

# MOTIVES BEHIND CONSUMERS PURCHASING PRODUCTS LABELLED NATURAL AND ORGANIC IN A SUPERMARKET: CAN THEY BE CALLED 'GREEN CONSUMERS'?

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**Abstract:** *The term green consumer has evolved as a core area that has gained importance during this era of sustainability. It is always interesting to know whether consumers are concerned about their health or the environment in their purchase behaviour. Do they prefer that the activities in the market be eco-friendly? Are they haunted about the effects of their purchase behaviour on the environment? Or, are they concentrating on health aspects while purchasing products labelled natural and organic from a supermarket? Environmental concerns make them exhibit an environment friendly behaviour, which elevates them to the level of a green consumer. The study explores the purchase motives of retail supermarket customers, which is reflected in their buying decisions. Purchase of products labelled natural and organic from a supermarket excogitates green purchase behaviour. This study, which is conducted as part of the Independent Research Study for the MBA programme, tries to explore the purchase motives of supermarket customers who purchase products labelled natural and organic, thereby exploring whether they are motivated more by health consciousness or environmental consciousness, which in turn ensures the cogency of the nomenclature 'green consumer'.*

**Keywords:** *Natural and Organic Labelled Products, Green Consumer, Retail Supermarkets, Purchasing Motives*

## INTRODUCTION

Environmental consciousness is a matter of competitive advantage (McCloskey et al., 1994) which influences the consumer behaviour (Follows et al., 1999) in the market. Consumers embrace sustainable lifestyles and accept sustainable consumption patterns (Martin et al., 2012). In India, this consciousness makes customers ask for paper bags to weigh and wrap groceries in supermarkets. Some Indian supermarkets have responded to this by providing paper bags for weighing and wrapping the groceries. In US supermarkets, groceries are weighed and put in paper bags (Nickum et al., 2003). Supermarkets sell products labelled natural and organic by focusing on their appearance, taste qualities, and environmental, nutritional, and health attributes (Richman, 2000).

## Products Labelled Natural and Organic

Natural means that the product contains no artificial ingredients or added colour and is processed in a manner that does not fundamentally alter the product (United States Department of Agriculture, 2015). Products that are obtained by environment-friendly processes, by cultivation techniques considering both the attributes of the final product and the production methods, are called organic (Chinnici et al., 2002). Organic products are seen competing with other varieties of fruits, vegetables, soft drinks, and all products produced under non-organic conditions (Michelsen et al., 1999). The organic or natural food industry has an approximate growth rate of 10% to 30% (Rana et al., 2017).

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## Green Consumers

Consumers who are concerned about the environment in their purchase behaviour, activities associated with the marketplace, and consumption habits are referred to as green consumers (Shabani, 2013). They consider the effect of their behaviour on the natural environment around them (Shabani et al., 2013). Retail supermarkets assign shelf space and conduct promotional activities to encourage this. By knowing the purchase motives of those customers who purchase products labelled natural and organic, the retail supermarkets can rework their marketing strategies. The question is “Can the customers purchasing products labelled natural and organic from a supermarket be called green consumers?”

## Purchasing Motives

Consumers purchase organic food as they see it as healthier, nutritious, safer, chemical-free, and tastier than conventional food, and consider that organic farming is kinder to the environment (Fotopoulos et al., 2002; Wier et al., 2002; Larue et al., 2004). Studies reveal that there is a relatively stronger impact of environmental consciousness than health consciousness on the frequency of natural beauty product purchases (Kim et al., 2009). Shin et al. (2019) found that health consciousness has a positive influence on purchase intentions.

The literature review of organic food consumption conducted by Hemmerling et al. (2015) reveals health and environmental protection as the main purchasing motives for organic foods. The study by Teng et al. (2016) revealed that the organic consumption motives like health and safety benefits and ecological motives exerted a positive impact on consumers’ willingness to purchase organic foods. Retail supermarkets, while formulating effective marketing communication strategies, should be able to identify the extent to which health and safety motives and ecological or environmental motives influence the purchase of products labelled natural and organic.

