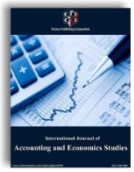
International Journal of Accounting and Economics Studies, 12 (SI-1) (2025) 447-451

International Journal of Accounting and Economics Studies

Website: www.sciencepubco.com/index.php/IJAES
https://doi.org/10.14419/dnrqgv19
Research paper



Consumer Involvement and Purchase Pattern of Organic Food Products in Chennai City

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Received: July 11, 2025, Accepted: July 17, 2025, Published: November 3, 2025

Abstract

Individual customer behavior and their subjective involvement in the transaction reveal how they see the identification of product needs, the risk of the purchase, the values of the product, perceived status, and product satisfaction. This study's primary goal is to determine how customer involvement affects the way that people buy organic food items. Using the purposive sampling technique, the researcher gathered 614 samples. To evaluate the hypotheses, the researcher used structural equation modeling, confirmatory factor analysis, and linear multiple regression analysis. Customer involvement in the purchase of organic food goods is not a unique phenomenon; rather, it is a result of a mix of five key criteria, including the product demands of the customer and the risk associated with making the purchase. The study also found that consumers of organic food goods are highly motivated to participate in the organic food product buying process due to the perceived prestige and product value.

Keywords: *Consumer Involvement; Purchase Pattern; Structural Equation Model.*

1. Introduction

Aspects of consumer psychology that are closely linked are the purchase of a product and customer involvement. It takes an hour for all marketers to measure customer involvement to create their advertising and marketing plans. (Rothschild 1979; Vaughn 1980; Ray 1982). Individual customer behavior and their subjective involvement in the transaction reveal how they see the identification of product needs, the risk of the purchase, the values of the product, perceived status, and product pleasure.

Customers' decision to buy is influenced by their level of awareness about the products they plan to buy, as well as their level of involvement in gathering information about them. The current study will objectively demonstrate consumer participation and its ensuing influence on the purchasing habits of organic food products in Chennai, a major metropolis. According to several studies, the impact of the commercials can both enhance and diminish consumer interest. Customers are encouraged to buy organic food goods by the advertisement's substance, as well as their demands and product awareness. M. B. Traylor (1981).

Customers' level of interest in buying organic food goods is readily apparent from their level of activity and openness. Consumer engagement includes both initiating the purchase and processing the information gleaned from adverts prior to making a buy. The current globalized and liberalized economic conditions, along with scientific advancements in the media, encourage marketers to reach consumers through a variety of media platforms, including radio, television, social media, and mobile messaging. T. T. Tyebjee (1979),

Purchase patterns for organic food items, such as fruits, vegetables, groceries, dairy products, meat, and seafood, are greatly influenced by customer involvement. According to consumer perception, these organic food products have varying levels of needs; consequently, the level of involvement in the behavioral elements of customers will also depend on the level of needs. Customers are continuously encouraged to buy organic food goods by their ads, word-of-mouth recommendations from friends and neighbors, and their constant accessibility to these products. P. G. Zimbardo (1960). Therefore, the current study is concentrating on quantifying and confirming the elements of consumer involvement and the ensuing influence on organic food items, such as fruits, vegetables, groceries, dairy products, meat, and seafood.

2. Literature Reviews

McLeod, J. M., and S. H. Chaffee (1973). The author of an inventive investigation determined the factors that precede customer involvement and how social media affects it. Research has shown that social media platforms facilitate easy communication between consumers and marketers. Through social media, marketers can use texts, videos, and photographs to promote their products, and after some repeated

tries, they are able to contact customers. The manufacturers' marketing methods rely on their assessment of consumer engagement with the reputable products in the marketplace.

F. S. De Bniicker (1979). These authors contend that pressure on consumers to buy any kind of product is desperately needed by marketing and product managers. They made an effort to determine the various aspects and the perceived significance of customer interaction. Every marketer has an obligation to catch the transcendental engagement of consumers across their various demographic backgrounds. The many aspects of consumer engagement and their consequent impact on consumers' purchasing patterns were demonstrated in this study.

