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# An Analytical Study on Factors Influencing Organic Food Consumption in Erode District

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***ABSTRACT***
*The consumption of organic food products in Erode district is influenced by various factors, including the availability of products and the presence of shops that offer a wide range of organic options. Consumers value the originality and authenticity of organic food products, seeking assurance of their organic certification. Health improvement is a significant motivator, as many consumers report better health outcomes after switching to organic foods. The variety of products available in organic stores, combined with a pleasant shopping atmosphere and excellent customer service, enhances the overall consumer experience. Effective product advertisements also play a role in increasing awareness and promoting organic choices. The nutritional and hygienic value of organic products, along with their freshness and superior taste, further attract consumers. Additionally, the packaging, quality, and price of organic food products are critical in shaping purchasing decisions. While consumers are willing to pay a premium for quality, they also seek value for money, balancing cost with perceived benefits in terms of health and overall well-being. The present study uses factor analysis to assess the same in Erode district.*

***Keywords:*** *organic food consumption, health improvement, product availability, consumer behavior, nutritional value, packaging, quality*

## I. INTRODUCTION

The growing interest in organic food consumption has become a global trend, driven by increasing concerns about health, environmental sustainability, and the negative impacts of conventional agricultural practices. Organic food products, which are cultivated without the use of synthetic pesticides, fertilizers, or genetically modified organisms (GMOs), offer a natural and environmentally friendly alternative to conventionally produced food. In India, this trend is becoming particularly noticeable in urban and semi-urban regions such as erode district, where consumers are becoming more aware of the potential health benefits and the importance of sustainable farming practices. The demand for organic food is fueled by a shift in consumer preferences towards healthier, safer, and more nutritious food options, making organic products a growing sector in the food market.

In Erode district, several factors contribute to the increasing consumption of organic food. Consumers are driven by a desire to improve their health by avoiding harmful chemicals found in non-organic products, while also appreciating the superior taste, freshness, and nutritional value of organic food. The availability of organic food in local markets, the expanding variety of products, and the presence of certified organic shops offering excellent customer service further support this trend. Additionally, the eco-conscious attitude of many consumers, coupled with increasing awareness through advertisements, is encouraging more people to make the switch to organic food. However, challenges such as higher prices, limited availability in certain areas, and consumer skepticism about authenticity still exist. Understanding these dynamics is essential for stakeholders in the organic food market to better cater to consumer needs and enhance the accessibility and popularity of organic products in Erode.

## II. REVIEW OF LITERATURE

**Hansen (2018)** developed a foundational model that explores the relationship between consumer motivations—such as health, environmental, and social consciousness—organic food identity, and organic food behavior. By conducting an online survey with 1,176 Danish food consumers, the study examined how different personal values (self-transcendence, openness to

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change, self-enhancement, and conservation) impact these relationships. The findings indicate that health consciousness has a stronger positive influence on organic food identity in individuals with higher levels of all four personal values. Interestingly, when openness to change is low, health consciousness still positively influences organic food behavior through organic identity, whereas social consciousness surprisingly has a negative effect on this behavior. These insights can help marketers segment the organic food market more effectively based on consumer motivations and personal values.

**Cristina (2019)** observed that the global consumption of organic food is on the rise, leading to the need for studies investigating the factors affecting this behavior. Her research aimed to analyze how attributes, consumer trust, and perceived value influence organic food purchase intentions. Through a survey of 247 organic food consumers in Brazil, the study used exploratory factor analysis and linear regression to determine that emotional value and consumer trust positively impact purchase intentions, while sensory appeal had a negative impact. This study underscores the importance of emotional value and sensory appeal in shaping consumer preferences, offering valuable insights for strategic marketing efforts in the growing organic food market in Brazil

**Di Renzo (2020)** investigated the immediate impact of the COVID-19 pandemic on eating habits and lifestyle changes in Italy. Based on a survey of 3,533 Italians aged 12 to 86, the study found that 48.6% perceived weight gain, 3.3% of smokers quit smoking, and 38.3% reported increased physical activity. A higher adherence to the Mediterranean diet was noted among those aged 18-30, and 15% of respondents turned to organic and locally grown produce, especially in northern and central Italy, where BMI values were lower.

**Tandon and Jabeen (2021)** examined the growing interest in organic food consumption globally, particularly in Japan, where the link between health consciousness and organic food purchasing behavior remains complex. Using data from 928 consumers, the study employed the Stimulus-Organism-Response framework, Innovation Resistance Theory, and Dual-Factor Theory to explore how health consciousness acts as a stimulus influencing both facilitators (natural content, nutritional content, and ecological welfare) and inhibitors (usage, risk, and value barriers). The findings reveal that while health consciousness positively affects both facilitators and inhibitors, the actual purchasing behavior is influenced by a combination of these factors, with buying involvement and gender playing moderating roles.

## III. OBJECTIVE

The present study assess the factors influencing organic food consumption in Erode district

## IV. STATISTICAL TOOL USED

Factor analysis is a statistical method used to identify underlying relationships between various variables and condense them into a smaller set of factors. In the context of organic food consumption, factor analysis helps researchers understand the key drivers behind consumer behavior by grouping similar factors together, such as health consciousness, environmental concerns, product availability, and quality perceptions. This method can reveal patterns in how consumers prioritize different attributes, such as nutritional value, packaging, price, and freshness. By reducing the complexity of multiple variables, factor analysis provides a clearer picture of the major influences on organic food purchasing decisions, helping marketers and policymakers tailor strategies to enhance organic food adoption. This technique is particularly useful in regions like Erode district, where diverse consumer preferences exist, allowing for more targeted approaches to promoting organic products.

