

INFLUENCE OF PERCEIVED VALUE ON PURCHASE INTENTION OF ORGANIC FOOD: A STUDY WITH CHENNAI CONSUMERS

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Abstract

The intensity of purchasing of a product depends on the value for the product as perceived by the consumer. This concept is true for all types of products including the organic products. The current study has been done in this regard. The study analyses the effect of perceived value over the purchase intention of the consumers towards the organic food purchase. The study has been performed among the consumers in Chennai who are selected as respondents through simple random sampling. The data needed for the study is collected through a survey by handing over questionnaires to the respondents. The sample size of the study is 130 and the method used for data analysis is Regression. The findings of the study reveal that there is a significant relationship between dimensions of perceived value and purchase intention.

Keywords : *Perceived value, Purchase intention, Organic Food, Consumers perception, Purchasing decision*

Introduction

The life of human got transformed from hunter-gatherer to farmer. The system of consumption of food is emerging in a constant manner. As advancements are taking place, novel inventions are happening in varied fields which paves the way to huge agricultural development too. The rise in population and the beginning of industrialization make the researchers to implement chemicals in fields as agricultural input for the purpose of increased production (Alvares, 2009). Therefore, for understanding the organic food's philosophy, it is essential to know the emergence of organic agriculture. The concept of organic agriculture is not new to India. The practice of organic farming was in from ancient times. Our nation was flourishing in all aspects including agriculture till the Britishers invaded or country and started ruling it. The total system of agricultural system in India used the techniques of organic farming. As far as the Indian economy is concerned, agriculture is the backbone. The traditional system of agriculture in India used cows, bullocks and buffaloes. The cow dungs were used as the natural manure for plant growth and also for improving the soil fertility. DEFRA (Department for Agriculture and Rural Affairs) reported that the organic products are the outputs of the farming system which does not use the pesticides, artificial fertilizers, additives and growth regulators. The organic legislation does not allow the usage of GMOs (genetically modified organisms). The term organic food is perceived as the food product without any form of pesticides, chemicals or growth hormones. As per the principles of international organic farming, there is a restriction in the usage of GMOs and antibiotics in the animal husbandry. Also, as per these principles, only thirty preservatives or additives are acceptable to be used and that too in specific

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