## OBJECTIVES OF THE STUDY

Identifying the motives that prompt a customer to purchase products labelled natural and organic from a supermarket is the main objective of this study. To understand the same it is necessary to know what they try to achieve through the purchase (Smith et al., 1999) of products labelled natural and organic. These motives can be related to health and the

environment. This study is focused on whether the purchasing motives for natural and organic products in a supermarket are influenced by their health (Magnusson et al., 2001; Padel et al., 2005) and/or environmental consciousness (Tregear et al., 1994; Von, 1998). The objectives of this study are:

- To identify the purchasing motives of the customers who buy products labelled natural and organic from a retail supermarket.
- To identify the health and environmental concerns that motivate the customers who buy products labelled natural and organic from a retail supermarket.
- To analyse the difference across demographic variables of age, income, status, and gender in purchasing motives of the customers who buy products labelled natural and organic from a retail supermarket in relation with health and environmental concerns.

## HYPOTHESES OF THE STUDY

### Health Consciousness

Health conscious consumers are self-conscious regarding their health and engage in healthy behaviours to protect themselves from ill-health (Newsom et al., 2005). They are concerned with nutrition (Kraft et al., 1993) and this motivates them to purchase organic food (Lockie et al., 2002) as they are aware that food intake affects their health. They recognise that healthy and natural foods improve their health (Schifferstein et al., 1998). In the study conducted by Vasileva et al. (2014) regarding milk, customers define the quality of an organic product as higher than that of the conventional one. The study conducted by Fillion et al. (2002) found that organic orange juice was perceived as tasting better than conventional orange juice. Better taste and smell have also been found for bread made from organic grain, which also had better crumb elasticity (Bjørn et al., 2003). In a study conducted by Tsakiridou et al. (2008) among Greek consumers, they found that consumers expect organic products to be free from chemical residues. Jolly et al. (1989) found that respondents associate organic products with no pesticides.

This leads to the formation of the hypothesis:

H1: Health consciousness motivates customers to purchase products labelled natural and organic from a supermarket.

Items under the study of health consciousness are:

- Are healthy

- Have superior quality
- Are better than non-natural and non-organic products
- Are tastier than non-natural and non-organic products
- Are free from chemicals
- Are free from pesticides

## Environment Consciousness

Some consumers see the deterioration of the present environmental conditions as a problem for global security and are aware of their impact on the environment (Roman et al., 2015). They believe that they have the power to make a change through their behaviour (Roman et al., 2015). These people try to manifest a positive influence on the environment or try to reduce the negative impact on the environment (Roman et al., 2015). Retail supermarkets promote this ideology by selling goods that are eco-friendly and that reduce the impact on the environment (Roman et al., 2015). Here the concentration is on the well-being of the individual consumers and the society as a whole through the reduction of the negative consequences associated with a certain product (Roman et al., 2015).

Environmentally conscious consumers buy green products as they do not harm the environment; they feel proud of their action (Chang, 2011). Consumers feel proud of making green choices, which in turn is crucially relevant in explaining environmentally responsible behaviour (Hong et al., 2021). An environmentally friendly person could project a good image of oneself to others (Lee, 2008) by purchasing products labelled natural and organic. As per the 'self-image/product-image congruity theory' developed by Sirgy (1982), consumers will consume products labelled natural and organic, which expresses his or her self-image of an environmentally friendly person. Environment deterioration has led to the adoption and development of consumers' attitude of purchasing eco-friendly products to preserve the earth (Luck et al., 2009).

This leads to the formation of the hypothesis:

H2: Environment consciousness motivates customers to purchase products labelled natural and organic from a supermarket.

Items under the study of environment consciousness are:

- Are good for the environment.

- Will project a good image.
- Want to preserve the earth.
- Feel proud when purchasing products labelled natural and organic.

