

Factors Influencing Consumer Purchase Intention towards Natural Food Products

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Citation: Sreya, M. & Devi, K. (2026). Factors Influencing Consumer Purchase Intention towards Natural Food Products. *International Journal of Advanced Research in Commerce, Management & Social Science*, 09(03(II)), 92–97. [https://doi.org/10.62823/IJARCMSS/9.3\(II\).92](https://doi.org/10.62823/IJARCMSS/9.3(II).92)

Abstract

The growing awareness of health, nutrition, food safety, and environmental sustainability has increased consumer interest in natural food products. However, consumers differ in the factors that influence their intention to purchase such products. This study examines the factors influencing consumer purchase intention towards natural food products, focusing on Health Consciousness, Environmental Concern, Trust, Price Value, and Consumer Perception. A quantitative research approach with a descriptive research design was adopted. Primary data were collected through a structured questionnaire using a five-point Likert scale. A total of 202 valid responses were obtained using convenience sampling from consumers who purchase or have experience with natural food products. The collected data were analysed using reliability analysis, descriptive statistics, Pearson correlation analysis, and multiple regression analysis. The reliability results showed acceptable to excellent internal consistency across the study variables. The correlation analysis indicated positive and statistically significant relationships among Health Consciousness, Environmental Concern, Trust, Price Value, Consumer Perception, and Purchase Intention at the 0.001 significance level. The regression model explained 38.7% of the variation in Purchase Intention. Among the predictors, Health Consciousness was the only variable that had a statistically significant positive effect on Purchase Intention ($\beta = 0.422$, $p < 0.001$). Environmental Concern, Trust, and Price Value were not individually significant predictors. The findings suggest that companies should focus particularly on communicating the health benefits of natural food products while also strengthening consumer perception, product credibility, accessibility, and value.

Keywords: Natural Food Products, Purchase Intention, Health Consciousness, Environmental Concern, Trust, Price Value, Consumer Perception.

Introduction

Consumer interest in natural food products has increased as people become more aware of health, nutrition, food quality, and environmental sustainability. Consumers are increasingly interested in food products that are perceived as natural, nutritious, safe, and free from artificial ingredients and chemicals. However, consumers do not necessarily purchase natural food products for the same reasons. Their purchase intention may be influenced by health consciousness, environmental concern, trust, price, product quality, availability, and their overall perception of the product.

The natural food products sector includes products such as cold-pressed oils, millet-based foods, spices, instant mixes, traditional foods, and other value-added food products. Changes in lifestyle, urbanisation, increasing health awareness, and the demand for convenient and nutritious foods have contributed to the development of this market.

The present study focuses on identifying the factors that influence consumers' intention to purchase natural food products. The study particularly examines Health Consciousness, Environmental Concern, Trust, and Price Value as independent variables, Consumer Perception as a mediating variable, and Purchase Intention as the dependent variable.

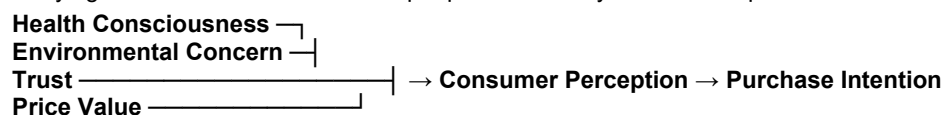
Objectives of the Study

- To identify the factors influencing consumer Purchase Intention towards natural food products.
- To examine the influence of Health Consciousness on consumer Purchase Intention.
- To examine the influence of Environmental Concern on consumer Purchase Intention.
- To examine the influence of Trust on consumer Purchase Intention.
- To examine the influence of Price Value on consumer Purchase Intention.
- To examine the relationship between Consumer Perception and Purchase Intention.
- To identify major factors motivating consumers to purchase natural food products.

Conceptual Framework and Review of Literature

Conceptual Framework

People are getting more interested in natural food products because they care about their health what they eat and the earth. Consumers are becoming more aware of what they buy. This study looks at six things: Health Consciousness, Environmental Concern, Trust, Price Value, Consumer Perception and Purchase Intention. Health Consciousness is about how much people think about their health and choose food that's good for them. Environmental Concern is when people think about how their food choices affect the earth. Trust is when people believe that natural food products are safe and real. Price Value is when people think that the good things about natural food products are worth the money they pay. Consumer Perception is what people think about natural food products, including if they're good, useful and worth buying. Purchase Intention is when people want to buy natural food products.



Review of Literature

Kumar et al. (2024) examined factors influencing consumers' purchase intention towards natural and organic food products in India. The study found that Health Consciousness, product quality and consumer trust significantly influenced Purchase Intention. It also highlighted the importance of clear certification and transparent labelling.

Arun et al. (2023) examined consumers' awareness and perception of organic food products among students in Coimbatore. The findings showed that consumers considered organic foods healthier and better in quality, although price was perceived as a concern. The study recommended increasing awareness and accessibility.

