

# Consumer Involvement and Purchase Pattern of Organic Food Products in Chennai City

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## Abstract

The behavior of individual consumers and their transcendental involvement in the purchase reveals how they see the identification of product needs, the risk involved in the purchase, the values of the product, its perceived prestige, and the satisfaction of the product. This study's primary goal is to determine how customer involvement affects the way that organic food items are purchased. Using a purposive sampling technique, the researcher gathered 614 samples. To evaluate the hypotheses, the researcher used confirmatory factor analysis, linear multiple regression analysis, and a structural equation model. It is discovered that consumer involvement in the purchase of organic food goods is not a unique phenomenon, but rather the result of a combination of five significant and predominate variables, including the product requirements for purchasing organic food products and the associated risk. The study also concludes that customers of organic food goods are highly motivated to participate in the decision-making process when making purchases because of the perceived prestige and value of the product.

**Key words:** Consumer involvement, Purchase pattern, structural equation model, Organic food products.

## 1. Introduction

The product purchase and the consumer involvement are deeply related aspects in the psychology of consumers. The measurement of consumer involvement is in need of an hour for all marketers to design their marketing strategies and advertisement contents. (Ray 1982; Rothschild 1979; Vaughn 1980). Individual consumer behaviour and their transcendental involvement in the purchase shows their perception towards product need identification, risk involved in the purchase, product values, perceived prestige and the product satisfaction. The purchase decision process of consumers depends upon the degree of involvement in ascertaining the information regarding the product as well as their level of awareness on the products they intended to purchase. In the present research consumer involvement and its subsequent impact on the purchase pattern of organic food products in the great metropolitan city of Chennai are going to be proved empirically. Several studies argued that consumer involvement can be increased and decreased due to the powerful advertisements. The content of the advertisement combined with product awareness and needs motivate the consumers to involve in the purchase of organic food products Traylor, M. B. (1981),.

The activeness and oppressiveness of consumers can easily reveal the amount of involvement they show in the purchase of organic food products. Consumer involvement comprises initiation to purchase the product and also comprises processing the communication obtained through advertisements before purchase. In the present globalized and liberalized economic scenarios as well as the scientific developments in the media motivate the marketers to reach the customers to several operational venues of media namely TV, radio, social media platforms and mobile messages. Tyebjee, T. T. (1979),

The consumer involvement creates significant impact on the purchase pattern of organic food products like fruits, vegetables, groceries, dairy products, meat and seafood. These organic food products have different degrees of needs as per the customer perception therefore based on their degree of needs the degree of involvement will also take place in the behavioral aspects of consumers. The continuous accessibility of consumers towards the organic

food products, advertisements of organic food products and word-of-mouth from friends and neighbors subsequently motivate the consumers to purchase the organic food products without any situation. Zimbardo, P. G. (1960). Hence the present research work is focusing on measuring and validating the factors of consumer involvement and that subsequent impact on the organic food products namely fruits, vegetables, groceries, dairy products, meat and seafood.

## 2. Literature Reviews.

Chaffee, S. H. and J. M. McLeod (1973), in an innovative study the author identified the antecedents of consumer involvement and the role of social media in influencing their involvement. It is found empirically that social media platforms can easily connect the consumers with the marketers and the marketers are able to advertise their products with messages, videos, photos through social media and able to reach the consumers after the certain repeated attempts. The marketing strategies of the manufacturers depend upon their estimation regarding consumer involvement towards the reputed products in the marketing arena.

De Bniicker, F. S. (1979), these authors argue that product managers, advertisers are badly need of pressure of consumer involvement in the purchase of any types of product. They tried to ascertain the different dimensions and the perceived importance of consumer involvement. It is the duty of all the marketers captures the transcendental involvement of consumers in their different demographic background. In this research they proved the multiple facets of consumer involvement and their subsequent influence over buying pattern of consumers.

Greenwald, H. S. (1965), in this innovative research these authors prove that an extensive consumer involvement reveals that consumers need and awareness in purchasing the products. They proved that the consumer involvement actually encompasses risk involvement in the purchase, product needs, product awareness, perceived value and perceived prestige. The prediction of satisfaction of consumer involvement depends upon their successful purchase as well as performance of the products.

