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Sustainable consumption and satisfaction level of consumers of organic products in Haryana

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Abstract

The current study aims to illustrate the utilisation of organic products and its correlation with sustainable consumption and level of satisfaction between the users of organic products in Haryana. This study elucidates the diverse aspects associated with sustainable consumption for customers when they buy organic products. Additionally, it evaluates the correlation between sustainable consumption and the level of pleasure among consumers who use organic products. Primary responses have been collected from the end users of organic product in Haryana. There are 268 female and 252 male respondents considered to conduct the analysis. Data has been collected though open ended questionnaire. There are nine components showing the level of correlation among them. These factors are (Information & Communication), PRC (Price), RE (Resource Efficiency), SE (Social & Ethical Values), EF (Environment Friendly), HL (Health), Q (Quality), SL (Service Level), FD (Freshness and Durability). Some of the above factors have found high correlation and some have low.

Keywords: *organic products, consumption, satisfaction, consumers*

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Introduction

Throughout the majority of our history, agriculture can be characterised as organic. The Earth has bestowed upon us a plentiful supply of natural resources. However, we have not employed them in a logical manner and currently exceed our natural capacity for consumption. During the 20th century, there was a significant influx of new items, specifically pesticides and chemical fertilisers, that were introduced into food production. The commencement of such irresponsible consumption has led to severe degradation of our ecosystem and health. Multiple studies have demonstrated that inorganic substances pose a significant risk to both the environment and human health. Over time, the food derived from chemical sources corrupted the entire system, leading to a significant portion of the farming community transitioning to commercial farming, where prioritising financial gain takes precedence over the well-being of individuals. There is a commonly held belief that the food we choose to eat has a substantial influence

on our general health and physical makeup. Additionally, we must also take into account the environmental consequences of our food decisions. In India, the widespread problem of nutritional deficiency in food, caused by adulteration, can lead to many health concerns such as obesity, hypertension, high cholesterol levels, depression, and eating disorders. Acquiring a thorough comprehension of the food you eat is essential, as making suitable dietary choices directly impacts the welfare of your mental, bodily, and spiritual well-being. The demand for organic or organically grown food has increased as individuals have become more environmentally aware. Choosing to follow an organic diet is a wise choice that has positive effects on both the environment and personal health. Organic foods lack harmful components, have higher nutritional content compared to regular food, and have superior taste. Furthermore, they possess the ability to be maintained over an extended period of time.

Literature Review

In their study, Kapoor and Dwaidi (2020) examined consumer intentions to adopt solar technologies user families in India. Sustainable consumption is heavily influenced by characteristics like comparative value and compatibility. Marzouk and Mahrons (2020) looked into how people in a location with scarce resources made decisions regarding the purchase and use of energy- and water-saving items. This research tries to explore the factors of sustainable consumption behaviour (SCB) among energy and water customers. The purpose of this study is to investigate whether or not sustainable consumption behaviour (SCB) and conservation behaviour are related. It also looks at how things like location, family size, and homeownership affect the strength of this correlation. The results show that several factors significantly affect SCB, including shown self-preference, media coverage influence, considered ethical responsibility, perceived behavioural regulation, conserve attitudes, and subjective standards. Park and Lin (2020) have discovered and researched the gap between buying intent and buying experience in reused and upcycled fashion items. The research looked at a wide range of characteristics, including people's perceptions of the gap's causes and solutions, their values and risks, their sense of environmental responsibility, their sense of personal effectiveness, their personal standards, and their demographics. Internal and outside forces were also included in the research conducted by Piligrimiene et al. (2020) to determine what factors influence consumer participation in sustainable consumption. The work was released in the journal Sustainability. According to the results, the consumer involvement concept served as a key mediator. Therefore, it follows that studying consumer behaviour in a variety of sustainable consumption contexts can benefit from including the involvement concept. Chen et al. (2019) examined the connection between media portrayals of the climate crisis and the uptake of sustainable goods, with a particular emphasis on the hybrid vehicle market. The primary objective of this research was to look into how the media influences the sales of hybrid cars in the United States. The authors provided preliminary findings that suggest media coverage significantly affects consumer purchasing behaviour when the social norm of environmentally responsible consumerism is prevalent.