Chaturvedi, Rashid and Rahman (2022) reviewed consumer behaviour towards organic food and found that health awareness, environmental responsibility, trust in certification and perceived quality positively influenced consumers' willingness to purchase organic food products.

Leyva-Hernández et al. (2022) conducted a systematic review of 162 research articles on organic food Purchase Intention. The study identified consumer values, Trust, Health Consciousness, Environmental Concern and positive attitudes as important determinants of Purchase Intention.

Shrestha (2020) examined consumer Purchase Intention towards organic foods and found that Environmental Concern, Trust and product availability significantly influenced purchase intention. The study recommended improving accessibility and strengthening consumer trust.

Rana and Paul (2020) conducted a meta-analysis of consumer motives for purchasing organic food. The study found that health motivation was the strongest factor influencing Purchase Intention, followed by product quality and Environmental Concern.

Dangi, Gupta and Narula (2020) reviewed studies on organic food buying behaviour and found that consumer attitudes, eco-labels, Trust, product quality and socio-demographic characteristics influence Purchase Intention. Clear certification and labelling were also found to improve consumer confidence.

Soni (2019) examined consumers' buying behaviour towards organic food products. The study identified Health Consciousness as an important reason for purchasing organic food products.

Research Methodology

- **Research Design**

The study adopted a **Descriptive Research Design**. The descriptive design was selected to understand consumers' opinions, awareness, preferences and buying behaviour regarding natural food products.

- **Sample Size and Sampling Technique**

A total of 202 people took part in the study. The people who took part were customers who bought or had bought natural food products. The data was collected using convenience sampling.

- **Data Collection and Statistical Tool**

Primary data were collected. The demographic questions and statements measured using a five-point Likert scale, ranging from Strongly Disagree to Strongly Agree. The following statistical techniques were used:

Statistical Tool	Purpose
Frequency and Percentage	To analyse demographic characteristics
Descriptive Statistics	To understand the responses of respondents
Reliability Analysis	To test internal consistency
Pearson Correlation	To examine relationships among variables
Regression	To determine significant predictors of Purchase Intention

Variables of the Study

- **Independent Variables:** Health Consciousness, Environmental Concern, Trust and Price Value.
- **Mediating Variable:** Consumer Perception.
- **Dependent Variable:** Purchase Intention.

Analysis and Discussion

- **Demographic Profile**

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	84	41.6
	Female	118	58.4
Age	21–30 years	75	37.1
	31–40 years	97	48.0
Occupation	Self-employed/Business	85	42.1
	Student	51	25.2
	Private Employee	50	24.8
Monthly Income	₹40,000–₹60,000	108	53.5
Place of Residence	Urban	100	49.5
	Semi-Urban	55	27.2
	Rural	47	23.3
Purchase Frequency	Daily	7	3.5
	Weekly	19	9.4
	Monthly	121	59.9
	Occasionally	54	26.7
Place of Purchase	Supermarket	26	12.9
	Online	87	43.1
	Organic Store	63	31.2

Most of the people who answered the survey were women. They were mostly between 31 and 40 years old. A lot of these people were self employed or had their business. The demographic analysis also shows that most of the respondents had an income, between ₹40,000 and ₹60,000. Nearly half of the respondents lived in cities. When it comes to buying food most of the respondents bought natural food products every month. The demographic analysis shows that natural food products were bought by the respondents online and some of them bought these products from organic stores. The respondents preferred purchasing the most and then organic stores.

• Reliability Analysis

The independent variables had a Cronbach's Alpha of 0.882. This shows internal consistency. The Consumer Perception had a Cronbach's Alpha of 0.717. This shows reliability.

Variable	Cronbach's Alpha	Interpretation
Health Consciousness, Environmental Concern, Trust & Price Value	0.882	Good Reliability
Consumer Perception	0.717	Acceptable Reliability

Descriptive Analysis

The study looked at 202 responses. The average scores for all the study variables were between 2.94 and 3.67. This shows that people agreed somewhat to a lot. The standard deviations were, between 0.644 and 0.999. This means the answers were fairly similar.

Variable	Mean Range	Interpretation
Health Consciousness	2.94–3.53	Moderate Health Consciousness
Environmental Concern	3.37–3.61	Positive Environmental Concern
Trust	3.39–3.61	Good Level of Trust
Price Value	3.20–3.63	Positive Value Perception
Consumer Perception	3.49–3.66	Positive Consumer Perception
Purchase Intention	3.42–3.67	Favourable Purchase Intention

The results indicate that respondents generally had positive opinions towards natural food products.

Pearson Correlation Analysis

Pearson correlation analysis revealed positive and statistically significant relationships among all the study variables at the **0.001 significance level**.

Hypothesis

H0: There is no significant relationship among Health Consciousness, Environmental Concern, Trust, Price Value, Consumer Perception, Purchase Intention.