In addition to this, three neutral items were also selected:

- Just like products labelled natural and organic.
- Purchase products labelled natural and organic in the supermarket based on an unplanned decision.
- Purchase of a product labelled natural and organic gives satisfaction.

## RESEARCH METHOD

To have clarity regarding purchasing motives of customers who purchase products labelled natural and organic from a supermarket, a questionnaire was designed and implemented. The questionnaire started by checking whether the respondents purchase products labelled natural and organic from a retail supermarket. If so, they were asked to provide the level of agreement with different statements in the questionnaire, which was intended to assess the purchasing motives behind purchasing products labelled natural and organic. The statements were given a five-point Likert scale (where 1 equals strongly disagree and 5 equals strongly agree).

Samples were selected using convenience sampling method and the questionnaire was sent to 150 households. A total of 114 useable questionnaires were returned. Among them, only 109 (95.6%) respondents purchase products labelled natural and organic, which was used for analysing data.

## DEMOGRAPHIC FINDINGS

Health consciousness and environment consciousness were analysed based on demographic variables like gender, age, monthly income, and employment.

The sample is composed of 54.13% men (59 respondents) and 45.87% women (50 respondents). Around 60.55% (66 respondents) are in the age group 15-35 and 39.45% (43 respondents) are within 35-64; 51.38% (56 respondents) are employed and 48.62% (53 respondents) are unemployed. About 80 respondents (73.39%) have a monthly income up to 30,000 and the remaining 29 respondents (26.61%) have a monthly income of 30,000 and above.

## Motives for Purchasing Products Labelled Natural and Organic

Table 1: Comparison of Means

	Gender		Age		Income		Status		Total (109)
	Male (59)	Female (50)	Up to 35 (66)	35 and Above (43)	Up to 30000 (80)	30,000 and Above (29)	Employed (56)	Unemployed (53)	
Are good for the environment	3.68	4.20	3.85	4.02	3.82	4.17	3.89	3.94	3.92
Are healthy	3.88	4.10	3.95	4.02	3.89	4.24	3.98	3.98	3.98
Have superior quality	3.64	3.84	3.71	3.77	3.62	4.03	3.73	3.74	3.73
Are better than non-natural and non-organic products	3.59	3.62	3.55	3.70	3.52	3.83	3.70	3.51	3.61
Are tastier than non-natural and non-organic products	3.56	3.40	3.50	3.47	3.45	3.59	3.41	3.57	3.49
Are free from chemicals	3.53	3.66	3.61	3.56	3.59	3.59	3.57	3.60	3.59
Are free from pesticides	3.49	3.46	3.44	3.53	3.43	3.62	3.48	3.47	3.48
Will project a good image	2.36	2.48	2.68	2.00	2.59	1.93	2.09	2.75	2.41
Want to preserve the earth	3.49	4.08	3.76	3.77	3.85	3.52	3.73	3.79	3.76
Just like products labelled natural and organic	3.59	4.06	3.86	3.72	3.81	3.79	3.66	3.96	3.81
Feel proud when purchasing products labelled natural and organic	2.97	3.46	3.26	3.09	3.30	2.90	3.04	3.36	3.19
Purchase products labelled natural and organic in the supermarket based on an unplanned decision	3.29	3.14	3.42	2.91	3.41	2.69	3.04	3.42	3.22
Purchase of a product labelled natural and organic gives satisfaction	3.66	4.08	3.80	3.93	3.89	3.76	3.91	3.79	3.85

By comparing means it is found that there is a difference between male and female respondents regarding environmental and health concerns of products labelled natural and organic. More female respondents (4.20) consider that products labelled natural and organic are good for the environment than males (3.68). The want to preserve the earth motivates more females (4.08) to purchase products labelled natural and organic than males (3.59).

Respondents up to the age of 35 (2.68), with income up to 30,000 (2.59), and unemployed (2.75) think that they will project a good image by purchasing products labelled natural and organic, than those in the age group 35 and above (2.00), income 30,000 and above (1.93), and employed (2.09).

