



## RESEARCH ARTICLE

# Exploring Behavioural Dimensions of Organic Food Repeat Purchase Behaviour: An Exploratory Factor Analysis Among Indian Consumers

Anju Yadav<sup>1\*</sup>, Dr. Sunil Kumar<sup>2</sup>

## Abstract

The present study aims to identify and validate the underlying behavioural dimensions influencing repeat purchase behaviour of organic food consumers. With increasing awareness of health and environmental sustainability, organic food consumption has grown significantly in recent years. However, consumer behaviour toward repeat purchasing remains complex and influenced by multiple behavioural and psychological factors. An Exploratory Factor Analysis (EFA) using Principal Components Analysis with Varimax rotation was conducted on 24 Likert-scale items measuring consumer attitudes and behavioural tendencies toward organic food consumption. The Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were applied to assess data suitability for factor analysis. Factors with eigenvalues greater than 1.00 were extracted, and factor loadings of 0.45 or above were retained. Internal consistency reliability was assessed using Cronbach's alpha. Six multidimensional behavioural factors emerged: attitude towards organic food, environmental concern, health consciousness, organic food labelling, purchase intention, and repeat purchase behaviour, explaining a significant portion of the total variance. Reliability coefficients ranged from 0.752 to 0.808, with the overall repeat purchase behaviour scale demonstrating strong internal consistency ( $\alpha = 0.946$ ). The findings support the multidimensional nature of consumer decision-making regarding organic food consumption. The validated scale provides a reliable instrument for examining behavioural patterns of repeat purchase behaviour and offers valuable insights for marketers, policymakers, and researchers interested in promoting sustainable food consumption.

**Keywords:** Organic Food Products; Multidimensional Behaviour; Exploratory factor analysis; Indian Consumers; Trust in Organic Food Labelling, Health Consciousness, Environmental Concern, Repeat Purchase Behaviour.

## Introduction

Over the past decade, increasing awareness of health, environmental sustainability, and food safety has significantly influenced consumer food consumption patterns worldwide. Organic food, produced without

synthetic fertilizers, pesticides, or genetically modified organisms, has emerged as a healthier and environmentally sustainable alternative to conventional food products. As a result, consumers across many countries are gradually incorporating organic food into their lifestyles as part of a broader commitment to health consciousness and sustainable consumption (Li and Shan, 2025).

The global organic food market has experienced substantial growth in recent years. According to Research and Markets (2026), the market is projected to increase from \$317.18 billion in 2025 to \$364.09 billion in 2026, representing a compound annual growth rate (CAGR) of 14.8%. This expansion has been driven by increasing awareness of food safety and health, the growth of organic farming acreage, the expansion of natural food retail channels, rising disposable income among urban populations, and supportive government certification programs. The market is expected to continue expanding rapidly, reaching \$647.73 billion by 2030 with a projected CAGR of 15.5%, supported by the adoption of digital traceability systems, investments in regenerative agriculture, increasing demand for organic

<sup>1</sup>Research Scholar, Faculty of Commerce & Management, SGT University, Gurugram, Haryana, India

<sup>2</sup>Associate Professor, Faculty of Commerce & Management, SGT University, Gurugram, Haryana, India

\***Corresponding Author:** Anju Yadav, Research Scholar, Faculty of Commerce & Management, SGT University, Gurugram, Haryana, India, E-Mail: yadavanju1606@gmail.com

**How to cite this article:** Yadav, A., Kumar, S. (2026). Exploring Behavioural Dimensions of Organic Food Repeat Purchase Behaviour: An Exploratory Factor Analysis Among Indian Consumers. *The Scientific Temper*, 17(3):5802-5808.

Doi: 10.58414/SCIENTIFICTEMPER.2026.17.3.08

**Source of support:** Nil

**Conflict of interest:** None.

convenience foods, expansion of cross-border organic trade, and growing emphasis on carbon-neutral food production.

