



# Influence Of Quality Towards Purchase Intention With the Mediating Effect Of Promotion With Preference To Organic Foods

1407

V.Manimegalai<sup>1</sup>, Dr.P.Sasikumar<sup>2</sup>

<sup>1</sup>Research Scholar, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai. Email Id: [manimeghalaikathir@gmail.com](mailto:manimeghalaikathir@gmail.com) Mobile number: 9940339555

<sup>2</sup>Assistant Professor and Research supervisor, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai. Email Id: [sasikumar.sms@velsuniv.ac.in](mailto:sasikumar.sms@velsuniv.ac.in), Mobile number: 9500534612

## Abstract

The growth of organic agriculture has been encouraged all over the globe as a means of enhancing the nutritional health of families, and Ecuador is not an exception to this trend. The purpose of this study was to determine the behaviours and perspectives of customers in Chennai towards the marketing of organic goods. This will assist us in gaining an understanding of the circumstances under which consumers get access to these foods, the position of the producer in relation to the market, as well as their perspective on the items in question. The research used a quantitative approach; it is descriptive; it included the deductive technique; and it was designed in a way that was not experimental. A survey was utilised as a method for collecting data, and there were 110 individuals from the general public who served as the sample. The research explained the mediating effect of promotions towards quality and purchase intention. This research may help direct the promotion and manufacturing of organic foods to better meet the demands of their customers.

**Keywords:** Organic Food, Promotion, Quality, Purchase Intention, Consumers

**DOI Number:** 10.14704/nq.2022.20.13.NQ88177 **Neuro Quantology 2022; 20(13):1407-1412**

## Introduction:

In the latter part of the 20th century, the world observed a paradigm change in the extent to which education was available and in the way people viewed their lives in general. As a direct result of this change, there has been a discernible rise in the demand for foods that are organic. Historically, a large number of farmers were ignorant of current agricultural practises and scientific methods for the production of food; as a result, they did not employ these methods. The form of synthetic fertilisers, insecticides, or other crop-preserving compounds in the form of procedure involved in the making of food. They used to grow food without using any pesticides for simply for one's own consumption. Consuming organic food was, in point of fact, a factor in illustrative of the moral and ethical value system (Grosplik, 2016).

Then, beginning in the 1940s and continuing into the 1960s, farmers began adopting a new trend toward using cutting-edge, high-yield methods of food production. Despite widespread information about the health advantages of organic food, this movement has thrived. A combination of factors, including global population growth and severe food shortages in certain regions, has contributed to this situation. Farmers used this method of producing food as a result of Industrialization and advances in agricultural chemicals. This led to a decline in organic farming as people preferred the convenience and cheaper cost of conventionally cultivated produce (Mutlu, 2007).

The ecology deteriorated over time due to careless chemical use. Consumers were purchasing food and food items that had no nutritional value because commercial goals had led to the use of harmful pesticides and chemical



fertilisers on farms and agricultural land. Consumers' awareness of the significance of food quality and safety was sounded by the alarming rise in the prevalence of lifestyle illnesses including diabetes and cardiovascular ailments (Menrad, 2003; Roberfroid, 2002). A growing number of people now credit the popularity of the saying "You are what you eat" (or "the food you eat determines who you are") as a major factor in the rise in the demand for organic products (Norman et al., 2000). Organic food is becoming more mainstream around the globe, from the industrialised nations of Europe and North America to the growing powers of China and India, as both consumers and farmers consider a shift back to more sustainable agricultural practises (Patel et al., 2007; Paul et al., 2016).

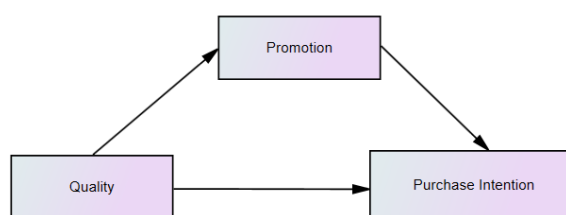
Organic food has met the needs of 21st century shoppers, and that has prompted a change in mindset. Using organic fertilisers, locally adapted seeds and breeds, biological pest management, and intercropping with nitrogen-fixing trees, legumes, and other synergistic crops are all part of what make up organic farming (Adamtey et al., 2016). Increases in disposable income have allowed consumers to increase their investment in organic food as a means to improve their quality of life (Kriwy and Mecking, 2012). As a result, some businesses are emphasising the health benefits of their wares in a way that is distinct from the marketing of hedonic meals (Bublitz and Peracchio, 2015). They stated that firms that produce healthy goods would benefit from adopting industry best practises in order to encourage customers to alter their diets. In order to advertise organic food to the right people, marketers need to understand who those people are. In addition, they are interested in learning what aspects of the market will affect the purchasing choices of these customers. However, the aforementioned research does not provide any light on the types of consumers who are willing to buy organic food.

This article will elucidate the importance of quality towards consumer purchase intention and also elaborates the moderating effect of promotions towards quality and consumer purchase intention.

## 2.Objectives of the Study:

1. To determine the influence of Quality towards Purchase Intention with preference to organic food
2. To analyse the moderating effect of Promotion towards quality and Purchase Intention with preference to organic food
3. To analyse the relationship between demographic variables and study variables.