Customers up to the age of 35 (3.42) and income up to 30,000 (3.41) purchase products labelled natural and organic in the supermarket based on an unplanned decision compared to those in the age group 35 and above (2.91) and income 30,000 and above (2.69).

### Comparing the Variance and Mean

Using gender as the base, the following results were obtained while comparing male and female respondents. From Table 2, while considering all statements, it is found that there is a significant difference in means of the following statements:

- Are good for the environment.
- Feel proud when purchasing products labelled natural and organic.
- Purchase of a product labelled natural and organic gives satisfaction.

There is a significant difference in variance and mean of the following statements:

- Want to preserve the earth.
- Just like products labelled natural and organic.

**Table 2: Independent Samples Test**

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
										Lower
Are good for the environment	Equal variances assumed	2.542	.114	-2.089	107	.039	-.522	.250	-1.017	-.027
	Equal variances not assumed			-2.114	106.951	.037	-.522	.247	-1.012	-.033
Are healthy	Equal variances assumed	.929	.337	-.857	107	.394	-.219	.255	-.725	.287
	Equal variances not assumed			-.863	106.285	.390	-.219	.253	-.721	.284
Have superior quality	Equal variances assumed	1.097	.297	-.828	107	.410	-.196	.237	-.665	.273
	Equal variances not assumed			-.831	105.414	.408	-.196	.236	-.664	.272
Are better than non-natural and non-organic products	Equal variances assumed	.005	.944	-.103	107	.918	-.027	.260	-.543	.489
	Equal variances not assumed			-.103	104.741	.918	-.027	.260	-.542	.488
Are tastier than non-natural and non-organic products	Equal variances assumed	.004	.948	.664	107	.508	.159	.240	-.316	.635
	Equal variances not assumed			.666	104.948	.507	.159	.239	-.315	.634
Are free from chemicals	Equal variances assumed	2.202	.141	-.520	107	.604	-.135	.259	-.648	.378
	Equal variances not assumed			-.524	106.531	.601	-.135	.257	-.643	.374
Are free from pesticides	Equal variances assumed	.183	.670	.124	107	.902	.032	.254	-.472	.536
	Equal variances not assumed			.124	105.174	.901	.032	.253	-.471	.534
Will project a good image	Equal variances assumed	.003	.954	-.572	107	.568	-.124	.217	-.554	.306
	Equal variances not assumed			-.572	103.988	.568	-.124	.217	-.554	.306
Want to preserve the earth	Equal variances assumed	26.591	.000	-3.041	107	.003	-.588	.193	-.972	-.205
	Equal variances not assumed			-3.161	97.497	.002	-.588	.186	-.958	-.219
Just like products labelled natural and organic	Equal variances assumed	12.050	.001	-2.724	107	.008	-.467	.171	-.807	-.127
	Equal variances not assumed			-2.815	101.201	.006	-.467	.166	-.796	-.138

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Feel proud when purchasing products labelled natural and organic	Equal variances assumed	.637	.426	-2.153	107	.034	-.494	.229	-.949	-.039
	Equal variances not assumed			-2.171	106.495	.032	-.494	.228	-.945	-.043
Purchase products labelled natural and organic in the super-market based on an unplanned decision	Equal variances assumed	.330	.567	.733	107	.465	.148	.202	-.252	.549
	Equal variances not assumed			.729	101.478	.467	.148	.203	-.255	.551
Purchase of a product labelled natural and organic gives satisfaction	Equal variances assumed	3.177	.078	-2.290	107	.024	-.419	.183	-.782	-.056
	Equal variances not assumed			-2.334	106.579	.021	-.419	.180	-.775	-.063

Using age as the base, the following results were obtained while comparing between up to 35 years and 35 years and above. From Table 3, while considering all statements, it is found that there is a significant difference in variance and

mean of the following statements:

- Will project a good image.
- Purchase products labelled natural and organic in the supermarket based on an unplanned decision.

