

Consumers' Purchase Intention on actual Purchase Behaviour Of Organic Food Products In Batticaloa Manmunai West divisional Secretariat Area

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Abstract

The purpose of this paper is identify the influence of purchase intention on actual purchase behaviour. The main research question of this study is "Whether purchase intention influence on actual purchase behaviour?" In order to answer this main research question, primary data were collected from 24 Grama Nilathari divisions in Batticaloa Manmunai West Divisional Secretariat area. A total of 287 completed questionnaires were gathered, representing 75.13% response rate, using stratified random sampling method. The data were analysed by using multivariate analyses. The finding of the study revealed that actual purchase behaviour of organic food products was significantly influenced by the consumers' purchase intention. The research draws Theory of Planned Behaviour to investigate the influence of purchase intention of actual purchase behaviour. The results of the study offer several theoretical as well as managerial implications to fill the research gaps.

Keywords: *Consumers' purchase intention, Actual purchase behaviour, Organic food products.*

1. INTRODUCTION

In 2005, The International Federation of Organic Agriculture Movements (IFOAM) define Organic Agriculture is a production system that sustains the health of soils, ecosystems, and people. It relies on ecological processes, biodiversity, and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic agriculture combines tradition, innovation, and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved. Moreover, the model of environmental or ecological intensification (Wezel, Soboksa, McClelland, Delespesse & Boissau, 2015) gradually indicates ecological elements and better use of ecological processes in traditional farming.

According to Stobbelaar, Casimir, Borghuis, Inge, Meijer and Zebeda (2006), organic products are food substances without pesticides, artificial chemical products and genetic modification in their production. Organic products have unobservable characteristics by the consumer but they have a significant value when shopping. In fact, when the consumer decides to buy organic products, this depends on several factors, such as environmental protection, healthiness, safety and quality. Indeed, the perception of these products is a result of knowledge concerning organic products. Reasons for consuming organic food that relate to fulfilling functional needs have been researched extensively (Hemmerling, Hamm & Spiller, 2015). However, given the increasing concern about sustainability issues in consumption among consumers and citizens sustainable motivations have become relevant as well (Prothero, Dobscha, Freund, Kilbourne, Luchs, Ozanne, & Thogersen, 2011).

Since organic food consumption is increasingly being associated with environmental friendliness, such consumption has become part of a way of life (Du, Bartels, Reinders, & Sen, 2017). Consequently, organic food marketers and researchers should focus on changes in sustainability orientations as well as the potential of reported pro-environmental behaviours to spill over into motivating organic food consumption (Kareklas, Carlson, & Muehling, 2014). These shifts have encouraged researchers to start linking organic food consumption to higher-level personal and social motivations and general pro-environmental behaviours (Du et al., 2017). Consumers' intention of organic foods is the first step in developing demand for organic food products, and through the five step of consumer decision making process consumers pass all the stages when considering to purchase a product (Kotler & Armstrong, 2010). In this researcher consider organic food as the product.

In the first stage of the decision making process buyers usually recognize a problem or need when they sense a difference between their actual state and some desired state. Second stage is information search, information search is linked to the perception because it is about presenting information to customer that will create awareness and attention so that customer are aware of and pay attention to what is available, where to buy it, and why they should buy it (Kotler & Armstrong, 2010). How they perceived and believed the information of products will have influence on them in the next stages of buyers' decision making process (evaluation of alternatives, purchase decision & post purchase evaluation).

Problem Statement

In the public debate, discussions regarding organic food often become polarized and simplified down to the question of whether organic or conventional food is better. This perspective may be relevant from a narrow consumer perspective because the consumers' choice is often focused on products with or without an organic label. They choose the food either in relation to values (such as environmental protection, animal welfare, fair trade) or due to safety concerns (such as pesticide residues or antibiotics). Several studies have underlined this behaviour (Torjusen, Lieblein, Naes, Haugen, Meltzer & Brantaeter, 2012).

Further, data collected in Batticaloa Manmunai West Divisional Secretariat area revealed that around 500 individuals are engaged in organic food production by the way of home gardening. Consumers buy organic foods because they associate this kind of food with a healthy and sustainable lifestyle (Von Essen & Englander, 2013). Some consumers are willing to pay a higher price for organic products with additional ethical attributes (Zander & Hamm, 2010).

