

Consumer behaviour towards organic foods marketing essay



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According to Shaharudin, Pani, Mansor, Elias, and Sadek, National Organic Standards Board of the U. S. Department of Agriculture mentioned that organic food emphasizes use of renewable resources and protection of the soil and water to improve environmental quality for future generations.

Organic meat, poultry, eggs and dairy products all come from animals that are not given any antibiotics or growth hormone. Organic food produced without using the most traditional of pesticides; fertilizers which made with synthetic ingredients or sewage sludge; biological engineering; or ionizing radiation.

Shaharudin, Pani, Mansor, Elias, and Sadek (2010) pointed out that the organic food demand is dramatically growing in Malaysia nowadays. This habit comes from the changes in living habits of the fast faced the world which has seen some lack of traditional food safety. Organic chicken for example is different from the ordinary chicken as the breeding and growth needs the “ natural way” technology, instead of using medicines, vaccines and chemical reduce chicken maturity age. Traditional chicken growth and reproduction is easy to use of unsafe and non-halal vaccine that is unhygienic and unsafe vaccine for the consumption. The meat of organic chicken is rich in protein rather than non-organic chicken which promote anti-oxidation and anti-cancer for those who consume it. An interview conducted by Shaharudin, Pani, Mansor, Elias, and Sadek (Hay, 1989) found that organic food, is considered to be a better quality, better tasting, more healthy, more nutritious but less attractive than traditional products for those who had and had not buy organic food.

Statement of Problems

There are several firms been engaging in the production and marketing of organic food products in Malaysia. Thus, research of an investigation on consumer behavior towards organic food would be deemed to be the beneficial to understand and well-known about the consumer buying behavior and the factors that affecting consumer behavior to purchase organic food products. The problem here is many consumers are not aware or knowledgeable about organic foods. Furthermore, the selling price for the organic foods sometimes is too high, this caused consumers is not willing to pay money to purchase the organic foods.

1. 3 Research Aims and Objectives

The specific study of aims and objectives are:

To investigate the consumer behaviour towards organic food products

To determine the factors that affecting consumer buying behaviour towards organic food products

To analyse the reasons of purchasing organic food products

1. 4 Research Question

The specific research question is to investigate the consumer buying behaviour towards organic food products in Kampar areas. In this research study, it is more focus on the consumer buying behaviour, the factors affecting consumer buying behaviour towards organic food products and the reasons of purchasing the organic food products.

1. 5 Research Hypothesis

The particular hypotheses want to test are:

The consumer behaviour will influences the sales of organic foods

The factors of consumer buying behaviour will indirectly cause the development of organic food products

The benefits or positive effects of organic food products will influence the consumer buying decision

1. 6 Significance Of Research

The significance of this research done is due to know well about the consumer behavior towards the organic foods in Kampar areas. Besides, it is also the chance to determine what is the main factors are influences consumer buying behaviour and the reasons of consumers purchasing organic foods.

1. 7 Operational Definition Terms

1. 7. 1 Definition Of Organic Food

According to Lau (2009) studies based on Chinnice et al. (2002), there have no common definition of “ organic”; it is because different countries have different standards for product certification “ organic”. In simple words, organic food is minimally processed to maintain the integrity of the food with no artificial ingredients, preservatives or exposure. Organic products acquisition process on the environment friendly and cultivation technology is considering the product properties and production methods.

Furthermore, Turnbull (OPAC, 1992)(Emphasis added) also stated that the term of organic referred to the soil produces of biological activity enhancement, depends on the humus level, crumb structure and feeder feet development, this kind of plant is fed through the soil ecosystem, it is not through the soluble fertilizer added to the soil. Plants grown in such a system to occupy basic soluble salt, and slowly release from the humus colloid, speed by warm. In this system, the metabolism of plants and its ability to absorb nutrients not more than tensile excessive soluble salt intake in the soil water (such as nitrate). Organic farming system mostly to the maximum extent possible in crop rotation, crop residues and animal fertilizer, beans, green manure, mechanical farming, ore rock and approval in biological pest control to maintain soil productivity and cultivation, plant nutrient supply and control insects, weeds and other pests.

1. 7. 2 Definition Of Consumer Behaviour

Accordance to Pachauri (Engel, et al, 1986, 5) stated that consumer behaviour is defined as “ the behaviour of the individual directly involved in acquisition, use, processing of economic goods and services, including decision making process precede and determine these behaviours”. Simple observation provides limited insight into the complex nature of the consumer choice and researchers have increasing to search for more complex concepts and methods of investigation provided by behavioural science in order to understand, predict, and to control of consumer behaviour more effective. Psychology, social psychology and sociology discipline is the most widely used in the “ endeavour” has become a substantial academic industry itself.