Hirschman, E. C. and M. B. Holbrook (1982) This particular search emphasized on measuring the consumer involvement profile as well as the strongest between consumer involvement and a product categories. These authors empirically prove that product categories and demographic background of consumers are significantly related and they are useful to measure the depth of involvement of consumers in purchasing the products. They also estimated the reliable and valid proof for the relationship between satisfaction level of consumers and their level of involvement in purchasing the particular products.

Houston, M. J. and M. L. Rothschild (1977), in another research the authors estimated all the criterion responsible for consumer involvement in the widely chosen marketing arena. The marketers and advertisers intended to develop your skill for the measurement of consumer involvement with respect to their products released in the markets. It is found from this research cost, quality, product needs, availability are very important factors directly affecting the consumer involvement in the broad purchase. They have identified the peculiar purchase pattern of consumer involvement exists with respect to the durable and nondurable products.

Hupfer, N. T. and D. M. Gardner (1971), these authors sharply estimated the scale which is suitable appropriate for the measurement of consumer involvement based on the factors extra cost, quality, usage pattern, product performance and their personal attitude towards the products. The level of involvement and type of involvement are necessary to determine the whole consumer behaviour factors before the purchase. The authors also found there are different types of involvement namely less involvement, moderate involvement and the transcendental involvement. The less involvement consumers are highly fragile and they are not making any dynamic decision for the purchase.

D. M. Gardner (1979), in an innovative research the authors described the deep association between demographic background of consumers and their different types of involvement in the purchase of durable products. It is found from the research that the less involvement consumers are not showing any interest to purchase the costly products whereas consumers with transcendental approach or highly dynamic in purchasing even the costly products. As far as the durable products are concerned the demographic variables age, education, income and gender are found to influence the consumer involvement process.

Ostrom, I. M. and T. C. Brock (1968), these authors empirically proved that consumer involvement is not unique phenomenon whereas it focuses on different types as well as different stages. Individual consumers without the influence of family are not interested to show their full involvement in the purchase of costly products whereas the

consumers with family circumstances are compelled to involve due to the compulsion of the family members. The consumer involvement also depends upon counsel and motivating variables namely demographic background, friends and family members and need of the product.

M. L. Silverman (1979), in an innovative approach these researchers extensively identified the relationship between level of involvement of consumers and their purchase decision process. It is formed from the research that product attributes, brand knowledge, brand reputation, brand choice and communications are playing a vital role in developing the consumer involvement in the psychology of consumers. It is found that consumer involvement depends upon the product needs and the existing technological attributes and their importance to purchase the products.

### 3. Research Gaps And Research Aims.

Consumer involvement is not unique phenomenon whereas it depends upon the psychology of consumers over the lines of product attributes, information obtained from the marketers and the cognitive responses to the need of the products. Therefore it is very important to measure the level of consumer involvement as well as the profile of their involvement in the backdrop of the demographic variables. The researchers clearly suggested that there is a line of distinction between situational involvement of consumers and their psychology processing the involvement in purchasing the products. Therefore it is very important to reflect the specific scenarios which would reveal the product categories, purchase pattern and product needs. The main aim of this research is to identify and validate the factors which can be used for the measurement of consumer involvement as well as the external factors influencing the consumer involvement during the purchase of organic food products. The another important aim is to measure the influence of factors of consumer involvement on the purchase of five famous organic food products namely fruits, vegetables, groceries, daily products, meat and seafood respectively.

In the aim of this research the different varieties of organic food products and the purchase pattern differs significantly with leads to the following research proportions

1. The purchase pattern of fruits, vegetables, groceries, daily products, meat and seafood are highly influenced by the depth and nature of consumer involvement.
2. The consumer involvement process prevailing among the consumers generally arise from the demographic background.

### 4. Research Methods.

The empirical proof through primary data is necessary to measure the factors responsible for consumer involvement and also to obtain different types of involvement. The consumer involvement process among the consumers is tested in the backdrop of five important organic food products namely fruits, vegetables, groceries, dairy product, meat and seafood respectively. It is important to create items for the measurement of consumer involvement skill. It is argued that product needs identification, risk involved in the purchase, product values, perceived prestige and the product satisfaction or able to reveal the nature of consumer involvement with respect to the above-mentioned organic food products. Therefore four items for the product needs identification are generated to identify one of the components of consumer involvement

1. I am meticulous in observing the importance of the organic food products.
2. Organic food products are needed to ensure good health.
3. The sustainability can be provided through the usage of organic food products.
4. Organic food products are needed for the whole family.