Whilst most consumers have a positive attitude towards buying organic products (Saba & Messina, 2003), they are often constrained by some barriers. There are several factors contributing to the lack of organic food purchase by consumers; the main constraints to purchase organic foods are high price premiums, availability to a lesser extent, lack of information, lack of trust in organic certification schemes and quality (Thompson, 1998). Therefore this research was conducted in-order to explore "how consumers' behavioural intention of organic food products and actual purchase behaviour towards the products."

Research Gaps

One of the most difficult tasks for inexperienced or tentative researchers is to explore the work gap (Farooq, 2017). Many scholars have conducted research studies regarding organic food (Rana & Paul, 2020; Truong & Nguyen, 2020; Rong-Da Liang, & Lim, 2020; Waqas, & Hong, 2019; Suci, Ferrari, & Trevisan, 2019; Sobhanifard, 2018) but there only few research works that links organic food perception, purchase intention with actual purchase behaviour in existing literature. Therefore, it's clear that there is a knowledge gap exists in this area.

Further, there is a lack of empirical studies have conducted in Sri Lankan context especially in Batticaloa Mannar West Divisional Secretariat area. This indicates that there is an empirical gap exist in this area of research and further empirical evidence need to be gathered. Therefore this study was conducted in order to address “*the existing knowledge and empirical gaps.*”

Literature review

Purchase intention indicates the possibility that consumers will plan or want to purchase a certain product or service in the future. In other words, purchase intention is the basis of the exhibited purchasing behaviour (Martins, Costa, Oliveira, Goncalves, & Branco, 2019). Consumers purchase intentions are one of the primary inputs that marketing managers use to predict future sales and to determine how the actions effect consumers’ purchasing behaviour. Purchase intentions are often measured and used by marketing managers as an input for decisions about new and existing products and services. Purchase intention are correlated with predict future sales (Morwitz, 2014).

As cited by Mirabi, Akbariyeh, and Tahmasebifard (2015) stated that consumer purchase a specific product with specific conditions. It is important to understand purchase intention of consumers in order to be able to predict a consumers’ buying process. Further, according to Gogoi (2013) price, perceived quality and perceived value affects a consumers’ purchase intention. Traditionally, the term intention is defined as the antecedents that stimulate and drive consumers’ purchases of products and services (Hawkins & Mothersbaugh, 2010).

While purchasing, today’s world is more conscious about the society. The current ethical, religious, moral and environmental force have bound the mankind to think of it seriously as no more decline is affordable for the universe. One of the most common approaches undertaken by marketers in gaining an understanding about consumers’ actual behaviour is through studying their intentions (Ghalandari & Norouzi, 2012). Purchase Intention can be defined as the readiness to buy a particular product or service. When buying a certain product or service, the mind of consumers should be empowered to compel them to make the purchase. Those motives or attitudes can be considered as the sources of Purchase Intention.

According to Ajzen (1991), intentions are assumed to capture the motivational factors that influence a behaviour, they are indications of how hard people are willing to try, how much effort they are planning to exert, in order to perform the behaviour. As a general rule, the

stronger the intention to engage in a behaviour, the more likely should be its performance. Conner and Armitage (1998) describe Intention as a person's motivation in the sense of his or her conscious plan or decision to exert effort to enact the behaviour. In other words, intention is being considered as the driving force of performing a given behaviour.

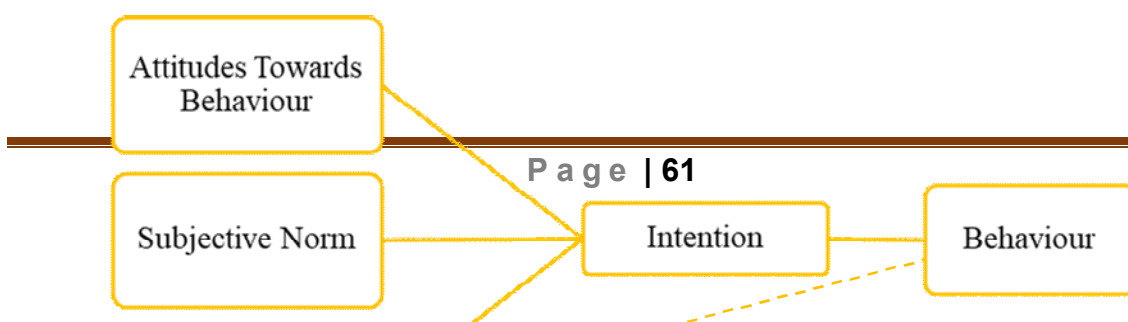
Purchase behaviour is an extensively recognized phenomenon in marketing research. Significant academic investigation has been directed to identify the fostering antecedents. Many of these research works pointed to the fact that planned (conscious) or impulse (subconscious) buying behaviour is greatly influenced by emotional or hedonic and utilitarian motivations (Yu & Bastin, 2010).

