

A Study on Consumers Attitude towards Purchase Decision of Organic Food Products with reference to Bengaluru City

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KEYWORDS ABSTRACT

Purchase Decision, Consumption of organic foods has increased as people's concern for their health has grown in recent years. The marketing of organic foods is advancing at a breakneck pace. The changes are significant, particularly among those who are financially secure and those who are concerned about their health. The organic food sector has made major contributions to the development of the Indian economy's gross national product (GNP). The consumer intentions are now most strongly influenced by customer attitudes to purchase organic food. This study examined how various elements, including awareness, health and consumer attitudes worries about food safety, price, and perceived value towards organic food. as well as how perceptions of value, price, and attitude affect customer behavior intents to buy organic food in the Bengaluru city. To gather information, structured questionnaires were used. According to the study's findings, consumers' impressions of organic food are negatively impacted by its high price in the Bengaluru city.

1.01. Introduction

Organic food products are grown under system of agriculture without use of harmful fertilizers and pesticides with environmentally socially responsible approach. The term "organic" refers to the way agricultural products are grown and processed. There is an increase in demand for organic products as the consumer's belief that organic food products are safe, more nutritious and environment friendly. The market for organic food is currently exhibiting strong growth. The major driven factor is rising in levels of health awareness. The global organic food market projected to grow at CARG of 9% over the forecast period 2019-2024. Due to constantly increasing demand for organic food and the limited supply of organic foods, the area under organic farming has increased worldwide, ever since 2011. Indian Organic Food Market Size was valued at USD 1.7 Billion in 2023. The organic food industry is projected to grow from USD 2.07 Billion in 2024 to USD 10.329 Billion by 2032, a compound annual growth rate (CAGR) of 22.20% during the forecast period (2024 - 2032). Some of the major market drivers driving the India organic food market are the increasing awareness of the health benefits of organic food products, the growing awareness of the health risks associated with using chemical pesticides and fertilizers, and the rising investments by Indian corporate firms in agribusinesses, agritech, and organic farming.

1.02. Indian Government Initiatives for Organic Food

The effort to accelerate organic farming in the nation, the Ministry of Cooperation is putting new measures into place. This will raise the price of the farmers' organic output and facilitate the export of Indian organic goods to abroad. Government initiatives to promote organic farming include the Paramparagat Krishi Vikas Yojana (PKVY) and the Mission Organic Value Chain Development in the North East Region (MOVCDNER). Farmers can receive financial support for organic inputs such as seeds, plant extracts, compost or vermicompost, biofertilizers, biopesticides, organic manure, etc. Further support is provided for the establishment of groups, value addition, Farmers Producers Organization (FPO) accreditation, and marketing of their organic produce. Organic farming on both sides of the Ganga River and wide area certification have also been implemented under PKVY in order to improve the area under organic cultivation using organic manure or bio-fertilizers. Thus, during the projection period, the Indian market for organic food is being driven by a number of government initiatives. The growing health consciousness of Indian consumers significantly drives the India organic food market. The quality and nutrient content of food are now major concerns for consumers, which has increased demand for organic products in the market. Additionally, there is a growing awareness of the possible health hazards linked to conventional food production's use of chemicals and pesticides, which is helping to increase the popularity of organic food options. Furthermore, rising levels of disposable income have led to a rise in consumer expenditure on wellness and health items. Thus, driving the organic food market revenue.

1.03. Literature Review

With a view to evaluate the objectives of the study, it was considered desirable to have an idea of the findings of some earlier researches and the methods adopted for arriving at the same. It is hoped that such a review of literature connected with the main objective of the study would provide a basis either for confirming the earlier findings or for contradicting the same and thereby to suggest points of departure for further studies. Hence the present study has conducted to analyze the **“A Study on Consumers Attitude towards Purchase Decision of Organic Food Products with reference to Bengaluru City”**.

1.03.01. Basha Bilal Mohamed & etl. (2015) the awareness on the harmful effects of chemicals present in food and trend towards purchasing organic food is growing among people. To identify what actually induces consumers to turn towards organic food is important. The prominent motivating factors to purchase organic foods include environmental concern, health concern and lifestyle, product quality and subjective norms. The study is aimed at identifying the purchase intention of consumers towards organic foods. The study predicts the purchase intention of consumers based on the influences of factors like environmental concern, health concern and lifestyle, product quality and subjective norms on the attitude towards organic foods.