H. S. Greenwald (1965). These authors demonstrate in this ground-breaking study that a thorough consumer engagement process shows the need and awareness of consumers in making product purchases. They demonstrated that risk engagement in the purchase, product needs, product awareness, perceived value, and perceived prestige are all included in consumer involvement. The success of the consumer's purchase and the products' functionality determine how satisfied they will be with their involvement.

According to Hirschman, E. C., and M. B. Holbrook (1982), this specific search focused on determining the profile of consumer engagement and the strongest correlation between consumer involvement and product categories. These authors provide empirical evidence of a substantial relationship between consumer demographics and product categories, which may be used to gauge how involved customers are in the buying process. They also calculated the amount of trustworthy and legitimate evidence supporting the link between customers' degree of happiness and their level of involvement in buying the specific products.

Rothschild, M. L. and Houston, M. J. (1977). In a different study, the authors calculated every criterion that influences customer participation in the popular marketing space. With regard to their products that were introduced to the market, the marketers and advertisers wanted you to hone your ability to monitor consumer involvement. Cost, quality, product requirements, and availability are all determined to be significant elements that have a direct impact on consumers' involvement in large purchases. They have discovered that there is a peculiar customer participation purchase pattern for both durable and nondurable products.

Gardner, D. M., and N. T. Hupfer (1971), Based on additional cost, quality, usage pattern, product performance, and their individual attitudes towards the products, these authors made a crisp assessment of the scale that is appropriate for measuring consumer involvement. Before making a purchase, the type and degree of engagement are essential to ascertain all aspects of consumer behaviour. Additionally, the authors discovered that there are three different kinds of engagement: transcendental, moderate, and less involvement. Customers who are less involved are extremely brittle and do not make any active decisions about what to buy.

Gardner, D. M. (1979), The authors of a novel study detailed the close relationship between customers' demographic backgrounds and the many ways they participate in the purchase of durable goods. According to a study, consumers who are less involved show no interest in buying expensive things, but those who have a transcendental perspective or are very dynamic do buy even expensive products. Regarding durable goods, the customer engagement process is found to be influenced by demographic factors such as gender, age, income, and education.

T. C. Brock and I. M. Ostrom (1968), focusing on various types and stages, these writers empirically showed that consumer involvement is not a unique phenomenon. While consumers with family situations are forced to participate because of family members' pressure, individual consumers without family influence are not interested in demonstrating their entire involvement in the purchase of expensive products. Consumer involvement is also influenced by recommendations and motivational factors, such as the product's necessity, friends and family, and demographic background.

Silverman, M. L. (1979). These researchers used a novel approach to thoroughly examine the connection between consumers' degree of involvement and the process they use to make purchases. Research has shown that customer involvement in consumer psychology is greatly influenced by product qualities, brand knowledge, brand reputation, brand choice, and communications. It has been discovered that consumer involvement is influenced by the needs of the product, the current technological features, and how important they are to buy.

3. Research Gaps and Research Aims

Consumer engagement is not a unique occurrence; rather, it is influenced by consumer psychology regarding product features, information gleaned from marketers, and cognitive reactions to product needs. Therefore, in light of the demographic characteristics, it is crucial to quantify both the degree and profile of customer involvement. The researchers made the explicit suggestion that there is a difference between consumers' situational participation and how their psychology processes their involvement in product purchases. As a result, it is crucial to consider the particular situations that would disclose the product categories, buying trends, and product requirements. This study's primary goal is to determine and validate the variables that can be used to quantify customer engagement, as well as the outside variables that affect consumer involvement while buying organic food goods. Measuring the impact of consumer engagement elements on the purchase of five well-known organic food products—fruits, vegetables, groceries, everyday items, meat, and seafood—is another crucial goal. Finding and validating the variables that may be used to measure customer involvement, as well as the external factors that influence consumer involvement while purchasing organic food products, is the main objective of this study. Another important objective is to measure how customer engagement components affect the purchase of five popular organic food products: fruits, vegetables, groceries, everyday goods, meat, and seafood.

