

# An Assessment Of Theory Of Reasoned Action Towards Organic Food In India

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**Abstract:** Indians are becoming more and more conscious about their health as there is the secret exploded that healthy food habits brings healthy skin. Women as well as men are getting conscious about their health as well as body to look good. As the youth is shifting from healthy food towards western culture of junk food but there is also a positive shift of people from healthy food to organic food intake. The paper tries to assess the theory of reasoned action on the purchase intention of organic foods in India. Around 800 filled forms were received and out of them on 747 forms were found to be useful for the analysis. It was found that perceived behavioural control positively impacts the attitude while purchasing organic food though it is positively impacting the intention while all other variable namely subjective norm and behavioural intention are positively impacting attitude.

**Index Terms:** Theory Of Reasoned Action, Organic Food, Purchase Intention

## 1 INTRODUCTION

Indians are becoming more and more conscious about their health as there is the secret exploded that healthy food habits brings healthy skin. Women as well as men are getting conscious about their health as well as body to look good. As the youth is shifting from healthy food towards western culture of junk food but there is also a positive shift of people from healthy food to organic food intake (Ali, Wani, & Saleem, 2011). Indians considers traditional food as healthy food as it consists of all the nutrients, vitamins and grains with the taste of their own tradition. Indian food habits consists of rajma chawal, kadi chawal, litti –chokha, momos, burger etc. (Nazni, 2014) As similar to the western culture, Indian culture also serves food in 3 meals- morning (breakfast), noon (lunch) and night (dinner). The heaviest food is served/being eaten in the morning with eggs, Idli sambhar etc. the proper food is served in the noon time with dal, roti, Sabji, raita, sweets etc. and the dinner is the lightest food like dal roti (Joshi, 2012). It is said and scientifically proven that this type of meal is the most energizing one and makes the body healthiest but due to the adoption of Chinese food and cuisines, Indian's interests is shifting from normal diet plan towards daily intake of outside Chinese or junk food that is high in cholesterol, sugar level, yeast items that affects the body's metabolism and structure (Correa et al., 2017) (Das & Banerjee, 2008). India is getting more knowledgeable about the body and skin because of the decreasing life expectancy ratio, increasing internal organs diseases, appendices, skin problems and cancer. To protect oneself from the harmful effects of diseases people need to opt their traditional and healthy diet plan again (Wang & Fuller, 2003). So there is a gradual shift from interest in junk food intake to organic food. So the farmers producing normal crops now need to grow organic food products. But people are still not fully dependent on the organic food. Indians take 30% of the total food from the world but less than 1% consumes organic food (Ali et al., 2011). Organic food agriculture is a way typical than agriculture of normal crops. It costs more than growing a normal crop in the farm and also needs high quality seeds, pesticides etc. which costs more than the normal crop and it is very difficult for a farmer to sell it into the market where there is very small market segment (Shetty, Marathe, & Shouche, 2013).

The paper tries to assess the theory of reasoned action on the purchase intention of organic foods in India.

## 2 LITERATURE REVIEW

Organic food is good for health but more difficult to grow as crops needs more care, safety, costly seeds and pesticides etc. and any imbalance in the cropping culture will destroy the whole crops which will costs blunders to a smaller farmer to recover (Home & Jhala, 2009).

### THEORY OF REASONED ACTION

A theory developed by Martin Fishbein and Icek Ajzen. It concludes that theory of reasoned actions take norms and attitude as the main factors which influences the behavioural intention of the individual (Ajzen, 2001). The attitude that a person wants to purchase organic products is their choice that reflects in their attitude like they would search for the better buyers or wholesalers etc. is their attitude then the subjective norms that will influence them to purchase or not to purchase the organic products through their own point of view (Ajzen & Fishbein, 1980). Then, the behavioural intention would be arisen because of norms and attitude of the individual. Both the researchers elaborated and explained the theory and found that attitude is critics of this theory (Elder, Ayala, & Harris, 1999).

### HEALTH CONSCIOUS

People are more health conscious when we talk about their skin and body issues if they don't intake healthy food but the next minute their taste and minds influences them to eat junk food. There is less than 1% of the people which prefer taking organic food because they take themselves seriously but the other remaining focuses on whatever costs them cheaper and convenient to buy (Kraft & Goodell, 1993). People of India choose their food type as per their convenience, when they don't want to cook food they prefer taking/ purchasing junk food that is more conveniently available. People are becoming health conscious but only up to a certain level after seeing the repercussions of the intake of junk food and diseases related to it (Eccles & Mason, 2001).

### QUALITY CONSCIOUS

Taking quality as a determinant, people are satisfied with whatever they are purchasing until and unless it is the best last alternative but when there comes the new concept of organic food people want to get quality upgraded. Very few

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percentage of people are quality conscious in India others don't need to think much (Hollands, Marteau, & Fletcher, 2016). Quality consciousness can be defined as the top quality of the products in the minds of the consumers due to which they rate the quality of different products after comparison. When people are concerned with what type of quality they are purchasing or the priority they consider the product superior (Lau, Chan, Tan, & Kwek, 2012).