## 3.Conceptual Framework:



## 4. Review of Literature:

### 4.1 Quality:

According to Kotler and Armstrong (2010), a product is the key element that brings up customer value in market offering. Products are more than just tangible items not only that inclusive of service features, design, performance quality, brand name and packaging. The quality of product has a significant impact on the product or service performance, thus it is linked to a customer's value and satisfaction. Product quality is a key factor in assessing purchase intention. It is a continuous process of improvement that the continuous changes increase product performance and consequently the satisfaction of customers' needs. Quality should be improved every moment (Tariq et al., 2013). (Tariq et al., 2013). Moreover, Zeeshan (2013) indicated that quality is an important tool for creating competitive advantage. Chi et al. (2008) states that purchasing intention of customers depends upon the product quality and it has a significant impact on it. Madahi and Sukati (2012) describe that the purchase intention has become complicated and significant in recent era. In this case, quality of product plays significant role in considering purchase intention.

### 4.2 Purchase Intention

Research has demonstrated that price is a major factor in consumers' purchasing decisions.



However, other factors, like product and service quality, also matter (Giovanis et al., 2013). Consumers' reasons for choosing one brand over another may be analysed via the lens of purchase intention, a kind of decision-making (Shah., et. al., 2012). Furthermore, customers' purchasing decisions are influenced by both internal and external factors (Gogoi, 2013). In addition, the likes of quality, price, loyalty, suggestion, advertising, and ethnocentrism all play a role in the final decision that a customer makes when buying a cosmetic (Aldhaini & Ali, 2019). The organic food buyers' decision making process is examined, with a particular emphasis on the role that quality plays.

Customers' emotions, needs, desires, and demands may all be manipulated by the media in today's world, making the media a potent agent of cultural change. Numerous studies have been done, and many billions of dollars have been spent, in order to determine the most essential aspects influencing consumers' purchasing choices, and the results have been compiled by academics and businesses in the market.

#### 4.3 Promotion:

Marketers utilise sales promotions, which include a wide range of temporary incentive techniques, to encourage buyers and sellers to make purchases more quickly or in greater numbers (Kolter & Armstrong, 2010). Advertising and marketing toolsets would be incomplete without sales promotion as a central component. According to industry data, packaging firms spend roughly 75% of their marketing budget on sales promotion (Neslin, 2002). Online sales promotion is comparable to

offline sales promotion in terms of its goals, traits, and actions, but it is carried out in a completely different setting.

#### 4.4 Research Methodology:

The data was collected in the form of the questionnaire, the statistical tool, SPSS version 20.0 was used to make the analysis part for the data collected. The preliminary segment of research comprises the inquiries associated with demographic data, preference of respondents who prefer organic foods ideal approach looking through the data, and various assessment inquiries concerning the consumption of web and online media also, the decision of stage for looking through product-related data. In the subsequent part, Likert Scale containing five things is utilized (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

The study for the research consists of respondents who partake to make a purchase towards organic foods. The questionnaire was framed and circulated to the respondents who make a purchase towards organic foods. All out the number of respondents satisfying the condition was picked among the populace and the survey was directed to 110 respondents.

#### 4.5 Findings and Result

The data was collected in the form of questionnaire, the SPSS version 20.0 statistical software was used to make the analysis part for the data collected. Cronbach's alpha test was implemented for the reliability test of the scale, and it was calculated that Cronbach's alpha = 0.732. The calculated value shows that scale is highly reliable.

Demographic Variables	Frequency	Percentage
Gender		
• Male	36	33
• Female	74	67
Age		
• 20-30	43	39
• 31-40	63	57
• 41-50	4	03
Family Members		
• 2-4 Members	83	74

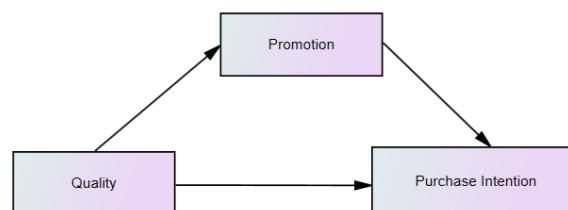


• 5-7 Members	23	13
• Above 7 Members	04	03
<b>Income Monthly</b>		
• Money Savers	33	30
• Less than Rs.20,000/-	23	20
• Rs.20,001 – Rs.40,000/-	38	34
• Rs.40,001 – Rs.60,000/-	5	04
• Rs.60,001 and above	11	10
<b>Frequency of Buying Grocery</b>		
• Daily	04	03
• Weekly	23	13
• Monthly	83	74

Table 1 shows that female respondents dominate at 67 percent compared with male respondents at 33 percent. Based on age groups, respondents aged over 31-40 years have the highest percentage, which is 57 percent. Seen from the total family members of the respondents, 2-4 members of the family with 74% of the respondents are involved for the study. Based on the frequency of buying the grocery the respondents who purchase monthly are high with the percentage of 74 %.Based on the Monthly income earned the respondents who are

earning Rs 20000-40000 are highly involved in buying the organic foods.