In the Indian context, the organic food market has also witnessed notable development. Rising health consciousness, increasing disposable income, and greater access to information through digital platforms have contributed to growing consumer awareness of organic food products. Urban consumers, particularly educated and health-conscious individuals, are increasingly purchasing organic food through supermarkets, specialty stores, and online retail platforms. In addition, India has emerged as a significant producer of organic agricultural products, supported by government initiatives promoting organic farming and sustainable agricultural practices.

However, despite increasing awareness and expanding market availability, consumer repeat purchasing behaviour toward organic food remains inconsistent. Many consumers express favourable attitudes toward organic food and demonstrate willingness to try such products initially, yet this interest does not always translate into continued purchasing behaviour. Previous studies examining organic food consumption have largely focused on consumer awareness, attitudes, and purchase intentions. While these studies provide useful insights into consumer motivation, they may not fully capture the behavioural dimensions that influence repeat purchasing behaviour. Consumer decision-making regarding organic food consumption is complex and may involve multiple factors such as health consciousness, environmental concern, perceived product quality, trust in certification, and price perception. Given this complexity, understanding organic food consumption as a multidimensional behavioural phenomenon is necessary to explain consumers' continued engagement with organic food products.

### **Research Gap**

Although previous research has examined consumer attitudes and purchase intentions toward organic food, limited studies have attempted to empirically identify and validate the behavioural dimensions underlying repeat purchase behaviour, particularly within the Indian context. Most existing studies focus on individual determinants such as price, health benefits, or environmental concern rather than examining the broader behavioural structure of repeat purchasing decisions. Moreover, there remains a lack of validated measurement frameworks that capture the multidimensional nature of consumer behaviour toward organic food consumption. Therefore, the present study aims to explore and validate the underlying behavioural dimensions of organic food repeat purchase behaviour using Exploratory Factor Analysis (EFA).

### **Literature Review**

Organic food consumption has gained increasing attention due to rising concerns about health, food safety, and

environmental sustainability. Globally, the organic food market has expanded steadily, with India emerging as a major producer due to its strong agricultural base and export orientation (Willer et al., 2019). However, domestic consumption remains concentrated in urban regions where higher income, health awareness, and environmental consciousness influence purchasing behaviour (Li and Shan, 2025). Despite growing awareness and market expansion, repeat purchase behaviour remains inconsistent, indicating that favourable attitudes alone may not ensure sustained consumption.

Prior studies suggest that the long-term success of the organic food market depends not only on attracting new consumers but also on encouraging repeat purchases among existing customers (Yadav and Pathak, 2016; Singh and Verma, 2017). Because organic food products often carry premium prices and credence attributes, repeat purchase behaviour reflects stronger consumer commitment than purchase intention alone (De Toni et al., 2018).

Previous studies frequently apply the Theory of Planned Behaviour (TPB) to explain sustainable consumption behaviour. According to TPB, behavioural intention is influenced by attitude, subjective norms, and perceived behavioural control (Ajzen, 1991). Previous studies confirm that these factors significantly influence organic food purchase intention (Tandon et al., 2021; Kamboj et al., 2023). However, an intention-behaviour gap often exists. Therefore, researchers suggest extending TPB by incorporating additional constructs such as environmental concern, organic food labelling and health consciousness to better explain organic food consumption and repeat purchasing behaviour.

### **Objectives of the Study**

- To examine the underlying behavioural dimensions influencing repeat purchase behaviour of organic food consumers.
- To identify and extract significant factors affecting organic food consumption using Exploratory Factor Analysis (EFA).
- To assess the internal consistency reliability of the extracted dimensions of organic food consumer behaviour.

### **Hypotheses**

- H1: Organic food consumer behaviour comprises multiple distinct behavioural dimensions rather than a single unidimensional construct. (Table 2)
- H2: The extracted factors influencing organic food repeat purchase behaviour will demonstrate significant factor loadings ( $\geq 0.45$ ), supporting construct validity. (Table 3)
- H3: The Organic Food Repeat Consumer Behaviour Scale (OFRCBS) will demonstrate acceptable internal consistency reliability (Cronbach's  $\alpha \geq 0.70$ ). (Table 4)

## Materials and Methods

### Sample

The study was conducted among Indian consumers who have been consuming organic food for the past six months. A filter question was included in the questionnaire to ensure that respondents had been consuming organic food for at least six months. A total of  $N = 446$  consumers participated in the study using a convenience sampling method. Participants were regular consumers of organic food products. The sample included consumers from different states in India, ensuring variability in organic food consumption patterns. Participation was voluntary, and informed consent was obtained prior to data collection.

