marketers to act as a proxy for food choice by avoiding the pitfalls and boosts up people's belief and trust in the product (Aakanksha Singhal & Garima Malik, 2018). The consumer nowadays acknowledges the necessities of the environment, consider responsible for environmental pollutions. So they assume that organic food consumption is an obligatory issue. This belief paves the way towards increased product demand and revenue to the companies (Wong Fui Yeng & Rashad Yazdanifar (2015).

5.3 Consumer's belief and trust in organic products

The individual pro-environmental belief is a weapon to embark on a new phase of positive impact. The recycled product gains significance by diminishing resource consumption and waste reduction. Relevant research studies confirm strong desire can be acquired by a high degree of cognitive and social attitude and norms related to environmental awareness (Pratiwi & Pratomo, 2017). Foregoing literature of marketing suggests about trust and belief in the product lead to greater willingness to perform behaviour. In contrast, other studies found favourable belief merely do not replicate willingness. However, some studies advocate belief has a significant impact on consumer's willingness to pay. Consequently, challenges are always associated with belief in organic food choice and its willing intentions (Bongani Mhlophe, 2016). A consumer indulges in buying behaviour is likely to search for quality expectations which include price, colour, features, which are verified during purchase. The consumer's focus is clearly on the quality-of-life issues, environment, food ethics and also the welfare of animals (Wong, & Aini, 2017). Preceding research identifies organically produced food is an umbrella for the green living concept. Typically, organic product reduces pollutant level which is reaching a milestone of safety and security in individual life's (Pittawat Ueasangkomsatea & Salinee Santiteerakulb, 2016). Consumer concludes his willingness to pay when he transforms himself in a different path of action. The final judgment of consumer's actions of choice is the behaviour and belief. (Chiew Shi Wee, et al., 2014). The consumer's trust is the parameter that grabbed more attention towards organic labels and resonant higher trusts leading

to higher willingness to pay. Ultimately, the distrust in the authenticity of goods reduces willingness towards product purchases. So it has become significant for marketers have to create a belief in the minds of consumers. However, the organic certification process may become imperative to regain trust and thereby opportunities reverberate in larger quantity (Alim Setiawan Slamet, et al., 2016). Studies advocate about switching on organic food choice is due to the hedonism of the consumption of healthy food. Nevertheless, healthy food choice seems to involve a shift in the minds of the consumers who start embracing it and supported by trust and belief towards product identity (Rahul Kumar, et al., 2017).

5.4 The health consciousness of consumers in organic product consumption

Among the attitudinal ambivalence of consumers, studies of a different stream of research expose the variant personalities which trace in justifying the eco-friendly product and environment sustainability. The customers of these streams are likely to attain emotional value towards certain issues, where his choice is driven by cognitive and conscious skills which arouse emotional responses leading to the consciousness of a particular issue or thing (Jagdish, et al., 1991). Foregoing literature studies highlight the consumer behaviour in choosing a product between alternatives. The environment-conscious consumers in India find alternative ways to fulfil their choice of consumption. Hence the organic market research endeavours to analyze the strong behaviour of consumer's which recommended their intentions (Ken Peattie, 2010). The consumer's belief towards health food choice is based on experience, which may be subjected to an internal belief which is controlled by his capability and personal belief and the external belief is deduced as his luck or opportunities (Shwu-Ing Wu & Jia-Yi Chen, 2014). The shift in the consumer's behaviour towards environment needs and health consciousness has vested the marketers to focus on healthy food production. This development has accomplished a retrospective image of organic consumption and distribution. However, the green practices of green branding spew out the increasing production and supply chain mechanism with marketer's persistence attitude, which is a sign of spurring the growth of these products (Borin, et al., 2013). Empirical study exhibits about education being the key indicator of health consciousness as a shift in behavioural tendencies. The positive repercussion is the signal for favouritism towards these organic food choices. Nevertheless, income also tends to justify a positive vibe with an intention to pay more for organic foods. Eventually, some strands of research indicate health consciousness consumers comprehend the significance of healthy lifestyle paving way for willingness (EfthimiaTsakiridou Christina Boutsouki, et al., 2008).

Health consciousness is documented as a complex concept based on some literature stream. The multiple strands of research demonstrate demographic and psychographic aspects which are coupled with consumer's conscious behaviour of favourable attitude and positive intentions for purchase decisions. These two aspects act as a milestone parting way towards similar goal achievement (Isaac Cheah & Ian Phau, (2011). Arguably, the research of some approaches determines advertisement is a proxy for the choice of organic food. Advertisement increase consumer's erudite who understand the message, which may further strengthen the opportunities in large. Eventually, individual feeling towards the messages is likely to allow a congruency to embrace a long-term effect (Clare D'sourza & Mehdi Taghian, 2005). Some organic food companies engage in the practice of manipulating consumers by fabricating the brand image and misleading consumers. Hence the consumer's easily falling prey to these fraud messages. In such cases, the real organic food companies are exacerbated by sceptic consumers. As a consequence, it may increase the risk perception leading to detriment effects. To give a better retrospective image companies thrive hard to pre-eminent their product potential by boosting up people's belief in healthy food choices and ease the consumer's scepticism (Jialing Lin, et al., 2017).