Chapter 2: Literature Review

In this chapter, the research will be more focus and concern about the:

2. 1 Consumer behaviour towards organic foods
2. 2 Factors influencing purchasing behaviour towards organic foods
2. 3 The reasons of purchasing organic food

2. 1 Consumer Behaviour Towards Organic Foods

According to the research done by Roumbas (2007) based on Alexsen and Brinberg (1989) research, mentioned that there are four aspects of the consumer behaviour related to the food. The first aspect is the consumer's choice which is reflects in the decision making from an individual made in order to consume or purchase a food. The second aspect is the consumer's purchase behaviour which is by an exchange purchase food (for instant, money, goods, service). The third aspect is the consumption behaviour which represents the real intake of food. The final aspect of consumer behaviour is the nutrition intake of food which means the degradation of nutrition intake that is available for absorption by the body.

Besides, Roumbas (2007) also point out that the choice of food is one of the examples of the complex of human behaviour based on Conner (1993) research. Roumbas (2007) said that this complex of human behaviour may influence by many factors. So-called food choice is determines by the nutritional status, so far has the effect of diet on health and disease, it is the most important realization program selection is made. Basically, Roumbas (Shepherd and Sparks, 1994) also stated that only the person who have an

adequate understanding or knowledge of food choice can be made to change the choice and in the favour of organic food.

Based on research of Timmins (2010), it showed more than three-quarters (77%) consumer required for purchasing organic food and this level of requirement of purchasing is already close to the level recorded by “ real” purchase panel data which is 88%. This point showed that the gap between real and required incidental of purchasing had decreasing in 2003 when required to purchase was at 48% with panel data recording organic purchase in 77% of households. The purchasing of organic food produce is not just a black and white issue as evidence by the following:

On the average, there are 4.3 out of 13 categories of consumers were purchasing organic food

Only had 2% of consumers had bought an organic food in every category they made purchases in

There are out of 1,407 people interviewed and no one was always purchase organic food in every category they made purchases in

Additionally, there are limited consumers play loyalties to the organic foods in each category. Among 23% of consumers who do not purchase organic food and their future intention to purchase also very low. Only around 1 in 10 of the group required that they were “ fairly likely” to purchase organic food due to the price (Timmins, 2010).

Zeinab and Seyedeh (Nicosia, 1966; Howard and Sheth, 1969; Engel, et al., 1995) have point out that there are many theories which explain the <https://assignbuster.com/consumer-behaviour-towards-organic-foods-marketing-essay/>

consumer behaviours. Furthermore, Zeinab and Seyedeh (Ehrenberg and Goodhart, 1979) also mentioned the social science originates that psychology, economics and sociology and others were focus on the variables in marketing and emphasize the influences of external elements like physical product differentiation, advertisement, packaging, promotion and retail, availability, point of sale display, direct sell and so on. There is also some significance which is greatly extensive, and considers personal as well as environmental variables.

According to Gracia and Magistris (2007), proved that in the consumer behaviour there are some common models and goals use to define the main factors in order to explain consumer behaviour. They proposed the general model that on the consumer food behaviour which established the forces of driving consumer behaviour are product information, attitudes and product perception. Firstly, the consumer behaviour is determined by the attitude. This attitude formation products not only the need of nutrition and health, enjoy, convenient, safe, transparency, as well as motives, environment, but also by the product perception. Finally, the perception of a product is the product information results (namely knowledge products). Particularly, for the organic food consumer behaviour, Gracia and Magistris (Bigné, 1997) said that to establish a conceptual model in “ green” behaviour is by exogenous variables such as consumer social demography characteristics and the way of life and endogenous characteristics of knowledge level and environmental attitude. The relationship between exogenous and endogenous variables formed a new variable naming “ ecological implication”, and finally summed up organic consumer behaviour.

2. 2 Factors Influencing Purchasing Behavior Towards Organic Food

2. 2. 1 Health Consciousness

According to the Lau (Jayanti and Burns, 1998), has determined the meaning of health consciousness that referred from. Health consciousness means by the degree of health which is integrated to a person's daily activities. Health consciousness is considered as the subjective intent or motivation in order to improve a person's health.

Besides, Dickieson and Arkus (Lockie et al, 2002) mentioned that the strongest motivator that led people purchase organic food was health based on the research. There is a study involved some focus groups and interviews with 181 regular and occasional organic food purchase's consumers. They found out that health consciousness is the main motives that affect consumer behaviour to purchase organic foods due to them more concern about the health value and social aspects which involving fair trade, support for local farming, and further down the scale environment protection. There is a strongest link in the main focus of personal health, quality of life and well-being. People will purchase organic foods due to they realize them have contain no pesticide residues and organic foods can provide better health for them (Lockie et al, 2002).