### Instrument

Data were collected using the Organic Food Repeat Consumer Behaviour Scale (OFRCBS), developed to measure multidimensional patterns of repeat purchase behaviour of organic food consumers. The scale consisted of 24 Likert-type items assessing behaviours related to attitude, environmental concern, health consciousness, organic food labelling, purchase intention, and repeat purchase behaviour. The measurement items were adapted from previous organic food consumption studies and reviewed and validated by subject experts. Responses were measured on a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

### Procedure

Data were collected through a structured questionnaire administered either offline at various organic food stores or through an online survey platform. Participants were assured of confidentiality and anonymity. The questionnaire included demographic details followed by items measuring organic food consumption behaviour. The collected data were screened for completeness and suitability before statistical analysis.

### Statistical Analysis

Exploratory Factor Analysis (EFA) was conducted using Principal Components Analysis with Varimax rotation to identify the underlying dimensions of organic food consumption behaviour. The suitability of the data for factor analysis was assessed using the Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy and Bartlett’s Test of Sphericity. Factors with eigenvalues greater than 1.00 were retained based on the Kaiser criterion. Factor loadings of 0.45 and above were considered significant for interpretation (Jasmine and Selvi, 2026; Tiwari et al., 2024). Internal consistency reliability of the extracted dimensions was examined using Cronbach’s alpha coefficients. All statistical analyses were performed using SPSS Version 21.

Table 1: KMO and Bartlett’s Test

Measure	Value
Kaiser-Meyer-Olkin (KMO) Measure	0.953
Bartlett’s Test Approx. Chi-Square	5829.936
df	276
Sig.	.000

## Results

### KMO and Bartlett’s Test of Sphericity

To determine the suitability of the data for factor analysis, the Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy and Bartlett’s Test of Sphericity were conducted (Table 1). The KMO value of 0.953 exceeds the recommended threshold of 0.50, indicating excellent sampling adequacy. According to Kaiser’s classification, values above 0.90 are considered “marvellous,” confirming that the dataset is highly suitable for factor analysis. Bartlett’s Test of Sphericity was statistically significant ( $\chi^2 = 5829.936$ ,  $df = 276$ ,  $p < .001$ ), indicating sufficient correlations among the variables. Therefore, factor analysis was appropriate for identifying the underlying dimensions of repeat purchase behaviour of organic food consumers.

### Factor Extraction

Exploratory Factor Analysis (EFA) using Principal Components Analysis with Varimax rotation was conducted. Factors with eigenvalues greater than 1.00 were retained. Only loadings  $\geq 0.45$  were considered significant for interpretation (Table 2 and Table 3).

The analysis revealed six behavioural dimensions of organic food consumption behaviour. The first factor, Trust in Organic Food Labelling, explained the highest proportion of variance (35.745%), indicating that consumer trust in organic certification, product authenticity, and credibility of organic labels represents the dominant behavioural pattern influencing organic food consumption. Factors such as Health Consciousness, Environmental Concern, Attitude towards Organic Food, Purchase Intention, and Repeat Purchase Behaviour further demonstrate that organic food consumption is multidimensional, encompassing consumers’ health motivations, environmental awareness, positive attitudes, purchase willingness, and continued purchasing behaviour. Overall, the extracted factors collectively explained a substantial proportion of total variance, supporting the multidimensional structure and construct validity of the Organic Food Repeat Consumer Behaviour Scale (OFRCBS).

### Factor Loadings

The rotated component matrix showed distinct loading patterns with very few cross-loadings, indicating strong

**Table 2:** Summary of Extracted Factors

Factor	Factor name	Eigenvalue	% Variance explained
1	Trust in organic food labelling	8.579	35.745
2	Health consciousness	2.807	11.694
3	Environmental concern	2.113	8.806
4	Attitude towards organic food	1.631	6.797
5	Purchase intention	1.363	5.679
6	Repeat purchase behaviour	1.046	4.357

discriminant validity among the extracted factors. Each item demonstrated significant loadings on its corresponding factor ( $\geq 0.45$ ), thereby supporting the multidimensional nature of organic food consumers' repeat purchase behaviour.