Similarly risk involved in the purchase of products comprises four items in the following way

1. Cost price is risky for the organic food products.
2. No one can give quality assurance for organic food products.
3. It is very risky to consume them without the advice of doctors.
4. Availability is the major risk in losing the organic food products.

The factor product value can be evaluated through the following four item scale

1. Organic food products have their own environmental values.
  2. It is worth to use organic food products regularly.
  3. The product value can be realized through its continuous usage.
  4. Organic food products have their individual values to reach a satisfaction.  
The perceived prestige factor can be evaluated through the following four items
1. Consumers feel proud in using organic food products.
  2. The continuous usage of organic food products gave a image in the society.
  3. The costliest organic food products reveal my economic background.
  4. I always use the product to get respect from others.

The organic food product satisfaction can also be estimated through the following four items

1. The quality satisfaction is found in the usage of organic food products.
2. The price satisfaction is matched with the performance of organic food products.
3. Health improvement is satisfactory for the continuous usage of organic food products.
4. The taste satisfaction is always found in these organic food products.

These items developed for the measurement of consumer involvement factors are tested for reliability, validity through exploratory factor analysis as well as confirmatory factor analysis. After confirming the items of the five factors of consumer involvement their total scores are computed and considered for the representation of independent variables. A similar approach is developed to determine the purchase pattern of five organic food products in the backdrop of frequency of purchase, mode of purchase and purpose of purchase. The total average scores of these three factors of purchase pattern pertaining to 5 different organic food products are also estimated. In fact to these scores are considered as dependent factors. The existing scenarios of independent variables and dependent factors pave the way to exploit linear multiple regression analysis.

## 5. Primary Data Collection.

The demographic backgrounds like gender age are exploited to classify the population parameters and also to collect sample statistics from the population. The geographical base of the great Chennai metropolitan city is also taken into account during data collection. The special character is taken to collect large sample more than 384 covering all the geographical areas of Chennai city. The researcher personally interacted with organic food product buyers to check their frequency of purchase, mode of purchase and their demographic background. Since gender and age are the factors used to collect the sample through judgement sampling the formation of normal distribution is insured. The judgement sampling along with the normal distribution ensures the representation of sample statistics over population parameters. 624 organic food product users are interviewed and are requested to express their free and fair opinion on the involvement in purchasing the restricted five organic food products fruits, vegetables, dairy products, meat and seafood. After the interview and there interactive responses only 614 are perfect in revealing the responses. The 614 respondents are playing the very important role in creating the sample statistics for the combination of this research.

These derived responses of other consumers to ascertain their consumer involvement are systematically coded in terms of natural numbers and entered in the SPSS package version 23 to analyze them using higher-order statistical tools exploratory factor analysis, confirmatory but analysis and linear multiple regression analysis. These analyses are very much useful to test the proportions as well as to prove that impact of consumer involvement on the purchase pattern of five important organic food products.

## 6. Results And Discussion.

The content-based validity and discriminant validity Campbell, D. T. (1960), and found suitable and appropriate to test the 20 items pertaining to the consumer involvement factors product needs, risk involved in the purchase, product value, perceived prestige and product satisfaction. In the methodology for statements and items are

generated for all the above- mentioned five factors and they were responded by the organic food product buyers in the study area. The content-based validity and discriminant validity can be achieved through the application of exploratory factor analysis Hupfer, N. T. and D. M. Gardner (1971), and the variable loadings for the each item of the five factors. That discriminant validity ensures the factor segmentation and cross loadings for the each item Bauer, R. A. (1967),. The content validity can be checked through the segmentation of factors and their cumulative variance as well as the individual variance.

