

# Exploring the Factors Impacting the Purchase Intention of Consumers for Organic Foods

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## ABSTRACT

Interest in organic food continues to increase throughout the world in response to concerns about intensive agricultural practices and their potential effects on human health and the environment. The demand for organic foods has significantly increased due to increasing awareness on health, food safety and environmental concerns. This paper made a humble attempt in understanding the consumer purchase intention for organic foods in Coimbatore district of Tamil Nadu state. Major retailers in the district were identified and five retailers were randomly chosen for the study. Thirty consumers visiting each retail shop were randomly chosen and thus the total sample size is 150. The collected data was analyzed by using Garret ranking technique, chi- square and factor analysis. The result concluded that, vegetables were the most preferred category of products of organic origin followed by milk and dairy products. The cumulative variance accounted by nine factors extracted from factor analysis was 67.99 per cent while food safety and supportive factors were majorly considered and motivational and influential factors were least preferred by sample respondents during their purchase of organic foods.

**Key words:** *Food safety, Influential factor, Motivational factor, Organic foods, Purchase intention, Supportive factor*