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TOPIC OF RESEARCH: FACTORS INFLUENCING INDIAN CONSUMERS'
INTENTIONS TOWARDS PURCHASING ORGANIC FOOD PRODUCTS

FINDINGS

The main objective of the study was to identify the factors influencing consumers' purchase intentions towards organic food products. The results and the findings have been summarized, highlighting the role of factors, namely Attributes, Values, Motivations, Subjective Norms, and Perceived Behavioral Control in determining the purchase intentions of consumers in Delhi/NCR region towards organic food. The study shows that attributes of organic food products including '*nutritional*' and ensuring '*naturalness*' content influence the consumers' perceptions regarding the values of organic food products which were determined by the 'Functional values' followed by 'Emotional values' and finally 'Economic values'. In addition, consumers also rely on the credence attributes of organic food of being high in vitamins and minerals ensuring nutrition and produced without any additives containing natural ingredients, for planning to purchase organic food products in the near future for their long-term health benefits, for their eco-friendliness and high quality of life. The results also point out that attributes of organic foods also lead to the Motivations driving organic food are primarily vested in Health concerns, followed by Food safety concerns and Ecological concerns. These motivations further lead to the consumers' positive attitudes including beliefs regarding purchasing organic food as beneficial, wise, and favorable. In addition, both the internal as well as external drivers of organic foods positively influence consumers' intentions to purchase organic food products. The study shows that organic food attributes, including these food products being nutritious and rich in vitamins, free from any additives, containing only natural ingredients, further lead to consumers' positive attitudes towards purchasing organic foods. The study shows that consumers' values related to functional values, economic values, and emotional values not only help in the building of a positive attitude towards organic food products but also lead to the purchase intentions towards organic food products. The study also emphasized the role of subjective norms in the

determination of consumer attitudes towards purchasing organic foods as well as on purchase intentions. The study also shed light on the significance of attitudes in determining the purchase intentions towards organic food products with the highest magnitude of influence. The factor PBC did not influence organic food purchase intentions; however, it leads to the purchase behaviour. The potential reason for this could be that when consumers are highly goal-oriented and motivated to perform a certain behaviour, in that case, behavioural control becomes insignificant and the consumers directly go for purchases. Apart from the direct influence, the study also looks into the serial mediating influence of values and attitudes, as well as that of motivations and attitudes. For both aspects, the study was able to confirm the significant serial mediating influence on the relationship between organic food attributes and purchase intentions.