Research Methodology

The present study applied exploratory research method to conduct the analysis in Haryana (India). The organic product users and consumers are universe of the study. Data from 520 organic product users in Haryana (268 male and 252 female respondents) has been collected to conduct the analysis. Then Pearson correlation has been applied to analyse the responses of the users of organic products in Haryana. Further analysis has been conducted using SPSS and excel.

Relationship between sustainable consumption and satisfaction level of consumers using organic products

There are nine components showing the level of correlation among them. These factors are (Information & Communication), PRC (Price), RE (Resource Efficiency), SE (Social & Ethical Values), EF (Environment Friendly), HL (Health), Q (Quality), SL (Service Level), FD (Freshness and Durability).

Table 1: Pearson Correlation analysis

	IC	Prc	RE	SE	EF	HL	Q	SL	FD
IC	1								
Prc	.135**	1							
RE	.292**	.320**	1						
SE	.233**	.236**	.268**	1					
EF	.240**	.451**	.261**	.201**	1				
HL	.287**	.385**	.400**	.304**	.404**	1			
Q	.132**	.308**	.269**	.226**	.248**	.314**	1		
SL	.347**	.462**	.410**	.339**	.469**	.495**	.446**	1	
FD	-0.014	.093*	0.045	-0.055	.174**	-0.052	0.071	0.082	1

Source: SPSS results

As mentioned in the research methodology part of the study every cell in table denotes the correlation coefficient of two elements, which spans from -1 (indicating a perfect -ve correlation) to 1 (indicating a perfect +ve correlation), with 0 indicating no correlation. Let's interpret the correlations presented in the table 1:
Information & Communication IC has a positive correlation with all other variables, indicating that it is positively associated with each of them. The strongest positive correlations are observed with SL (0.347) and HL (0.287), suggesting that Information & Communication is moderately associated with Service Quality and Health. Price (RC) has a positive correlation with IC (0.135), RE (0.320), SE (0.236), and EF (0.451). These positive associations suggest that Price is positively related to Information & Communication, Resource Efficiency, Social & Ethical Values, and Environment Friendly.

Resource Efficiency (RE) shows positive correlations with IC (0.292), PRC (0.320), SE (0.268), and EF (0.261) indicating that Resource Efficiency is positively related to Information & Communication, Price, Social & Ethical Values, and Environment Friendly. Social & Ethical Values (SE) exhibits positive correlations with IC (0.233), PRC (0.236), RE (0.268), and EF (0.201), indicating that Social & Ethical Values are positively associated with Information & Communication, Price, Resource Efficiency, and Environment Friendly.

Environment Friendly (EF) has positive correlations with IC (0.240), PRC (0.451), RE (0.261), and SE (0.201), indicating that Environment Friendly is positively related to Information & Communication, Price, Resource Efficiency, and Social & Ethical Values. Health (HL) displays positive correlations with IC (0.287), PRC (0.385), RE (0.400), SE (0.304), and EF (0.404), suggesting that Health is positively associated with all other variables, particularly Resource Efficiency and Environment Friendly.

Quality (Q) shows positive correlations with IC (0.132), PRC (0.308), RE (0.269), SE (0.226), and EF (0.248), indicating that Quality is positively related to all other variables, albeit to varying degrees. Service Level (SL) has positive correlations with all other variables, with the strongest correlations observed with EF (0.469), HL (0.495), and RE (0.462), suggesting that Service Level is highly associated with Environment Friendly, Health, and Resource Efficiency. Freshness and Durability (FD) displays relatively weak correlations with most variables, except for a slight positive correlation with PRC (0.093). Notably, FD has a negative correlation with IC (-0.014), indicating a very weak inverse relationship between Freshness and Durability and Information & Communication.

Concluding remarks

In summary, the Pearson correlation analysis reveals various degrees of positive associations between the studied variables. Notably, Service Level exhibits strong positive correlations with several variables, while Freshness and Durability show relatively weak correlations with most variables, with a negligible negative correlation with Information & Communication. These findings provide insights into the relationships between these constructs, which can be valuable for understanding how they interact in your study or analysis.

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