**Table 3: Independent Samples Test**

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Are good for the environment	Equal variances assumed	1.364	.245	-.674	107	.502	-.175	.259	-.689	.339
	Equal variances not assumed			-.688	96.032	.493	-.175	.254	-.679	.329
Are healthy	Equal variances assumed	.059	.809	-.263	107	.793	-.069	.261	-.586	.449
	Equal variances not assumed			-.265	92.416	.791	-.069	.259	-.583	.445

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Have superior quality	Equal variances assumed	.536	.466	-.229	107	.820	-.055	.242	-.535	.424
	Equal variances not assumed			-.224	83.672	.823	-.055	.247	-.547	.436
Are better than non-natural and non-organic products	Equal variances assumed	.168	.683	-.575	107	.567	-.152	.265	-.677	.373
	Equal variances not assumed			-.577	91.034	.565	-.152	.264	-.676	.372
Are tastier than non-natural and non-organic products	Equal variances assumed	.900	.345	.142	107	.887	.035	.245	-.451	.521
	Equal variances not assumed			.139	82.685	.890	.035	.251	-.464	.534
Are free from chemicals	Equal variances assumed	.094	.759	.181	107	.856	.048	.264	-.476	.572
	Equal variances not assumed			.183	92.459	.855	.048	.262	-.472	.568
Are free from pesticides	Equal variances assumed	.341	.561	-.369	107	.713	-.095	.259	-.609	.418
	Equal variances not assumed			-.373	93.278	.710	-.095	.256	-.604	.413
Will project a good image	Equal variances assumed	7.373	.008	3.228	107	.002	.682	.211	.263	1.101
	Equal variances not assumed			3.387	102.742	.001	.682	.201	.283	1.081
Want to preserve the earth	Equal variances assumed	1.017	.316	-.048	107	.962	-.010	.206	-.417	.398
	Equal variances not assumed			-.049	97.293	.961	-.010	.200	-.408	.388
Just like products labelled natural and organic	Equal variances assumed	.281	.597	.792	107	.430	.143	.180	-.214	.500
	Equal variances not assumed			.795	91.157	.428	.143	.179	-.214	.499
Feel proud when purchasing products labelled natural and organic	Equal variances assumed	3.267	.074	.690	107	.491	.165	.238	-.308	.637
	Equal variances not assumed			.662	77.217	.510	.165	.249	-.330	.659
Purchase products labelled natural and organic in the supermarket based on an unplanned decision	Equal variances assumed	6.227	.014	2.583	107	.011	.517	.200	.120	.914
	Equal variances not assumed			2.487	78.508	.015	.517	.208	.103	.931

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase of a product labelled natural and organic gives satisfaction	Equal variances assumed	.565	.454	-.667	107	.506	-.127	.191	-.505	.251
	Equal variances not assumed			-.642	78.254	.523	-.127	.198	-.522	.267

Using monthly income as the base, the following results were obtained while comparing between up to 30,000 and 30,000 and above. From Table 4, while considering all statements, it is found that there is a significant difference in variance of the following statements:

- Are good for the environment.
- Want to preserve the earth.
- Purchase of a product labelled natural and organic gives satisfaction.

There is a significant difference in mean of the following statement:

- Purchase products labelled natural and organic in the supermarket based on an unplanned decision.

There is a significant difference in variance and mean of the following statement:

- Will project a good image.

