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Determinants of Consumer Buying Behaviour for Organic Products in Udumalpet an Economic Perspective

Dr. C. Sri Priya

Assistant Professor, Department of Economics, Sri G.V.G Visalakshi College for Women, (Autonomous), Udumalpet - 642128, Tamil Nadu, India affiliated to Bharathiar University

Abstract— The growing demand for organic products reflects increasing consumer concern for health, environmental sustainability, and food safety. This study investigates the economic, demographic, and psychological determinants influencing consumer buying behaviour for organic products in Udumalpet, Tamil Nadu. Using primary data collected from 60 respondents through a structured questionnaire, the study applies descriptive statistics and Spearman's Rank Correlation analysis to examine purchasing patterns and influencing factors. The findings reveal that price, quality assurance, and availability are major determinants of purchase decisions, while health consciousness shows a strong positive correlation with frequency of purchase ($\rho = 0.909$, $p < 0.05$). Despite high awareness levels, concerns regarding high prices and authenticity of certification remain key barriers. The study provides policy and marketing implications for strengthening the organic market at the regional level and contributes to the growing literature on consumer behaviour in emerging organic markets.

Keywords-- Consumer behaviour. Health consciousness Organic products Organic certification, Price sensitivity, Udumalpet

I. INTRODUCTION

Organic products have emerged as an important segment in the global agri-food market due to rising health awareness, environmental concerns, and sustainability considerations. In India, the organic sector has expanded steadily, yet consumer adoption remains uneven, particularly in semi-urban regions. Understanding the determinants of consumer buying behaviour is essential for designing effective pricing, marketing, and policy strategies.

Udumalpet, a semi-urban town in Tamil Nadu, provides a relevant context for examining organic consumption patterns due to its growing retail presence and increasing exposure to digital information channels. This study analyzes how economic factors (price, income), demographic variables (age, gender, education), and perceptual elements (health consciousness, trust, quality perception) influence purchasing behaviour for organic products.

II. REVIEW OF LITERATURE

Previous studies identify price, income, education, and health awareness as major determinants of organic consumption (Jayakanth & Rajesh, 2019; Priya & Parmeshwari, 2016). Rana and Paul (2017) emphasized accessibility as a crucial factor, while Nagaraju and Thejaswini (2016) highlighted the importance of certification in building consumer trust. Basgoze and Ozkan (2012) linked ethical consumerism with green buying behaviour. Studies in Tamil Nadu (Krishnan & Meenakshi, 2006; Kumar, 2017) indicate that awareness and affordability significantly shape purchasing decisions. However, limited research focuses specifically on semi-urban markets like Udumalpet, creating a gap addressed by this study.

III. OBJECTIVES OF THE STUDY

1. To analyze consumer awareness, attitudes, and perceptions towards organic products in Udumalpet.
2. To identify economic, demographic, and psychological factors influencing purchase decisions.
3. To assess willingness to pay a premium for organic products.
4. To examine the relationship between health consciousness and purchase frequency.

IV. METHODOLOGY

The study adopts a descriptive research design. Primary data were collected from 60 respondents using a structured questionnaire through simple random sampling. The questionnaire covered demographic characteristics, awareness levels, purchasing behaviour, and perceived barriers.

- Percentage analysis
- Descriptive statistics
- Spearman's Rank Correlation Coefficient

The correlation test examined the relationship between health consciousness and purchase frequency.

V. RESULTS AND DISCUSSION

5.1 Demographic Profile of Respondents

Table I:
Socioeconomic Characteristics of Respondents (n = 60)

Variable	Major Category	Percentage
Age	18–25 years	30%
	46–60 years	30%
Gender	Female	66%
Education	Master’s Degree	28%
Occupation	Students	38%

The data indicate that organic consumption is prominent among young adults and middle-aged individuals. Female respondents dominate purchasing decisions, reflecting their central role in household food choices. Middle-income and educated consumers form the primary customer base.

5.2 Awareness and Perception

Table II:
Awareness and Perception Indicators

Indicator	Positive Response (%)
Familiar with organic products	90%
Believe organic is healthier	88%
Aware of certification labels	78%
Internet/social media as main source	53%

High awareness levels suggest strong market potential. Digital media plays a dominant role in information dissemination. However, moderate awareness of certification indicates scope for educational campaigns.

5.3 Economic Determinants and Purchasing Behaviour

Table III:
Key Determinants Influencing Purchase

Factor	Percentage Considering Important
Quality	85.2%
Price	62.3%
Health Consciousness	88%
Taste	80%
Sustainability Concern	78%

Quality emerges as the most influential factor, followed by health consciousness. Although consumers value quality, price sensitivity remains significant.

A majority (53%) are willing to pay a premium, but 79% perceive organic products as overpriced. This reflects a classic attitude-behaviour gap where positive perception does not fully translate into consistent purchasing.

5.4 Barriers to Organic Consumption

Table IV:
Major Barriers Identified

Barrier	Percentage
High Price	62.3%
Lack of Awareness	47.5%
Doubts about Quality	39.3%
Limited Availability	36.1%
Concern about Label Authenticity	65%

High price is the dominant constraint, followed by authenticity concerns. Trust in certification remains a critical issue affecting market expansion.

5.5 Correlation Analysis

Table V:
Correlation Between Health Consciousness and Purchase Frequency

Variables	Spearman’s ρ	p-value	Interpretation
Health Consciousness & Purchase Frequency	0.9091	1.2×10^{-23}	Strong Positive Correlation

The result is statistically significant ($p < 0.05$), indicating that individuals with higher health awareness purchase organic products more frequently. This confirms that psychological and lifestyle factors significantly influence economic behaviour.

VI. CONCLUSION

The study concludes that organic consumption in Udumalpet is primarily driven by health consciousness, quality perception, and sustainability concerns. However, price sensitivity and certification trust issues limit widespread adoption. The strong correlation between health awareness and purchase frequency confirms that behavioral motivations significantly influence consumer decisions. To expand the organic market, strategies must focus on affordability, improved quality assurance, and enhanced certification transparency. Government support, digital awareness campaigns, and better supply chain integration can strengthen consumer confidence and encourage long-term market growth.

VII. POLICY IMPLICATIONS

- Introduce targeted subsidies to reduce price premiums.



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- Strengthen certification monitoring mechanisms.
- Promote local organic farming clusters in Tamil Nadu.
- Enhance digital awareness campaigns focusing on health benefits.
- Improve retail accessibility and product variety.

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