**Table No1.1:** Communalities for Factors Related to Consumer Satisfaction Level on Organic Food Products

| S.NO. | ITEMS | Initial | Extraction($h^2$) |
|---|---|---|---|
| $X_1$ | Availability of product and Shops | 1.000 | .663 |
| $X_2$ | Originality of the organic food products | 1.000 | .653 |
| $X_3$ | Health improvement after using Organic food products | 1.000 | .605 |
| $X_4$ | Varieties of organic food products | 1.000 | .401 |
| $X_5$ | Atmosphere on organic shops | 1.000 | .473 |
| $X_6$ | Customer service in shop | 1.000 | .583 |
| $X_7$ | Product Advertisement | 1.000 | .640 |
| $X_8$ | Nutritional value of the product | 1.000 | .585 |
| $X_9$ | Hygienic value of the product | 1.000 | .400 |
| $X_{10}$ | Freshness of the products | 1.000 | .632 |

| | | | |
|---|---|---|---|
| $X_{11}$ | Taste of the organic food products | 1.000 | .579 |
| $X_{12}$ | Package of the OFP | 1.000 | .581 |
| $X_{13}$ | Quality of the product | 1.000 | .643 |
| $X_{14}$ | Price of the organic food products | 1.000 | .588 |

Table 1.1 (Communalities) showcases the results of the Factor Extraction Process, which was carried out using Principal Component Analysis (PCA) to determine the number of factors to extract. The Varimax rotation method, a popular choice, was applied to simplify the factor structure and clarify which variables are most associated with each factor. In PCA, the total variance present in the dataset is analyzed, and the communalities represent the proportion of this variance explained by the common factors.

Before extraction, all communalities are assumed to be 1.000, as PCA initially considers all the variance to be common across factors. However, after the extraction process, the communalities adjust to reflect the proportion of variance each factor explains in relation to the variables. This modification process helps identify which variables share significant variance with the common factors, thus assisting in understanding underlying patterns in the dataset. The Eigenvalue analysis, a key technique in PCA, was used to determine the number of factors to retain, further refining the analysis by isolating the most meaningful components.

**Table No.1.2:** Rotated Component Matrix for factors Consumer Satisfaction Level on Organic Food Products

| Variable code | Component | | | |
|---|---|---|---|---|
| | I | II | III | IV |
| x10 | **0.771** | 0.246 | 0.077 | 0.055 |
| x8 | **0.665** | -0.137 | 0.386 | 0.009 |
| X9 | **0.559** | 0.173 | 0.316 | 0.125 |
| X11 | **0.525** | 0.071 | 0.086 | 0.156 |
| X4 | 0.043 | **0.755** | 0.308 | 0.211 |
| X6 | 0.157 | **0.57** | 0.119 | 0.086 |
| X12 | -0.219 | **0.515** | 0.016 | 0.059 |
| X7 | 0.171 | 0.329 | **0.709** | -0.166 |
| X5 | 0.128 | 0.06 | **0.657** | 0.225 |
| X13 | 0.386 | 0.009 | **0.555** | 0.133 |
| X2 | 0.068 | 0.076 | 0.125 | **0.810** |
| X1 | 0.125 | -0.166 | -0.003 | **0.800** |
| x3 | -0.273 | 0.407 | 0.194 | **0.593** |
| X14 | -0.32 | 0.329 | 0.123 | **0.517** |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 12 iterations.

Table 1.2 presents the Rotated Component Matrix, a key output in principal component analysis. The factor loadings represent the correlations between the factors and the variables (X1 to X14). From the matrix, Factor-I shows strong correlations with variables X10 (Freshness of the products), X8 (Nutritional value of the product), X9 (Hygienic value of the product), and X11 (Taste of the organic food products), with loadings of 0.7710, 0.6650, 0.5590, and 0.5250, respectively.

Similarly, Factor-II is highly correlated with X4 (Varieties of organic food products), X6 (Customer service in the shop), and X12 (Package of the OFP), with loadings of 0.7550, 0.5560, and 0.5010, respectively.

Factor-III shows strong correlations with X7 (Product Advertisement), X5 (Atmosphere in organic shops), and X13 (Quality of the product), with loadings of 0.6950, 0.6430, and 0.5410, respectively.

Finally, Factor-IV is most correlated with X2 (Originality of the organic food products), X1 (Availability of product and shops), X3 (Health improvement after using organic food products), and X14 (Price of the organic food products), with loadings of 0.7960, 0.7860, 0.5790, and 0.5030, respectively. In this analysis, Factor-I is somewhat correlated with four variables, all having loadings greater than or equal to 0.5. Given the complexity of the matrix, it is necessary to proceed with the interpretation by examining the rotated factor matrix for clearer insights.

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## V. CONCLUSION

Organic food plays a crucial role in promoting both individual health and environmental sustainability. By avoiding synthetic pesticides, fertilizers, and GMOs, organic food offers a safer and healthier option, with higher nutritional content and reduced exposure to harmful chemicals. It also supports eco-friendly farming practices, preserving soil health, biodiversity, and reducing pollution. Consumers in regions like Erode are increasingly drawn to organic food due to its freshness, authenticity, and health benefits, while factors like product variety, quality, and effective marketing further influence their choices. As the organic food market expands, addressing challenges such as cost and accessibility will be key to ensuring its widespread adoption, contributing to a healthier population and a more sustainable future.

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