Furthermore, Dickieson and Arkus (Molyneaux, 2007) reported that that they have positive relationship between heath consciousness and price. In their research, organic foods motivations indicated that there are some individual benefits intrinsic to the food consumption which tends to be more important

than knowledge of public benefits which accrue to organic farming. In other words, benefits on individual have appear to be more important drivers of organic food than public such as protecting bio-diversity and concern about the environment. This point has supporting the relationship among health and organic purchasing.

2. 2. 2 Environmental Concern

According to Zeinab and Seyebeh (Grunert and Juhl, 1995), described that a consumer who is more concern about the environment as a consumers “ who knows that the distribution, disposal, production, and use of the products result in the external costs, and they will see such actions”. The product that is environmentally friendly has produced with chemical free which is using the method that does not harm the environment. Hence, this is also one of the factor influence the consumer behaviour to purchase organic foods.

Additionally, Zeinab and Seyebeh (Werner and Alvensleben, 2011) also pointed out the relationship among the amount of consumers’ concern for the environment and the motivation to purchase products that are organic. In accordance with Zeinab and Seyebeh (Huang, 1996), pointed out the growth of an organic food consumption is depend to the growth of environmental concern in the public. Zeinab and Seyebeh (Staff, 2011) also proposed a number of people who purchase the organic food basically are for environmental reasons due to organic farming procedures are developed to help environment, protect the quality and reduce pollution of water and earth based on the studies of

2. 2. 3 Safety Concerns

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Based on Roumbas (Yeung and Morris, 2001), consumer food safety consciousness related risk has exacerbated the microbial contamination accidents such as salmonella and bovine spongiform encephalopathy (BSE), chemical residues in food, such as dioxin, bring of the possible consequences of technology intervention measures, such as genetically modified organisms.

Accordance to Wandel (1994), there are two types of health risks related to food. One is a risk diet composition, such as too much fat intake. The other is the risk formation of industrial and agricultural technical and economic changes, for example, pollutants from the environment pollution and agricultural chemical residue, food additives, growth hormone and antibiotic residues.

2.3 Attitudes Towards Organic Foods

Based on the finding found from Shepherd, Magnusson and Sjoden (2010) there are only between 4% and 10% announced that it is very likely that they will choose organic alternative next time, between 8% and 16% said they often or always buy four survey target of food. Therefore, it is difference attitude and self-report behaviour. The first factor may help explain the differences in behaviour between the attitudes are a standard relative importance “ organic” when compared to the other purchasing standards. Long life and health was also thought to be important or very important majority of respondents. Secondly, another candidate explains the difference is consumers do not think organic food would be better than conventional food. The most common belief about organic food is their “ more expensive” and “ health” than traditional food. The third influence factors may help to <https://assignbuster.com/consumer-behaviour-towards-organic-foods-marketing-essay/>

explain the differences in behaviour between the attitude is about half (49%) of respondents said they often or always avoid buy organic food, because they think they are too expensive. Further, most (63%) report says, it is important or is very important, organic food is not better than the traditional higher food costs.

Additionally, Turnbull (Kotler, Armstrong, Brown and Adam, 1998) proposed that people will get their attitudes and beliefs in turn to affect their purchasing behaviour through the performance and learning. Turnbull (2000) also done a research based on Katz (1960), Smith, Bruner and White (1956) studies, an attitude plays an important guiding a role of behaviour and serving the people psychological demand and needs. Attitude effects and reflect the lifestyle of personal pursuit and should be considered to have three components which are cognition, emotion and behaviour.

Furthermore, the research done by Saleki, Seyedsaleki and Rahimi (Saba and Messina, 2003) stated there are 974 users as a sample who always keeps their positive attitudes in taking organic vegetables and fruits. This group of people accepted organic foods due to its fresh, healthy, environmentally friendly, nutrition and taste compare to the conventional foods. Overall, this group of people willing to spend money towards organic foods due to they are trusting organic foods. Attitude was found to be a marked element while people eating organic foods as an intention factor.

3. 0 Methodology

3. 1 Introduction

The consumer behaviour towards the organic foods will be analysed using the qualitative research method. The reason for using qualitative method as the research methodology because it study on things in their natural settings, trying to understand, or explanation, phenomenon of people meaning to them. Qualitative research aims to penetrate deeper the significant that the research subject which ascribes to the topic being researched. It includes an explanative, naturalistic approach to research subject and primarily data lead to important research problems or existing information based on Noyes, Popay, Pearson, Hannes and Booth (Denzin, 1994). By using this qualitative research method, there will be some random selecting people (around 10 people) in Kampar areas will be interviewed using the questionnaires.