4. Research Methods

In order to measure the elements that lead to consumer participation and to get various forms of involvement, empirical proof using primary data is required. Five significant organic food products—fruits, vegetables, groceries, dairy products, meat, and seafood—are used as the backdrop for testing the consumer engagement process. Developing items to measure consumer involvement skills is crucial. It is stated that, about the aforementioned organic food goods, the product needs identification, the risk associated with the purchase, product values, perceived status, and product satisfaction can reflect the type of consumer engagement. In order to determine one of the elements of customer engagement, four items for the product needs identification are created.

1) I pay close attention to the significance of organic food items.
2) To maintain good health, organic food products are required.
3) The use of organic food items can contribute to sustainability.
4) The entire family needs organic food products.

Likewise, the four components of risk associated with product purchases are as follows:

1) The cost of organic food products is high.
2) No one can guarantee the quality of organic food items.

3) Eating them without a doctor's recommendation is extremely dangerous.
4) The main risk of losing organic food goods is availability.

The following four-item scale can be used to assess the factor product value.

1) Organic food items provide unique environmental benefits.
2) Regularly using organic food products is worthwhile.
3) Constant use of the product can appreciate its value.
4) Each organic food product has unique qualities to ensure enjoyment.

The following four items can be used to assess the perceived prestige factor.

1) Using organic food products makes consumers feel proud.
2) The consistent use of organic food items created a perception in the community.
3) My financial background is exposed by the most expensive organic food items.
4) I constantly use the product to win people over.

The organic food product satisfaction can also be estimated through the following four items

1) Using organic food products results in quality satisfaction.
2) The performance of organic food products is comparable to the price satisfaction.
3) The consistent use of organic food products results in an acceptable improvement in health.
4) These organic food items consistently provide a satisfying taste.

Through both exploratory and confirmatory factor analysis, the validity and reliability of these items created for the evaluation of consumer engagement components are examined. The total scores of the five consumer participation factors are calculated and taken into account for the representation of independent variables once the items have been verified. A comparable method is created to ascertain the purchasing trends of five organic food items while taking into account the frequency, mode, and purpose of purchases. Additionally calculated are the overall average scores of these three buying pattern characteristics for five distinct organic food categories are calculated. These scores are actually regarded as dependent factors. Utilizing linear multiple regression analysis is made possible by the current situations involving independent variables and dependent components.

5. Primary Data Collection

Demographic characteristics such as age and gender are used to categorize population parameters and to gather population sample statistics. When gathering statistics, the big Chennai metropolitan city's geographic foundation is also considered. The unique character is used to gather a sizable sample of over 384 people from all around Chennai city. In order to determine the frequency, mode, and demographic background of consumers of organic food products, the researcher had direct interactions with them. The creation of a normal distribution is guaranteed when the sample is gathered using judgment sampling based on age and gender. The normal distribution and judgment sampling guarantee that sample data are represented across population parameters. In an interview, 624 consumers of organic food products were asked to freely and fairly share their thoughts about their involvement in buying the five prohibited organic food items: fruits, vegetables, dairy products, meat, and seafood. Only 614 are flawless in revealing the answers following the interview and their interactive reactions. In order to create the sample statistics for the combination of this research, the 614 respondents play a crucial part.

Higher-order statistical tools such as exploratory factor analysis, confirmatory but analysis, and linear multiple regression analysis are used to analyze these derived responses of other consumers to determine their consumer involvement. They are then systematically coded in terms of natural numbers and entered into the SPSS package version 23. These analyses are particularly helpful in determining the proportions and demonstrating the influence of consumer involvement on the purchasing behavior of five key organic food items.

6. Results and Discussion

Discriminant validity and content-based validity, the 20 items related to the consumer involvement factors—product needs, purchase risk, product value, perceived prestige, and product satisfaction—were deemed adequate and appropriate for testing by Campbell, D. T. (1960). The customers of organic food products in the research area replied to the statements and items created for each of the five characteristics listed above. Exploratory factor analysis (Hupfer, N. T., and D. M. Gardner, 1971) and variable loadings for each item of the five factors can be used to attain both discriminant validity and content-based validity. According to Bauer, R. A. (1967), discriminant validity guarantees factor segmentation and cross-loadings for every item. The segmentation of factors and their individual and cumulative variances can be used to verify the content validity.