**Table-1-Factors of consumer involvement of organic products**

Variables	Customer needs	Risk involved	Product value	Perceived Prestige	Product satisfaction
I am meticulous in observing the importance of the organic food products	.801,				
Organic food products are needed to ensure good health.	.799,				
The sustainability can be provided through the usage of organic food products	.784				

Organic food products are needed for the whole family	.756				
Cost price is risky for the organic food products.		811			
No one can give quality assurance for organic food products.		.802,			
It is very risky to consumethem without the advice of doctors.		.795			
Availability is the major risk in loosing the organicfood products		.788			
Organic food products have their own environmental values.			856,		
It is worth to use organic food products regularly			.848,		
The product value can be realized through its continuous usage.			.766		
Organic food products have their individualvalues to reach a satisfaction			.750		
Consumers feel proud in using organic food products.				.791,	
The continuous usage of organic food products				.782,	

gave a image in the society.					
The costliest organic food products reveal my economic background.				.777,	
I always use the product to get respect from others				.748	
The quality satisfaction is found in the usage of organic food products.					.800,
The price satisfaction is matched with the performance of organic food products.					.780,
Health improvement is satisfactory for the continuous usage of organic food products.					.763
The taste satisfaction is always found in these organic food products					.754
Individual variance of factors	13.157%	12.256%	11.159%	11.001%	10.258%

From the table 1 can be ascertained that product needs is replete with 4 items and other correlated values are .801, .799, .784 and a .756 respectively. The individual variance of this first factor is found to be 13.157. The second factor risk in the purchase of organic food products comprises the correlated values .811, .802, .795 and .788 respectively. The third factor product value also exhibited the factor scores .856, .848, .766 and a .750 which are considered to be a highly predominant. The fourth factor perceived prestige combined with the correlated values .791, .782, .777, .748. In the case of final factor satisfaction of organic products found with the item scores .800, .780, .763 and .754 respectively. The individual variances for the second factor is found to be 12.256, third factor 11.159, fourth factor 11.001 and the fifth factor 10.258. Hence the total cumulative variance is found to be 51.159% which is more than the expected value of cumulative variance of 40%. This shows the successful validation of items of consumer involvement factors using content-based validity as well as discriminant validity. It is further confirmed through confirmatory factor analysis which is exhibited through the diagram and the table.

**Table-2 –confirmed factors of consumer involvement.**

Statistics	Values	Bench mark
Chi square statistics	36.214	-
P-value	0.521	> 0.05
CFI	0.984	>0.900
GFI	0.982	>0.900
NFI	0.980	>0.900
RMSEA	0.07	<=0.08

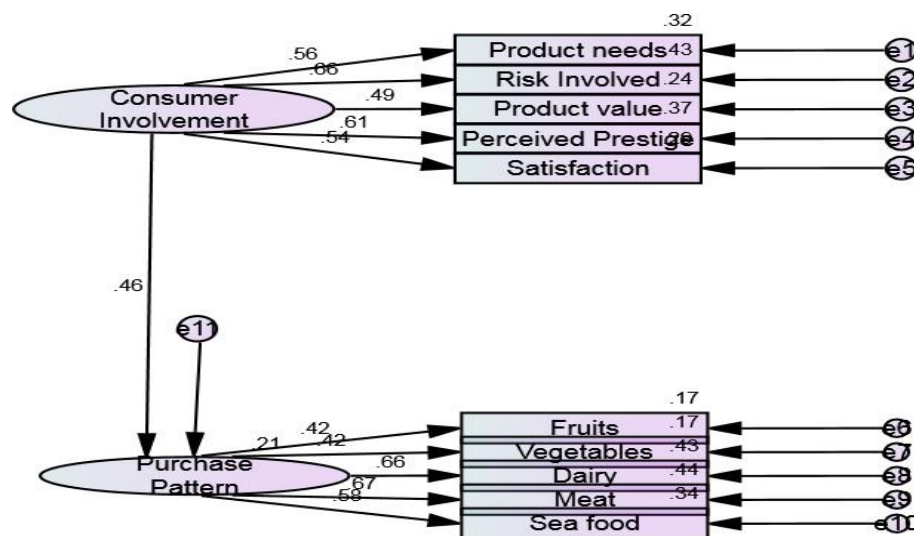


Table 2 indicated the best fit indices to confirm the five factors of consumer involvement namely product needs, risk involved the purchase, product value, perceived prestige and the product satisfaction pertaining to organic food products. It allows taking the representation of the five factors to determine their influence over the purchase pattern of five important organic food products fruits, vegetables, groceries, dairy products, meat and seafood. The confirmatory factor analysis derived the computed statistical values which are able to obey them required to benchmark values. These benchmark values are essential to determine the opinion of buyers of organic food products. The proposed model of the researcher and the opinion of buyers can be matched through the confirmatory factor analysis and their benchmark values. Chi-square, CFI, GFI, NFI, RMSEA. The computation of scores of five factors of consumer involvement of buyers of organic food products and the total average scores of purchasing pattern of the five products, considered to perform five linear multiple regression analysis for the five dependent factors purchase pattern of fruits, vegetables, dairy products, meat and seafood.