Table 3: Organic market growth from a global perspective -2018

Year	Organic market growth (in US\$ billion):
2011	59.4
2012	65
2013	71.5
2014	79
2015	88.1
2016	90

Source: FiBL

6. SWOC Analysis of Consumers Organic Food Choice and Changing Behaviour

The SWOC analysis evaluates the business's strengths, weaknesses, opportunities, and challenges.

Strengths and weaknesses are internal SWOC Analysis components, whereas opportunities and challenges are external structures. SWOC Analysis compares the company's performance with that of industry's competitors 44-47.

Table 4: SWOC analysis on consumer organic food choice and changing behaviour

Constructs	Features
Strengths of organic food choice and consumers changing behaviour	<ul style="list-style-type: none"> ➤ Consumer's pro-environmental behaviour is the signal of altruistic behaviour that shows the desire for eco-friendly habits. ➤ The food safety issues regarding organic food piled a deep root in the minds of the consumers leading to a willingness to pay ➤ Consumer health issue is the major concern for sustainable food consumption where these consumers can be grouped as "healthy eaters".
Weakness of organic food choice and consumers changing behaviour	<ul style="list-style-type: none"> ➤ Consumer's obfuscate nature undoubtedly had created glitches in the organic supply chain mechanism. ➤ High price premium. ➤ The distrust in the authenticity of goods reduces willingness towards product purchases.
Opportunities of organic food choice and consumers changing behaviour	<ul style="list-style-type: none"> ➤ Organically produced food is an umbrella for the green living concept. ➤ The individual pro-environmental belief is a weapon to embark on a new phase of positive impact. ➤ Income tends to justify a positive vibe with an intention to pay more for organic foods.
Challenges of organic food choice and consumers changing behaviour	<ul style="list-style-type: none"> ➤ The organic certification process may become imperative to regain trust. ➤ Some organic food companies engage in the practice of manipulating consumers by fabricating the brand image and misleading consumers.

	➤ Some investigation of the study exposes that the multi-faceted behaviour of consumers anticipates multiple behaviour towards product consumption.
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7. Findings

- (1) The consumer's belief towards healthy food choice is based on experience, which may be subjected to internal and personal beliefs and customers of these streams are likely to attain emotional value towards certain issues, where his choice is driven by cognitive and conscious skills which arouse emotional responses leading to action.
- (2) A consumer involves in buying behaviour is likely to search for quality expectations which include price, colour, features, which are verified during purchase. The consumer's focus is clearly on the quality-of-life issues, environment, food ethics and also the welfare of animals.
- (3) Due to the risk involved in conventional food ingest, devastating effects have intensified in the eco-system. Nevertheless, alternative food consumption became indispensable, where people started embracing the long-term effect of organic food choice.
- (4) Consumer's illusions about organic labels dissipate the notion and gradually undermine the success of the company and the rigidity of attitudinal patterns often curbs the value of a company. To reinforce the demand for the product and create trust in the minds of the consumer, predominant steps need to be taken by revamping and resort strategies.
- (5) The research analyzes the possible vulnerabilities in the area of self-efficacy motivation, which are the expectancies inculcated with positive and negative vibe leading to inspire or block the willingness to pay.

8. Suggestions

The primary focus of sufficient food choice is a growing emphasis on choosing healthy food with high nutrition level. Since decades consumers are facing health-related problems. The prevalence of diabetes and obesity is increasing substantially. The mulish behaviour of consumer's towards conventional food consumption leads to reckless action. Hence the marketers have to boost up people's beliefs by awareness and create trust in the minds of the consumers. The consumer's unfavorable reaction towards organic labels and skepticism should be addressed with a government seal on the organic labels and to retain the sustainability of the product, the government should develop of strong supply chain network.

Since the environmental concern is an emerging issue now a day's so the sale of recycled and green products should be increased. The rural sector should be provided with information and educate about sustainability and increase the production of organic crops. Many countries have laid the foundation for setting the international organic standard for the product. The organic agriculture movement federation has given guidelines for organic farmers. But the farmers are unaware of the practices. The government should provide education on behalf of these practices to the farmers.

8. Conclusion

From the grass-root level until the present era organic product has emerged with overarching demand capturing significant market share. Moreover, the marketers have ample opportunities to increase sales of the product in Asian and European markets. The market penetration can be obtained through franchising or acquisition of the product and distribution channel grabbed much attention in widening the markets. However, organic markets sell these products with organic labels and organic certification which is obtained from the government authorities. The marketers to upsurge the consumer's trust contrive demand plan of sustainable food choice by making accessible to the mainstream market. Studies also identify consumer's belief is the key indicator of different segmentation criteria for useful insight into individual patterns.

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