Table 1: Elements of Organic Product Consumer Involvement

Variables	Customer needs	Risk involved	Product value	Perceived Prestige	Product satisfaction
I pay close attention to the significance of organic food items.	.801,				
To maintain optimum health, organic food products are required.	.799,				
The use of organic food items can contribute to sustainability.	.784				
The whole family needs to eat organic food.	.756				
The cost of organic food products is high.		811			
No one is able to guarantee the quality of organic food items.		.802,			
Consuming them without a doctor's advice is extremely dangerous.		.795			
The main risk of losing organic food goods is availability.		.788			
Products made from organic food offer unique environmental benefits.			.856,		
Using organic food products on a regular basis is worthwhile.			.848,		
Through consistent use, the product's worth can be realized.			.766		
Each organic food product has its own values to ensure pleasure.			.750		
Using organic food goods makes consumers feel proud.				.791,	

The consistent use of organic food items created a reputation in the community.				.782,	
My financial background is revealed by the most expensive organic food items.				.777,	
I always use the merchandise to get people's respect.				748	
The use of organic food products results in quality satisfaction.					.800,
The performance of organic food products is comparable to the price satisfaction.					.780,
As long as organic food products are used consistently, health improvements are sufficient.					.763
These organic food items consistently provide a satisfying taste.					.754
Factors' individual variance	13.157%	12.256%	11.159%	11.001%	10.258%

Table 1 shows that there are four elements in total for product needs, and the other linked values are 801,.799,.784, and.756 in that order. It is discovered that this initial factor has an individual variance of 13.157. The linked values of.811,.802,.795, and.788 represent the second factor risk in the procurement of organic food goods. Additionally, the third factor product value displayed the extremely prevalent factor scores of.856,.848,.766 and.750. The linked values of.791,.782,.777, and.748 were merged with the fourth component, perceived prestige. The item scores for organic product satisfaction in the final factor were 800,.780,.763, and.754 correspondingly. The second factor's individual variance is 12.256, followed by the third factor's 11.159, the fourth factor's 11.001, and the fifth factor's 10.258. Because of this, the total cumulative variance is 51.159%, which is higher than the 40% predicted value. This demonstrates how content-based validity and discriminant validity have been successfully used to validate the items of consumer participation factors. Confirmatory factor analysis, which is displayed in the table and diagram, provides additional confirmation.

Table 2: Verified Consumer Involvement Factors

Statistics	Values	Bench mark
Chi-square statistics	36.214	-
P-value	0.521	> 0.05
CFI	0.984	>0.900
GFI	0.982	>0.900
NFI	0.980	>0.900
RMSEA	0.07	<=0.08

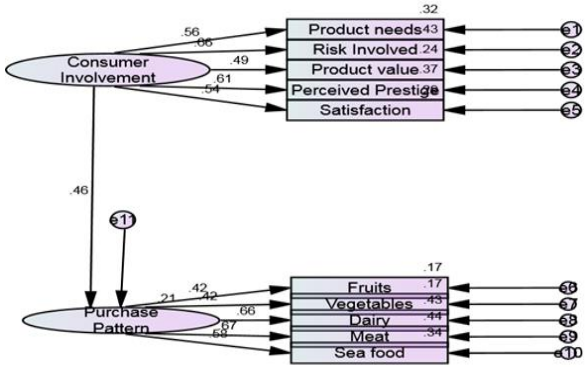

Table 2 indicates the best fit indices to confirm the five factors of consumer involvement, namely product needs, risk involved in the purchase, product value, perceived prestige, and product satisfaction pertaining to organic food products. It allows taking the representation of the five factors to determine their influence over the purchase pattern of five important organic food products: fruits, vegetables, groceries, dairy products, meat, and seafood. The confirmatory factor analysis derived the computed statistical values, which are able to obey the required benchmark values. These benchmark values are crucial for figuring out what consumers think about organic food products. By using their benchmark values and confirmatory factor analysis, the researcher's suggested model and the purchasers' opinions can be compared. CFI, GFI, NFI, RMSEA, and chi-square. To perform five linear multiple regression analyses for the five dependent factors of fruit, vegetable, dairy, meat, and seafood purchase patterns, the scores of the five consumer involvement factors of organic food product buyers, as well as the total average scores of the five products' purchasing patterns, were calculated.