**Table 4: Independent Samples Test**

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Are good for the environment	Equal variances assumed	4.235	.042	-1.217	107	.226	-.347	.286	-.913	.219
	Equal variances not assumed			-1.398	67.005	.167	-.347	.248	-.843	.148
Are healthy	Equal variances assumed	1.574	.212	-1.234	107	.220	-.354	.287	-.922	.215
	Equal variances not assumed			-1.362	60.928	.178	-.354	.260	-.874	.166
Have superior quality	Equal variances assumed	1.663	.200	-1.546	107	.125	-.409	.265	-.934	.115
	Equal variances not assumed			-1.581	51.823	.120	-.409	.259	-.929	.110
Are better than non-natural and non-organic products	Equal variances assumed	.653	.421	-1.037	107	.302	-.303	.292	-.881	.276
	Equal variances not assumed			-1.041	50.053	.303	-.303	.291	-.887	.281



		Levene's Test for Equality of Variances		T-Test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Are tastier than non-natural and non-organic products	Equal variances assumed	.005	.947	-.503	107	.616	-.136	.271	-.673	.400
	Equal variances not assumed			-.498	48.754	.621	-.136	.273	-.686	.413
Are free from chemicals	Equal variances assumed	.062	.804	.004	107	.996	.001	.292	-.578	.581
	Equal variances not assumed			.004	50.784	.996	.001	.289	-.579	.581
Are free from pesticides	Equal variances assumed	.442	.508	-.684	107	.495	-.196	.286	-.763	.371
	Equal variances not assumed			-.702	52.278	.486	-.196	.279	-.755	.363
Will project a good image	Equal variances assumed	5.931	.017	2.777	107	.006	.656	.236	.188	1.125
	Equal variances not assumed			3.069	61.136	.003	.656	.214	.229	1.084
Want to preserve the earth	Equal variances assumed	7.386	.008	1.478	107	.142	.333	.225	-.114	.779
	Equal variances not assumed			1.287	39.718	.205	.333	.259	-.190	.855
Just like products labelled natural and organic	Equal variances assumed	1.247	.267	.097	107	.923	.019	.200	-.377	.416
	Equal variances not assumed			.089	42.888	.929	.019	.218	-.420	.459
Feel proud when purchasing products labelled natural and organic	Equal variances assumed	3.638	.059	1.544	107	.126	.403	.261	-.115	.921
	Equal variances not assumed			1.398	41.997	.169	.403	.289	-.179	.986
Purchase products labelled natural and organic in the supermarket based on an unplanned decision	Equal variances assumed	1.378	.243	3.326	107	.001	.723	.217	.292	1.154
	Equal variances not assumed			3.182	45.902	.003	.723	.227	.266	1.180
Purchase of a product labelled natural and organic gives satisfaction	Equal variances assumed	5.684	.019	.611	107	.542	.129	.211	-.289	.547
	Equal variances not assumed			.525	38.942	.603	.129	.246	-.368	.626

Using status as the base, the following results were obtained while comparing between the employed and unemployed. From Table 5, while considering all statements, it is found that there is a significant difference in variance of the following statement:

- Just like products labelled natural and organic.

There is a significant difference in mean of the following statement:

- Will project a good image.

**Table 5: Independent Samples Test**

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Are good for the environment	Equal variances assumed	.041	.840	-.199	107	.843	-.051	.254	-.554	.453
	Equal variances not assumed			-.199	106.744	.843	-.051	.254	-.554	.453
Are healthy	Equal variances assumed	.102	.750	.004	107	.997	.001	.255	-.505	.507
	Equal variances not assumed			.004	106.816	.997	.001	.255	-.505	.507
Have superior quality	Equal variances assumed	1.258	.265	-.016	107	.988	-.004	.237	-.473	.466
	Equal variances not assumed			-.016	106.305	.987	-.004	.236	-.471	.464
Are better than non-natural and non-organic products	Equal variances assumed	.102	.750	.723	107	.471	.187	.259	-.326	.700
	Equal variances not assumed			.723	106.833	.471	.187	.259	-.326	.700
Are tastier than non-natural and non-organic products	Equal variances assumed	2.954	.089	-.650	107	.517	-.155	.239	-.629	.319
	Equal variances not assumed			-.653	105.643	.515	-.155	.238	-.627	.317
Are free from chemicals	Equal variances assumed	.007	.932	-.125	107	.901	-.032	.258	-.544	.480
	Equal variances not assumed			-.125	106.853	.901	-.032	.258	-.544	.479
Are free from pesticides	Equal variances assumed	.019	.891	.041	107	.967	.010	.253	-.492	.513
	Equal variances not assumed			.041	106.640	.967	.010	.253	-.492	.513
Will project a good image	Equal variances assumed	3.767	.055	-3.221	107	.002	-.665	.207	-1.075	-.256
	Equal variances not assumed			-3.210	103.876	.002	-.665	.207	-1.076	-.254
Want to preserve the earth	Equal variances assumed	1.944	.166	-.300	107	.765	-.060	.201	-.459	.338
	Equal variances not assumed			-.301	106.674	.764	-.060	.200	-.458	.337
Just like products labelled natural and organic	Equal variances assumed	7.056	.009	-1.730	107	.086	-.302	.174	-.647	.044
	Equal variances not assumed			-1.745	100.940	.084	-.302	.173	-.644	.041
Feel proud when purchasing products labelled natural and organic	Equal variances assumed	2.082	.152	-1.394	107	.166	-.323	.231	-.782	.136
	Equal variances not assumed			-1.399	106.488	.165	-.323	.231	-.780	.135