#### 4.51 Mediating effect of Promotion towards Quality and Purchase Intention



	R	R-sq	MSE	F	df1	df2	p
	.3903	.1523	13.5211	19.4080	1.0000	108.0000	0.0000
	coeff	se	T	p	LLCI	ULCI	
<b>constant</b>	10.0302	1.3757	7.2907	0.0000	7.3032	12.7572	
<b>Quality</b>	.4530	.1028	4.4055	0.0000	.2492	.6569	

The direct effect from Quality to Promotion was positive and statistically significant (b=0. 4530, se=0.1028, P = 0.000)

	R	R-sq	MSE	F	df1	df2	p
	.6690	.4476	6.5503	43.3428	2.0000	107.0000	0.0000



	Coeff	Se	T	p	LLCI	ULCI
<b>constant</b>	2.6840	1.1697	2.2946	0.0237	.3652	5.0027
<b>Quality</b>	0.0692	0.0777	.8903	.3753	-0.0849	0.2233
<b>Promotion</b>	.5482	.0670	8.1853	.0000	.4154	.6810

The path (direct effect) from Quality to Promotion is statistically significant (b=0.0692, se=0.0777, P = 0.3753)

Table 4: Direct and Indirect effect X on Y

	Effect	Se	T	P	LLCI	ULCI
<b>Direct effect of X on Y</b>	0.0692	0.0777	0.8903	.3753	-.0849	.2233
<b>Indirect effect(s) of X on Y</b>	Effect	BootSE	BootLLCI	BootULCI		
<b>Promotion</b>	0.2484	0.0573	.1438	.3681		

From the table 4, The direct effect of Promotion on Purchase Intention is significant (b=0.5482, se=0.0670, P = 0.0000) Similarly, in the case of promotion as the mediator, the indirect effect (IE= 0.2484) is statistically significant, the absence of zero value between the bootstrapped LLCI (0.1438) and ULCI (0.3681) which consider the confidence intervals (CI) at 95% confirmed the mediation effect.

6. Conclusion:

Future expansion of the organic food sector will be driven by customer demand. This research hopes to provide light on how consumers' health and environmental concerns, as well as their level of information, views of social norms, and budgets, all influence their decisions to buy organic food. Consumers' propensity to buy organic food has been shown to differ among countries.

In light of the evidence suggesting a correlation between eating organic food and improved health outcomes, health-conscious consumers have begun to adopt a more favourable view of the food type. This is due to the fact that organic foods are better for you in every way (taste, health, and safety) than their non-organic counterparts.

Insight into the purchasing power of organic food customers may be used to better educate producers and marketers of organic food. Health, environment, knowledge, subjective standards, and pricing perceptions all have a significant role in determining a consumer's decision to purchase organic food, which is a key element in this research. With this information, professionals may create a strategic marketing strategy based on the most successful communication strategies to promote organic food, which can have a major impact on customer behaviour and perception. Practitioners may also use this information to boost organic food sales by refining their advertising strategies.

This research may help direct the promotion and manufacturing of organic foods to better meet the demands of their customers. The growing demand for organic food is worrying the business because the supply of organic food in India is currently insufficient to meet the rising demand.



Future research should emphasis more on other aspects that impact consumer purchasing intentions on organic food with longer target segments to acquire reliable findings.

1. Grosplik, R. (2017). Citizen-consumer revisited: The cultural meanings of organic food consumption in Israel. *Journal of Consumer Culture*, 17(3), 732–751.
2. Mutlu, N. (2007). Consumer Attitude and Behaviour towards Organic Food: Cross-cultural study of Turkey and Germany.
3. Menrad, K. (2003) Market and Marketing of Functional Food in Europe. *Journal of Food Engineering*, 56, 181-188.
4. Sheeran, P., Conner, M., & Norman, P. (2001). Can the theory of planned behavior explain patterns of health behavior change? *Health Psychology*, 20(1), 12–19.
5. Patel, V., et al. (2007) Mental Health of Young People: A Global Public-Health Challenge. *The Lancet*, 369, 1302-1313.
6. Paul, J., Modi, A. and Patel, J. (2016) Predicting Green Product Consumption Using Theory of Planned Behavior and Reasoned Action. *Journal of Retailing and Consumer Services*, 29, 123-134.
7. Kriwy, Peter & Mecking, Rebecca-Ariane. (2011). Health and environmental consciousness, costs of behaviour and the purchase of organic food. *International Journal of Consumer Studies*. 36. 30 - 37. 10.1111/j.1470-6431.2011.01004.x.
8. Bublitz, M. G., & Peracchio, L. A. (2015). Applying industry practices to promote healthy foods: An exploration of positive marketing outcomes. *Journal of Business Research*, 68(12), 2484-2493.
9. Kotler, P. and Armstrong, G., 2010. *Principles of marketing*. Englewood Cliffs, N.J.: Prentice Hall, p.187.
10. Shah, S. & Aziz, J. & Jaffari, A.R. & Waris, Sidra & Ejaz, W. & Fatima, M. & Sherazi, Syed. (2012). The impact of brands on consumer purchase intentions. *Asian Journal of Business Management*. 4. 105-110.