Many other previous studies investigating customers' behaviour also identified perceptions, attitudes, and motivation as significant influencers on customers' value (Hameed, Waris, & ul Haq, 2019). There are four types of purchase behaviour: complex purchase behaviour, those purchasing behaviours that seek variety, purchasing behaviour that seeks to reduce tensions after purchase and normal purchasing behaviour (Kotler & Armstrong, 2010).

Theoretical Consideration

The TPB (Ajzen, 1991) is a proven, socially psychological model of human behaviour and an expanded theatrical model of TRA (Fishbein & Ajzen, 1975) by incorporating a principle of perceived behavioural control since the latter has limited ability to explain intended actions in which a person has no willing control over it. TPB explains how people's behaviour can be dictated by their intent to conduct any activity (Ajzen, 1991).

TPB claims for someone's intention to include an immediate antecedent of real behaviour. Goal involves behavioural motives for performing the behaviour (Ajzen, 1991). Attitude and subjective norm affect actual behaviour through the variable of intention. In general, attitudes are individual judgments to engage in a particular behaviour, but subjective norms are the social compliance (i.e., a person's perception of injunctive, and descriptive norms in a given population) of an individual to engage in that behaviour or not to engage in it. However, the present study employed the TPB model for examining organic food purchase intention, and actual purchase behaviour.



Research Model and Hypotheses

The research model used in the study, shown in Figure 2, is based on the TPB. The behaviour in question is purchasing organic food stuffs. As mentioned earlier, the typical TPB model would incorporate the intention to make organic food purchases as a construct antecedent to purchasing behaviour. Intentions reflect future behaviour, while reports of actual behaviour reflect what happened in the past.



Research spanning several decades has reinforced the significant, positive relationship between one's intention to behave in a given manner and performance of that actual behaviour (Weigel, Hazen, & Cegielski, 2014). Indeed, behavioural intention is the strongest and most salient antecedent to actual behaviour (Ajzen, 2011). Based on these scholar works H_1 is proposed:

H_1 : Purchase intention of organic food products positively influence the actual purchase behaviour.

2. MATERIALS AND METHODS

Data collection took place in November and December 2020. The method used for the data collection was a face-to-face interview, using a structured questionnaire, with closed-ended questions. Population of the study is 8375 families among 24 Grama Nilathari Divisions in Batticaloa Eravurpattu Divisional Secretariat area. Sample size of this study is 382 families. A total of 382 individuals pulling one respondent from each of the families located in different areas of the metropolitan city were interviewed to complete a questionnaire that contained measures of the constructs of concern. Stratified random sampling procedure was

followed in the survey. However, some of the questionnaire were erroneous and incomplete and excluded from the analysis. Finally, 287 data were selected to analyze. The questionnaire was pilot tested with a small number of data.

Data collection based on the primary and secondary sources. Under the primary data collection standard structured questionnaire were issued. It consist of 4 personal information questions and 12 research information questions were used as research instruments for data collection from respondents. The part-1 of the questionnaire inquires respondent's gender, age group, educational qualification, and monthly income level.

The part-2 of the questionnaire were divided into two parts. Through part one focus on 6 questions under concept of purchase intetion. It was adapted from Shaharudin, Pani, Mansor, and Elias (2010). Part two focus on actual purchase behaviour include 6 questions. It was adapted from Lee (2009).To identify the influence of purchase intention on actual purchase behaviour Univeriate, correlation, simple regression analysis has been used in this study.