### ORGANIC FOOD

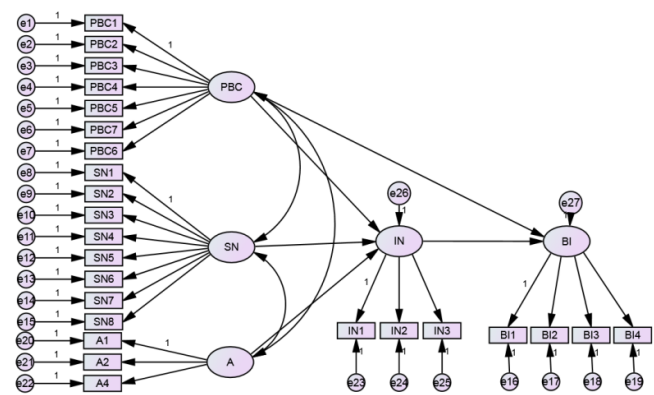
The healthiest of the healthy food those are not grown with any harmful pesticides or chemicals. The organic seeds are sown in the fields and produced with zero chemicals (Rees, Kreiman, & Koch, 2002). Organic food is method through which the food is produced in natural and ecological conditions of the climate and there can be change in the quality difference depending upon the place to place. There is a standard set for the organic products and all the producers have to maintain that ('Organic agriculture', 2011).

### 3 RESEARCH METHODOLOGY

The research is conducted with an aim to find out the factors which enable a customer to buy medical equipment. In order to fulfil the objectives the theory of reasoned action has been considered as the base and the model has been taken as a base. Around 800 filled forms were received and out of them on 747 forms were found to be useful for the analysis. Regarding the sample demographics, females were 58.15 per cent and males were 41.85 per cent. Approximately 62.2 per cent of respondents had graduate and above whereas 37.8 per cent were less than graduate when the education was considered. 21-30 years old age group comprised of 48.3 per cent of the respondents, and the next largest age categories was 31-40 years old with 28.4 per cent, 41-50 years old were only 8.5 per cent, similarly over 51 years old were 8.5 per cent, and below 21 years old were the least with 6.3 per cent.

### 4 DATA ANALYSIS

Common method variance refers to "the observed variance or error that is being caused because of the measurement procedure rather than the variance that is shared among the constructs" (Chang, Witteloostuijn, & Lorraine, 2010; Eichhorn, 2014; Sharma, Yetton, & Crawford, 2009). For the issue, Harman's single-factor test was used as discussed by Podsakoff et al. (2003) (Teo, 2011). By using promax rotation in principal axis factoring framework while fixing the extraction to 1 factor, the total accumulated variation was found to be 38.61% which is less than the threshold of 50%. Thus the test shows the absence of the CMV. A SEM was conducted for fulfilling the objective find out the factors which enable a customer to buy medical equipment. Measurement model results and reliability values of each construct in factor influencing retention. The model fit indices were assessed for an acceptable fit. The model fit indices found were chi-square/d.f. ( $\chi^2/df$ ) = 2.24,  $p = 0.00$ , goodness-of-fit index (GFI) = 0.87, comparative fit index (CFI) = 0.94, normative fit index (NFI) = 0.92 and root mean square error of approximation (RMSEA) = 0.05. These fit indices indicated an acceptable measurement model.



			Estimate	S.E.	C.R.	P	Label
IN	<---	PBC	.623	.215	2.896	.004	
IN	<---	SN	.395	.287	1.377	.069	
IN	<---	A	.734	.243	3.016	.003	
BI	<---	IN	1.235	.393	3.142	.002	
BI	<---	PBC	.315	.254	1.239	.015	

All the hypotheses were accepted at 95% confidence level. Perceived behavioural control, subjective norm and behavioural intention had a significant impact on the attitude, further attitude had a significant impact on intention and perceived behavioural control had a significant impact on intention.

### 5 DISCUSSIONS

Research was conducted know the buying behaviour of consumer towards organic food and it was found that perceived behavioural control positively impacts the attitude while purchasing organic food though it is positively impacting the intention while all other variable namely subjective norm and behavioural intention are positively impacting attitude which also depicted in many studies (Conner & Sparks, 1996; Fielding, McDonald, & Louis, 2008; Kalafatis, Pollard, East, & Tsogas, 1999; Kautonen, van Gelderen, & Tornikoski, 2013; McEachan, Conner, Taylor, & Lawton, 2011; Sniehotta, Presseau, & Araújo-Soares, 2014). Behavioural intention was the most significantly influencing predictor of Attitude followed by subjective norms and the least influencing predictor was perceived behavioural control while purchasing medical equipments. Further attitude is significantly influencing the intention and it the most significant predictor of intention marginally less was the perceived behavioural control for medical equipments (Basu et al., 2011).

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