3. 2 Qualitative Research Method

According to Michael (Hiatt, 1986), qualitative research methods is focus on discovering and understand the experiences, every perspectives, and thought of the participants which is qualitative research explore the significance, purpose, or reality. On the other words, Michael (Denzin and Lincoln, 2005, p. 3) stated that qualitative research is located in activities which are located in the world observation. It consists of a set of explanation, material practices that makes the world visible. These practices change the world. They turn the world into a series of statements, including professional notes, interview, dialogue, pictures, sound recording, and memos self. At this level, qualitative research involves an explanation and natural way to be in

the world. Michael (Denzin and Lincoln, 2005, p. 3) emphasized those qualitative research personnel to research the essence of natural environment, trying to understand, or explanation, the phenomenon of people meaning to them.

Michael (Denzin, 2006) stated that qualitative research method is also called induction, in this senses, the researchers can construct theory or assumptions, explanation, and provide details from the conceptualization of the participants. Embedded in the perspective of this method, the researchers cannot dial out their experience, perception and biases, and therefore cannot pretend to be objective bystanders to the entire research. Another important feature is widespread used qualitative methods in education is relatively new, dating is mainly in the 1980s along with the continuous development of methods and reporting guidelines.

3. 3 Research Design

In this research, the type of research design used is the in-depth interview. The reason of choosing in-depth interview for this research is because there is evidence that show the advantages of using in-depth interview as a research design. In-depth interview is a qualitative research method that including strengthening in separate interviews a small minority of those surveyed to explore their perspective for a particular thought, programs, or situation (Boyce and Neale, 2006). For example, the researcher might ask participants, employees and other relevant program about their own experience, expectations and project related ideas, they have about program operation, process and result, and for any changes they think in their own because of their participation in the plan (Boyce and Neale, 2006).
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3. 4 Research Subjects

The researcher will distributed the survey forms for those participants who willing to spend around 10 minutes to answer the survey questions. The researcher also will explain one question by one question to avoid misunderstanding and misleading and hence causing incorrect data or results. There will be 10 survey forms distributed to 10 people with the aging of this group of people are between 20 years old to 30 years old it is because this research is more focus on the young consumer behaviour towards organic foods in Kampar areas.

3. 5 Research Instrument

The research instrument for this research is in-depth interview. With the face-to-face in-depth interview, the results and data collected will be more accurate, high validity and reliable. It is because face-to-face interview can avoid misunderstanding and misleading, the respondents can ask questions when they are not really understand the questions asked. Hence, it helps to increasing the percentage of data validity, reliable and accuracy.

3. 6 Research Procedure

The process of interviewing respondents is distributing open-ended questions to around 10 respondents who are willing to spent time to answer all the questions listed in the survey form. Furthermore, the researcher will then explain and ask the questions that want to ask to the respondents by following the flow of the questions. After that, the researcher will then concentrates on the answer given by respondents and interpret and understand it deeply. Finally, the researcher will also need to record down

what have said by respondents, what response of the respondents, and what feeling of the respondents during and after the interview.

3. 7 Methods Of Collecting Data

The method used to collect the data in order to get the results wanted is by using questionnaires. It is because the questionnaire consists of the topics that cover all the research aims and objectives. All the topic cover is concern about the consumer behaviour towards organic foods, the consumer attitudes, the environmental friendly issues, and how often the consumer will purchase the particular organic foods.

3. 8 Methods Of Analysing Data

The method used for analysing the data Thematic Coding Analysis.

Accordance to Robson (2011), The Thematic Coding Analysis is presented as a general method to analyse the qualitative data. It can be used as a realistic method, the report experience, significance and reality of the participants, or as a constructionist method, this method inspection event, reality, significance and the influence of the operation experience within the scope of social discourse.

Interview Questions

I am student from Tunku Abdul Rahman College conducting a research on “ Consumer Behavior Towards Organic Food” for my Tourism Research Project. I would be pleased if you would participate in my survey. There will be two set of questionnaires distributes to respondents. Set A is distributed to respondents who are buying organic food whereas Set B is distributed to respondents who are not buying organic food. It will take about 10 minutes.

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Set A Questionnaire

Do you buy organic food?

What is the motivation for you buying organic food?

In your opinion, what do you think about organic food?

Do you trust organic food?

Do you think consuming organic foods can be deemed as environmentally friendly? If yes, explain. If no, explain.

What about the selling price for organic food?

Do you think government should regulate the pricing for organic foods?

Explain.

What issues would you take into consideration when you purchase organic foods?

Do you think organic foods will be beneficial to you? Explain.

Which one would you prefer to choose between organic food and conventional food? Explain.

In your opinion, how do you encourage and recommend people to buy organic food?

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Set B Questionnaire

Do you purchase organic food?

Why you not purchase organic food?

What do you heard about organic food?

In your opinion, what do you think about organic food?

Do you trust organic? Explain.

What about the selling price for organic food?

Do you think government should regulate the pricing for organic foods?

Explain.

Do you think organic foods will beneficial to you? Explain.

Which one would you prefer to choose between organic food and conventional food? Explain.

In your opinion, given relevant price, information and guarantee, would you consider switching organic food in the future?

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