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase products labelled natural and organic in the supermarket based on an unplanned decision	Equal variances assumed	2.512	.116	-1.911	107	.059	-.379	.198	-.773	.014
	Equal variances not assumed			-1.918	106.538	.058	-.379	.198	-.772	.013
Purchase of a product labelled natural and organic gives satisfaction	Equal variances assumed	.188	.665	.634	107	.527	.118	.186	-.251	.488
	Equal variances not assumed			.637	105.629	.525	.118	.186	-.250	.486

**PAIRED SAMPLE CORRELATIONS**

All items of health consciousness have a strong positive correlation with each other, while the items of environment consciousness are weakly correlated and even negative.

To check whether the items for measuring the consumers' view are related to each other, correlation was used.

**Table 6: Correlations**

		Are good for the environment	Are Healthy	Have Superior Quality	Are Better Than Non-Organic/Non-Natural Products	Are Tastier Than Non-Organic/Non-Natural Products	Are Free From Chemicals	Are Free From Pesticides	Will Project a Good Image	Want To Preserve The Earth	Just Like Products Labelled Natural/Organic	Feel Proud When Purchasing Products Labelled Natural/Organic	Purchase Products Labelled Natural/Organic In The Supermarket Based on an Unplanned Decision	Purchase Of A Product Labelled Natural/Organic Gives Satisfaction
Are good for the environment	Pearson Correlation	1	.866**	.796**	.689**	.639**	.671**	.646**	-.002	.388**	.262**	.039	.114	.215*
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.985	.000	.006	.688	.240	.025
Are healthy	Pearson Correlation	.866**	1	.849**	.747**	.729**	.735**	.700**	-.057	.264**	.233*	.031	.183	.257**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.556	.006	.015	.749	.057	.007