Table 1: Objective Based Method of Analyses

No.	Objective	Method of Analysis
1.	To identify the level of purchase intention, and actual purchase behaviour.	Univariate Analysis (Mean/Standard Deviation)
2.	To identify the relationship between purchase intention and actual purchase behaviour.	Bivariate Analysis (Pearson Correlation)
3.	To identify the influence of purchase intention on actual purchase behaviour.	Bivariate Analysis (Simple Regression)

3. RESULTS AND DISCUSSIONS

Totally 382 questionnaire were issued, and 287 questionnaire were recollected. Recollected questionnaire all overly 75.13% in the sample size.

Purchase intention is the first variable, and it is measured with six indicators. These indicators have the mean values of 4.07, 4.16, 4.23, 4.07, 3.85, and 4.18. These indicators show high level of contribution on purchase intention. The overall mean value of purchase intention is 4.0940, and it is deviated from 0.66677. It shows that the purchase intention is in higher level among the selected families.

Actual purchase behaviour is the second variable, and it is measured with six indicators. These indicators have the mean values of 4.28, 3.41, 4.02, 4.34, 4.20, and 3.95. These indicators show high level of contribution on actual purchase behaviour. The overall mean value of health is 4.0343, and it is deviated from 0.59123. It shows that the actual purchase behaviour is in higher level among the selected families.

Correlation Analysis

Table 2: Correlation Coefficient between PI and APB

Variable		APB
Purchase Intention	Pearson Correlation	.736**
	Sig. (2-tailed)	.000

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2 shows the results of Pearson correlation between purchase intention, and actual purchase behaviour. The correlation coefficient (r) value is 0.736 between purchase intention, and actual purchase behaviour at the 0.01 significance level (2-tailed) is 0.000. Moreover, the value falls under the coefficient range of 0.5 to 1.0. Therefore, it can be concluded that there is a strong positive, and significant relationship between purchase intention, and actual purchase behaviour.

Table 3: Model Summary of Purchase Intention and APB

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.542	.541	.40077

a. Predictors: (Constant), purchase intention

Simple Regression test was performed to examine the influence of purchase intention, and actual purchase behaviour of organic food products. Based on Table 3 illustrates that 'R Square' statistic value is 0.542 which means 54.2% of the variation in actual purchase behaviour is explained by purchase intention.

Table 4: ANOVA for Purchase Intention and APB

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	53.253	1	53.253	331.559	.000 ^b
	Residual	44.972	280	.161		
	Total	98.224	281			

a. Dependent Variable: Actual purchase behaviour

b. Predictors: (Constant), purchase intention

According to Table 4, the proposed model was adequate as the F statistic ($F = 331.559$) were significant as the 5% level since the p-value is less than 0.05.

Table 5: Coefficients of Purchase Intention and APB

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.361	.149		9.154	.000
	Purchase intention	0.653	.036	.736	18.209	.000

a. Dependent Variable: Actual purchase behaviour

Based on below Table 5, regression equation can be written as follows:

$$Y = \beta_0 + \beta_1 X + e$$

Where, Y – Actual Purchase Behaviour (APB)

X – Purchase Intention

$$APB = 1.361 + 0.653X_1$$

The results indicated that B coefficient for purchase intention is 0.653 and p-value for purchase intention is 0.000 which is less than 0.05, indicates purchase intention is statistically significant at 5% level of significance. Therefore, there is enough evidence to reject null hypothesis and the following alternative hypothesis of the study is accepted. Therefore, there is enough evidence to reject null hypothesis and the following alternative hypothesis of the study is accepted.

H₁: Purchase intention of organic food products positively influence the actual purchase behaviour.

It can be concluded from the findings, purchase intention has a positive influence on actual purchase behaviour. There are some findings which empirically supports the positive influence on actual purchase behaviour. This finding is consistent with what being proposed in Theory of Planned Behaviour (Ajzen, 2011) and the work of Brown (2003) who stated that

consumer with intentions to buy certain product will exhibit higher actual purchasing rates than those customers who demonstrate that they have no intention of purchasing. Further actual purchase behaviour is equal to 1.361 when the purchase intention is zero.

4. CONCLUSIONS & RECOMMENDATIONS

Purchase intention and actual purchase behaviour are in high level and positively correlated. Further simple regression analysis was applied to analyze the influence among study variables. The results of study has been found that, organic food products' purchase intention has positive and significant influence on organic food products' actual purchase behaviour. Marketers' should pay more attention to develop effective marketing strategies to convince who have less purchase intention to buy organic food products. Through that marketers can increase the organic food products purchase intention.

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