### Reliability Analysis

Internal consistency reliability was assessed using Cronbach's alpha

The overall reliability of the Organic Food Repeat Consumer Behaviour Scale (OFRCBS) was  $\alpha = 0.946$ , indicating a high level of internal consistency. The reliability values for the individual dimensions ranged from 0.752 to 0.808, all exceeding the recommended threshold of 0.70. These findings demonstrate that the scale possesses adequate reliability and internal consistency for assessing the repeat purchase behaviour of organic food consumers in the Indian context.

### Results and Discussion

The suitability of the dataset for factor analysis was confirmed through the Kaiser–Meyer–Olkin (KMO) Measure

**Table 3:** Rotated Component Matrix (Loadings  $\geq 0.45$ )

Factor code	Measurement items	1	2	3	4	5	6
OFL1	The label helps me to identify which foods are organically grown	.852					
OFL2	I trust the label to correctly identify organic foods	.845					
OFL3	I have greater trust in organic foods when they have the label on them	.826					
OFL4	I have confidence in the production standards for labelled organic foods	.779					
HC1	I carefully select foods to ensure good health.		.843				
HC2	I consider myself as health conscious consume		.810				
HC3	I often think about health-related issues.		.794				
HC4	I am very concerned about my physical health		.768				
EC1	The balance of nature is very delicate and can be easily upset			.882			
EC2	Human beings are severely abusing the environment.			.870			
EC3	Humans must maintain the balance with nature in order to survive			.746			
EC4	Human interference with nature often produces disastrous consequences			.694			
ATT1	Buying organic food would help the environment.				.894		
ATT2	Buying organic food is a wise choice.				.789		
ATT3	I like the idea of buying organic food.				.776		
ATT4	Buying organic food would be pleasant				.858		
PI1	I am willing to buy green-packaged organic food when shopping.					.760	
PI2	I will make an effort to purchase green-packaged organic food in the near future.					.789	
PI3	I intend to purchase green-packaged organic food in the near future.					.809	
PI4	I am willing to pay more for green-packaged organic food.					.872	
RPB1	I will consume organic food again						.860
RPB2	I will consider these products as my first option for purchasing in relation to others.						.856
RPB3	I intend to increase the consumption volume of organic food.						.798
RPB4	I will continue purchasing these products because its environmentally friendly.						.852

**Table 4:** Reliability of Organic Food Repeat Consumer Behaviour Scale (OFRCBS)

Factor	No. of items	Cronbach's alpha (a)
Organic Food Labelling	4	0.808
Health Consciousness	4	0.789
Environmental Concern	4	0.801
Attitude	4	0.774
Purchase Intention	4	0.760
Repeat Purchase Behaviour	4	0.752
Total Factors	24	0.946

of Sampling Adequacy and Bartlett's Test of Sphericity. The KMO value of 0.953 indicated excellent sampling adequacy, while Bartlett's Test of Sphericity was statistically significant ( $\chi^2 = 5829.936$ ,  $df = 276$ ,  $p < .001$ ), confirming sufficient intercorrelations among the variables. Exploratory Factor Analysis (EFA) using Principal Components Analysis with Varimax rotation identified six behavioural dimensions of repeat purchase behaviour of organic food consumers among Indian consumers. These were:

- Trust in Organic Food Labelling (35.745% variance)
- Health Consciousness (11.694% variance)
- Environmental Concern (8.806% variance)
- Attitude towards Organic Food (6.797% variance)
- Purchase Intention (5.679% variance)
- Repeat Purchase Behaviour (4.357% variance)

Factor loadings above 0.45 demonstrated clear item clustering with minimal cross-loadings, supporting structural validity. Reliability analysis revealed strong internal consistency, with Cronbach's alpha values ranging from 0.752 to 0.808 across dimensions and an overall scale reliability of 0.946. These findings confirm that the Organic Food Repeat Consumer Behaviour Scale (OFRCBS) is both reliable and psychometrically sound.