		Are good for the environment	Are Healthy	Have Superior Quality	Are Better Than Non-Organic/Non-Natural Products	Are Tastier Than Non-Organic/Non-Natural Products	Are Free From Chemicals	Are Free From Pesticides	Will Project a Good Image	Want To Preserve The Earth	Just Like Products Labelled Natural/Organic	Feel Proud When Purchasing Products Labelled Natural/Organic	Purchase Products Labelled Natural/Organic In The Supermarket Based on an Unplanned Decision	Purchase Of A Product Labelled Natural/Organic Gives Satisfaction
Have superior quality	Pearson Correlation	.796**	.849**	1	.802**	.763**	.775**	.771**	.074	.325**	.332**	.084	.182	.285**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.447	.001	.000	.383	.058	.003
Are better than non-natural and non-organic products	Pearson Correlation	.689**	.747**	.802**	1	.767**	.734**	.718**	.029	.452**	.297**	.075	.173	.402**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.764	.000	.002	.437	.071	.000
Are tastier than non-natural and non-organic products	Pearson Correlation	.639**	.729**	.763**	.767**	1	.687**	.699**	.120	.275**	.286**	.152	.244*	.374**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.214	.004	.003	.115	.011	.000
Are free from chemicals	Pearson Correlation	.671**	.735**	.775**	.734**	.687**	1	.883**	.090	.312**	.273**	.140	.223*	.351**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.355	.001	.004	.146	.020	.000
Are free from pesticides	Pearson Correlation	.646**	.700**	.771**	.718**	.699**	.883**	1	.078	.312**	.291**	.052	.158	.309**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.418	.001	.002	.591	.101	.001
Will project a good image	Pearson Correlation	-.002	-.057	.074	.029	.120	.090	.078	1	.313**	.275**	.416**	.315**	.166
	Sig. (2-tailed)	.985	.556	.447	.764	.214	.355	.418		.001	.004	.000	.001	.084
Want to preserve the earth	Pearson Correlation	.388**	.264**	.325**	.452**	.275**	.312**	.312**	.313**	1	.551**	.424**	.243*	.559**
	Sig. (2-tailed)	.000	.006	.001	.000	.004	.001	.001	.001		.000	.000	.011	.000
Just like products labelled natural and organic	Pearson Correlation	.262**	.233*	.332**	.297**	.286**	.273**	.291**	.275**	.551**	1	.408**	.256**	.654**
	Sig. (2-tailed)	.006	.015	.000	.002	.003	.004	.002	.004	.000		.000	.007	.000

		Are good for the environment	Are Healthy	Have Superior Quality	Are Better Than Non-Organic/Non-Natural Products	Are Tastier Than Non-Organic/Non-Natural Products	Are Free From Chemicals	Are Free From Pesticides	Will Project a Good Image	Want To Preserve The Earth	Just Like Products Labelled Natural/Organic	Feel Proud When Purchasing Products Labelled Natural/Organic	Purchase Products Labelled Natural/Organic In The Supermarket Based on an Unplanned Decision	Purchase Of A Product Labelled Natural/Organic Gives Satisfaction
Feel proud when purchasing products labelled natural and organic	Pearson Correlation	.039	.031	.084	.075	.152	.140	.052	.416**	.424**	.408**	1	.214*	.504**
	Sig. (2-tailed)	.688	.749	.383	.437	.115	.146	.591	.000	.000	.000		.026	.000
Purchase products labelled natural and organic in the super-market based on an unplanned decision	Pearson Correlation	.114	.183	.182	.173	.244*	.223*	.158	.315**	.243*	.256**	.214*	1	.296**
	Sig. (2-tailed)	.240	.057	.058	.071	.011	.020	.101	.001	.011	.007	.026		.002
Purchase of a product labelled natural and organic gives satisfaction	Pearson Correlation	.215*	.257**	.285**	.402**	.374**	.351**	.309**	.166	.559**	.654**	.504**	.296**	1
	Sig. (2-tailed)	.025	.007	.003	.000	.000	.000	.001	.084	.000	.000	.000	.002	

\*\*Correlation is significant at the 0.01 level (2-tailed).

\*Correlation is significant at the 0.05 level (2-tailed).

N = 109

## FINDINGS AND DISCUSSION

There is a significant difference in items of environmental consciousness across the different demographic variables under study. While considering the items of health consciousness, it was found that there was no significant difference between the items.

There is a significant difference in the items ‘purchase of products labelled natural and organic in the supermarket based on an unplanned decision’ and ‘just like products labelled natural and organic’. Journey through paired sample correlation exhibits that all the items of health consciousness are positively correlated, while there is negative and weak correlation among the items of environment consciousness.

We can thus conclude that the customers who purchase products labelled natural and organic from a retail supermarket are more health conscious and they purchase them based on the health benefits rather than environmental concerns. Based on the findings of this study, we cannot call them green consumers, as it is not environmental consciousness that motivates them to purchase products labelled natural and organic from a retail supermarket.

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