H1: There is a significant relationship among Health Consciousness, Environmental Concern, Trust, Price Value, Consumer Perception, Purchase Intention.

Variables	Correlation with Purchase Intention
Health Consciousness	0.588
Environmental Concern	0.422
Trust	0.472
Price Value	0.445
Consumer Perception	0.566

Correlation is significant at the 0.001 level.

Health Consciousness showed the strongest correlation with Purchase Intention ($r = 0.588$), followed by Consumer Perception ($r = 0.566$), Trust ($r = 0.472$), Price Value ($r = 0.445$) and Environmental Concern ($r = 0.422$). Thus, the correlation analysis indicates that all the study variables are significantly associated with Purchase Intention.

Regression Analysis

Regression analysis was done to find out how much each of the following factors affects the decision to buy: Health Consciousness, Environmental Concern, Trust and Price Value.

Hypothesis

H0: There is no significant relationship among Health Consciousness, Environmental Concern, Trust, Price Value.

H1: There is a significant relationship among Health Consciousness, Environmental Concern, Trust, Price Value.

R	R Square	Adjusted R Square	Std. Error
0.622	0.387	0.374	0.352

The model produced an R^2 of 0.387, indicating that the independent variables collectively explained 38.7% of the variation in Purchase Intention

Predictor	B	Standardized β	t	Sig.	Result
Health Consciousness	0.325	0.422	5.753	<0.001	Significant
Environmental Concern	0.042	0.051	0.688	0.492	Not Significant
Trust	0.098	0.121	1.533	0.127	Not Significant
Price Value	0.113	0.135	1.886	0.061	Not Significant

The regression results show that Health Consciousness has a significant positive effect on Purchase Intention ($\beta = 0.422$, $p < 0.001$). Environmental Concern, Trust and Price Value were not statistically significant individual predictors because their significance values were greater than 0.05. The regression equation can be represented as: $\text{Purchase Intention} = 1.668 + 0.325(\text{Health Consciousness}) + 0.042(\text{Environmental Concern}) + 0.098(\text{Trust}) + 0.113(\text{Price Value})$

Findings and Suggestions

Findings

- The study showed that people who care about their health are more likely to natural food products.
- Most people think that eating natural food products is good for their health and makes them feel better.
- The study found that people will buy natural food products if they trust that these products are safe and real.
- Many people look at the price of natural food products. Will buy them if they think they are worth the money.
- The study found that people do not really think about the environment when they are buying natural food products.
- The study showed that people, like natural food products and that is why they want to buy them.
- Overall, the study said that people who care about their health and trust natural food products will buy them and the price is also important, but people do not think about the environment much when they are buying.
- The study found that what people think about natural food products is important and if they think they are good they will buy them.
- The study says that people want to eat natural food and they are looking for products that will help them live a healthier life and that is why they like natural food products.
- The study found that most people know about natural food products and they want to buy them.

Suggestions

- Companies need to tell people about the things that natural food products can do for our health. They should use advertising and the internet to get the message across. Natural food products are really good for us and companies should let everyone know.
- Businesses have to make sure that people trust them by selling good quality products. They should also get certificates to prove that their products are good, and they should be honest about what's in their products and where they come from. This way people will know what they are buying.
- Companies should think about how money people are willing to pay for natural food products. They should try to make their products seem like a deal by offering discounts and special offers. This will make people happy. Want to buy more natural food products.

- Natural food products should be easy to find in supermarkets, stores and online. Companies should make sure that people can buy these products wherever they shop.
- Companies should teach people about the benefits of natural food products. They should have programs that explain why these products are good for us. This will help people understand why they should choose natural food products.
- Businesses should ask their customers what they think about their products and services. They should use this information to make their products and services better. This way they can make sure that their customers are happy.
- Companies should always be looking for ways to make their natural food products better. They should listen to what people want and try to make products that people will love.
- The packaging of natural food products should be nice to look at and tell us what is inside. It should also be good for the environment. Companies should think about how their packaging affects the planet.
- Companies should use the internet to sell their products and talk to their customers. This will make it easier for people to buy natural food products. It will help companies understand what people want.
- In the future people who study natural food products should look at things, like how companies seen by the public how easy it is to find these products and what people think about them. They should also look at how lifestyle and advertisements affect the way people think about natural food products.

Conclusion

The study called "Factors Influencing Consumer Purchase Intention Towards Natural Food Products" looked at the factors that influence consumers intention to buy natural food products using data from 202 people.

The results show that Health Consciousness is the important individual factor that influences Purchase Intention. People who care a lot about their health are more likely to want to buy natural food products.

The correlation analysis found positive connections between Health Consciousness, Environmental Concern, Trust, Price Value, Consumer Perception and Purchase Intention. The regression analysis showed that Environmental Concern, Trust and Price Value did not have a statistically significant impact on Purchase Intention.

The study also shows how important Consumer Perception is. People who think natural food products are of quality have benefits and are useful are more likely to have positive Purchase Intention.

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