## Discussion

The findings support the proposition that organic food repeat purchase behaviour among Indian consumers is a multidimensional behavioural construct, rather than a unidimensional measure based solely on a single motivational factor. The emergence of Trust in Organic Food Labelling as the strongest factor suggests that consumer confidence in organic certification, authenticity, and credibility of organic labels plays a dominant role in influencing repeat purchasing behaviour. This indicates that consumers rely heavily on trustworthy labelling and certification systems when making decisions about organic food consumption.

The identification of Health Consciousness highlights the importance of personal well-being and dietary safety in motivating consumers to purchase organic food products. This dimension reflects consumers' increasing concern for maintaining a healthy lifestyle and avoiding chemical

residues commonly associated with conventional food production. Similarly, Environmental Concern demonstrates that consumers' awareness of environmental sustainability and ecological protection also contributes to their preference for organic food products.

The presence of Attitude towards Organic Food confirms that favourable perceptions and positive evaluations of organic products significantly influence consumer behaviour. Positive attitudes toward organic food often arise from beliefs regarding its health benefits, environmental friendliness, and superior quality compared to conventional food products. Furthermore, the Purchase Intention dimension reflects consumers' willingness and readiness to buy organic food, which serves as a key precursor to actual purchasing behaviour.

Finally, the identification of Repeat Purchase Behaviour highlights the role of consumer loyalty and continued purchasing patterns in the organic food market. Repeat purchasing indicates sustained consumer commitment and satisfaction with organic products. Overall, the results validate a multidimensional behavioural framework of organic food consumption among Indian consumers. The identified dimensions provide deeper insights into the psychological and behavioural factors that influence consumers' continued engagement with organic food products.

## Conclusion

The present study conceptualizes and empirically validates organic food consumer behaviour as a multidimensional construct among Indian consumers. Moving beyond traditional approaches that focus primarily on purchase intention or single behavioural determinants, this research employed Exploratory Factor Analysis (EFA) to identify the underlying behavioural dimensions that influence repeat purchase behaviour of organic food consumers. The analysis revealed six distinct and meaningful dimensions: Trust in Organic Food Labelling, Health Consciousness, Environmental Concern, Attitude towards Organic Food, Purchase Intention, and Repeat Purchase Behaviour.

The statistical robustness of the findings was supported by excellent sampling adequacy ( $KMO = 0.953$ ), statistically significant inter-item correlations, strong factor loadings, and satisfactory internal consistency reliability (overall  $\alpha = 0.946$ ). These results confirm that the Organic Food Repeat Consumer Behaviour Scale (OFRCBS) is psychometrically sound and capable of capturing diverse behavioural patterns related to organic food consumption among Indian consumers.

The study contributes to the existing body of literature in several important ways. First, it reinforces the argument that organic food consumption behaviour cannot be treated as a unidimensional construct, but must be understood as a complex behavioural system influenced by trust,

health motivations, environmental awareness, consumer attitudes, and purchase intentions. Second, the study highlights the importance of trust in organic food labelling and certification, which emerged as the strongest factor influencing consumer behaviour. Third, the findings provide a contextually relevant framework for understanding organic food consumer behaviour in the Indian market, where empirical validation of multidimensional behavioural scales remains limited.

Importantly, the proposed framework provides a foundation for future research examining how specific behavioural dimensions influence consumer loyalty, sustainable consumption practices, and long-term engagement with organic food products. By distinguishing between trust, health motivations, environmental concerns, and behavioural intentions, researchers and practitioners can better understand the factors that encourage consumers to repeatedly purchase organic food.

In conclusion, the study advances both theoretical and methodological understanding of organic food consumption behaviour in India. The validated multidimensional framework offers a reliable tool for researchers, marketers, and policymakers seeking to promote sustainable food consumption and strengthen the growth of the organic food market.