Table 3: Shows How Consumer Involvement Affects the Way That People Buy Organic Food Items

Variables	Fruits	Vegetables	Dairy	Meat	Sea food
R-square	.382	, .320,	.381	.341,	.311
F-Value	6.321,	5.247	, 7.325	. 4.258	, 6.128
	beta=0.315	,beta= 0.234,	Beta=0.190,	beta=0.240,	beta=0.211
Product needs	t=-2.144,	t=2.359,	t=10.154,	t=11.256,	t=3.154
	p=.000	p=.000	p=.000	p=.000	p=.000
	beta=0.301	,beta= 0.342,	Beta=0.211	beta=0.195	beta=0.110
Risk involved	t=-2.144,	t=2.359,	t=10.154,	t=11.256,	t=3.154
	p=.000	p=.000	p=.000	p=.000	p=.000
	beta=0.231	,beta= 0.227,	Beta=0.114,	beta=0.200,	beta=0.187
Product value	t=-3.432,	t=3.982,	t=9.541,	t=7.873,	t=5.431
	p=.000	p=.000	p=.000	p=.000	p=.000
	beta=0.142	,beta= 0.134,	Beta=0.182,	beta=0.142,	beta=0.187
Perceived prestige	t=-5.432,	t=3.432,	t=4.762,	t=5.873,	t=4.652
	p=.000	p=.000	p=.000	p=.000	p=.000
	beta=0.213	,beta= 0.303,	Beta=0.142,	beta=0.197,	beta=0.139
Satisfaction	t=-10.763,	t=11.423,	t=21.541,	t=9.654,	t=4.651
	p=.000	p=.000	p=.000	p=.000	p=.000

It is verified that all square values for the five regressions are present in Table 3 above. 382,.320,.381,.341,.311, and F-values 6.321, 5.247, 7.325, 4.258, 6.128 are highly significant when comparing the factors that influence customer involvement in organic food items to the purchasing patterns of the five products in question. The t-values and beta values of fruits, vegetables, dairy products, meat, and seafood are also quite significant, indicating that customer participation factors—specifically, perceived prestige, product demands, and satisfaction—are optimally impacting fruit purchases. In the same vein, perceived status, purchasing risk, and contentment all affect vegetables. Dairy product purchases are influenced by consumer involvement, product value, and product satisfaction. Customers' decision to buy meat is influenced by their level of satisfaction, perceived prestige, and risk tolerance. The customer engagement elements of product value, risk involved in the transaction, and product happiness make it simple to quantify this seafood purchase.

7. Findings, Marketing Implications, and Conclusion

The study concludes that consumer involvement in the purchase of organic food products is not a unique phenomenon, but rather a result of a combination of five key factors, including the risk involved in making the purchase and the need to buy organic food products. The study also found that consumers of organic food goods are highly motivated to participate in the organic food product buying process due to the perceived prestige and product value. One of the most important factors that influences consumers' decisions to buy organic food items is their level of pleasure.

According to the research, consumers' engagement in the process of determining perceived values, perceived risk, and product demands might have a significant impact on their purchasing patterns when it comes to organic fruits and vegetables. According to the sustainable development concept, people anticipate a high degree of satisfaction when they buy meat and fish. The risk associated with the purchase, perceived prestige, and degree of satisfaction all affect the organic food product dairy products and the purchasing pattern. Customers of organic food goods are deeply engaged in considering the perceived prestige of using organic products consistently. They are also actively involved in identifying all the risk factors, both internal and external, associated with the acquisition and ongoing use of organic food items. Customers are encouraged to think carefully before making an organic product purchase due to the perceived worth of the only food goods. The degree of contentment determines whether customers of organic food products will make additional purchases and engage in transcendental activities.

According to this survey, advertisers and marketers should focus their marketing efforts on using social media platforms to engage consumers with repeated content, videos, and messages. To create unique marketing tactics that will attract the greatest number of customers, it is recommended that marketers obtain a comprehensive profile of consumer involvement and consider carefully perceived prestige, purchase risk, and contentment.

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