**Table 3- Influence of consumer involvement on purchase pattern of organic foodproducts.**

Variables	Fruits	Vegetables	Dairy	Meat	Sea food
R-square	.382	.320,	.381	.341,	.311
F-Value	6.321,	5.247	7.325	4.258	6.128
Productneeds	beta=0.315t=-2.144, p=.000	beta= 0.234, t=2.359, p=.000	Beta=0.190, t=10.154, p=.000	beta=0.240, t=11.256, p=.000	beta=0.211 t=3.154 p=.000
Risk involved	beta=0.301t=-2.144, p=.000	beta= 0.342, t=2.359, p=.000	Beta=0.211 t=10.154, p=.000	beta=0.195 t=11.256, p=.000	beta=0.110 t=3.154 p=.000
Product value	beta=0.231 t=-3.432, p=.000	beta= 0.227, t=3.982,p=.000	Beta=0.114, t=9.541,p=.000	beta=0.200, t=7.873,p=.000	beta=0.187 t=5.431p=.000
Perceived prestige	beta=0.142t=-5.432, p=.000	beta= 0.134, t=3.432, p=.000	Beta=0.182, t=4.762, p=.000	beta=0.142, t=5.873, p=.000	beta=0.187 t=4.652 p=.000
Satisfaction	beta=0.213 t=-10.763, p=.000	beta= 0.303, t=11.423,p=.000	Beta=0.142, t=21.541, p=.000	beta=0.197, t=9.654,p=.000	beta=0.139 t=4.651p=.000

From the above table 3, it can be confirmed that all square values for the five regressions .382, .320, .381, .341, .311 and F- values 6.321, 5.247, 7.325, 4.258, 6.128 are highly significant in relating the consumer involvement factors of organic food products over the purchase pattern of respective five products. Similarly The beta value, t-values of fruits, vegetables, dairy product, meat and sea food are highly significant to state that consumer involvement factors particularly product needs, perceived prestige and the satisfaction are ideally influencing the purchase of fruits. Similarly vegetables are influenced by perceived prestige, risk involved in the purchase and satisfaction. The purchase of dairy products depends upon the consumer involvement factor product value and product satisfaction. The meat purchase of the consumers depends upon the involvement in the risk involved in the purchase, perceived prestige and satisfaction. This seafood purchase can be easily estimated through the consumer involvement factors product value, risk involvement in the purchase and product satisfaction.

## 7. Findings, Marketing Implications And Conclusion.

It is concluded from the research that the consumer involvement in the purchase of organic food products is not a unique phenomenon whereas it is a combination of five important predominant factors product needs to purchase organic food products and their risk involved in the purchasing of organic food products. It is also concluded from the research that product value and perceived prestige of consumers of organic food products motivate them to involve deeply in the purchasing process of organic food products. The ultimate factor consumer satisfaction is a powerful deciding factor motivating the involvement of consumers in the purchase of organic food products.

It is concluded from the research that the purchase of organic products fruits and vegetables can be highly affected in the purchase pattern due to the involvement of consumers in the process of perceived values, perceived risk and product needs. The consumers expect high level of satisfaction during the purchase of meat and seafood in the sustainable development approach. The organic food product dairy products and the purchase pattern is influenced by the risk involved in the purchase, perceived prestige and satisfaction level. The organic food product consumers transcendently involved in thinking the perceived prestige for the continuous usage of organic products. They also deeply involved in ascertaining all the intrinsic and extrinsic factors of risk involved in the purchase and continuous usage of organic food products. The perceived value of the only food products motivate the consumers to involve deeply into their thoughts before the purchase of organic products. The repeated purchase and transcendental involvement of consumers of organic food products depends upon the level of satisfaction.

This study suggested that marketers and advertisers should dedicate their marketing strategies to reach the customers through social media platforms in the form of videos, messages and repeated information. It is suggested that marketers should get the complete profile of consumer involvement and the deep thinking over perceived prestige, risk involved in the purchase and satisfaction so that they can design special marketing strategies to catch hold of maximum number of customers.

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