### Implications

The validated multidimensional structure of organic food consumer behaviour provides a reliable framework for future research in consumer behaviour, sustainable consumption, and food marketing. The developed scale enables researchers to examine specific behavioural dimensions such as trust in organic food labelling, health consciousness, environmental concern, and purchase intention, rather than relying solely on general purchase intention measures. This contributes to theoretical advancement and supports more nuanced empirical investigations into organic food consumption behaviour.

The findings highlight the need for food marketers, organic retailers, and policymakers to design strategies that enhance consumer trust and awareness regarding organic food products. Understanding different behavioural dimensions influencing organic food consumption can help businesses develop effective marketing strategies, improve product labelling transparency, and strengthen consumer confidence in organic certification systems.

The identification of health consciousness and environmental concern as important behavioural dimensions suggests that consumers are increasingly motivated by personal well-being and environmental sustainability when choosing organic food products. Policymakers and health promotion agencies may use these findings to design targeted awareness campaigns that encourage healthier and more sustainable food consumption patterns.

The study also underscores the importance of consumer education programs that promote awareness about the benefits of organic food, certification standards, and environmentally responsible consumption practices. Such initiatives can help consumers make informed purchasing decisions and support the long-term development of the organic food market.

### Limitations

Despite its contributions, the study has certain limitations. First, the data were collected through self-report measures, which may be subject to response bias and social desirability effects. Second, the cross-sectional design of the study limits the ability to establish causal relationships between the behavioural dimensions and repeat purchase behaviour of organic food consumers. Third, the study was conducted within the Indian context, which may limit the generalizability of the findings to consumers in other cultural or geographic settings. Future research may address these limitations by employing longitudinal research designs and collecting data from a broader and more diverse population. Additionally, future studies may incorporate other behavioural or psychological variables to further enhance the understanding of organic food consumption and repeat purchase behaviour.

### Acknowledgment

I would like to express my sincere gratitude to everyone who contributed to the completion of this research paper, Exploring Behavioural Dimensions of Organic Food Repeat Purchase Behaviour: An Exploratory Factor Analysis Among Indian Consumers. Special thanks to my academic mentors for their invaluable guidance, support, and constructive feedback throughout this research journey. Finally, I extend my appreciation to my colleagues, friends, and family for their encouragement and unwavering support, which motivated me to complete this work successfully.

### References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of perceived value and repurchase intention of organic food. *Journal of Food Products Marketing*, 24(4), 456-475.
- Research and Markets. (2026). Organic Food Market Report. <https://www.researchandmarkets.com/reports/5939781/organic-food-market-report>
- Jasmine, A., Selvi, G.A. (2026). Exploring Behavioural Dimensions of Social Media Engagement: An Exploratory Factor Analysis Among College Youth. *The Scientific Temper*, 17(2):5652-5657.
- Kamboj, S., Matharu, M., & Gupta, M. (2023). Examining consumer purchase intention towards organic food: An empirical study. *Cleaner and Responsible Consumption*, 9, 100121.
- Li, Y., & Shan, B. (2025). The influence mechanism of green advertising on consumers' purchase intention for organic foods: The mediating roles of green perceived value and

- green trust. *Frontiers in Sustainable Food Systems*, 9, 1515792.
- Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food products. *Journal of cleaner production*, 167, 473-483.
- Tandon, A., Dhir, A., Kaur, P., Kushwah, S., & Salo, J. (2020). Why do people buy organic food? The moderating role of environmental concerns and trust. *Journal of Retailing and Consumer Services*, 57, 102247.
- Tiwari, P., Kasar, B., Tripathi, V. (2024). Decoding Investor's behavior in tax saving mutual fund: A multiitem scale for evaluating investors' category. *The Scientific Temper*, 15(4):3423-3431. Doi: 10.58414/SCIENTIFICTEMPER.2024.15.4.52
- Willer, H., Schaack, D., & Lernoud, J. (2019). Organic farming and market development in Europe and the European Union. In *The World of Organic Agriculture. Statistics and Emerging Trends 2019* (pp. 217-254). Research Institute of Organic Agriculture FiBL and IFOAM-Organics International.
- Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidences from a developing nation. *Appetite*, 96, 122-128.