1.03.02. R Krishna. and Dr. Balasubramanian P (2020) Rising concern for health and environmental issues associated with the rigorous use of chemical fertilizers has necessitated an alternate form of agriculture in Kerala, and that's how organic production came into existence. The organic agricultural production technique is considered to be quite conflicting with conventional production technique where the use of human-made fertilizers like pesticides, weedicides and insecticides are entirely banned. Organic products are perceived to be minimally processed to maintain the integrity of the food without artificial

ingredients and preservatives. The organic market in Kerala, the state is still at its infant stage with a market share of less than 1%. The current research intends to explore the factors influencing Kerala consumers' organic purchase behaviour based on data collected from 200 respondents (100 regular and 100 irregular organic users) using a structured questionnaire.

1.03.03. Ayaviri-Nina Dante Víctor and etl. (2022) the organic agriculture has been promoted worldwide to improve the nutritional health of families, and Ecuador is no exception. The aim of this study was to identify the behaviour and attitudes of consumers toward the commercialization of organic products in the city of Riobamba. To understand in what situations the consumers access these foods, the producer position in relation to the market, and to know their attitude towards these products. The techniques used were a survey as a source of data collection, with a sample including 195 consumers. Linear regression was applied to test the hypotheses; this made it possible to identify those demographic and cultural factors that determine, to a lesser extent, consumer purchase behaviour in regard to organic products. The study determined that motivation, emotions, and feelings are significantly related to the consumer's attitude and purchase of organic products.

1.03.04. Malewar Sonali, Koner Souren & Gupta Tanushree (2022) the marketing of organic foods is advancing at a fast pace. There is a excess of evidence to support the rising pace of organic goods expansion. Organic food businesses are attracting a great deal of interest from company owners and entrepreneurs. It has been growing at an impressive pace. As a consequence, organic food as a business possibility is gaining traction. The present situations, organic food manufacturing companies place a premium on consumer purchase intent to maintain a consistent market reputation and build goodwill, because a satisfied customer is a valuable source of revenue. This study will use a sample size of 395 individuals. Structural equation modelling was used to observe the result. The study may be used by business people who are developing strategies for growing their businesses in this sector to have a better grasp of the purchasing intention and the elements that influence it.

1.03.05. Irfan Tauseef and Ahmed Musheer (2024) it has been a notable global growth in consumer demand for organic foods. Various internal and external factors influence a consumer's decision to purchase organic foods. The study aims to explore the various factors that have a significant impact on consumers' purchase intention of organic products. The data is collected from 112 retail consumers, and regression analysis is used to determine the impact of studied variables. The study observes that environmental concern and the perceived value of health are major factors that shape consumers' purchase intention of organic products.

1.04. Objectives of Study

The researcher undertakes this study with the following objectives with the title as “**A Study on Consumers Attitude towards Purchase Decision of Organic Food Products with reference to Bengaluru City**”.

1. To study the consumer attitude towards purchase decision of organic food products in Bengaluru city.

1.05. Hypotheses of the Study

The present study plans to construct the following hypotheses with the aim of testing them.

- **Null hypothesis (HD):** There is no significant difference between income of consumers and price of organic food products in buying organic products in Bengaluru city.
- **Alternative hypothesis (AH):** There is a significant difference between income of consumers and price of organic food products in buying organic products in Bengaluru city.

1.06. Research Methodology

- **Data Source:** Data collection primarily relies on using questionnaires to gather primary data directly from participants. This involves distributing structured questionnaire to collect responses, ensuring clarity and relevance of questions.
- **Question Types Used:** The questionnaire consists mainly of closed-ended questions, where respondents select from predefined answer options. This method was chosen for its easiness and cost efficiency to collect responses using a sample. A survey was taken in super market, and exclusive organic stores.
- **Period of Study:** The study was conducted over a period of three months to ensure sufficient data collection and analysis.
- **Sampling Techniques:** Random purposive sampling was employed to select participants for the survey.
- **Sampling unit:** Organic food consumers were targeted to ensure a representative sample from super markets and exclusive organic stores.
- **Sampling Size:** the total population size is 120
- **Sample area:** Bengaluru north
- **Methods of data collection data sources:**
 - **Primary data collection:** Primary data is the data collected to solve a problem or to take an advantage of an opportunity on which a decision is pending. In this research primary data will be collected through self-administered questionnaire. This involves distributing structured surveys to collect responses, ensuring clarity and relevance of questions.
- **Analytical tools and methods:** Statistical analysis is a scientific tool that helps collect and analyse large amounts of data to identify common patterns and trends to convert them into meaningful information. In simple words, statistical analysis is a data analysis tool that helps draw meaningful conclusions from raw and unstructured data. The commonly used statistical tools for analysis of collected data are:
 - **Percentage Analysis:** A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data point or grouping of data points. It is a particularly useful method of expressing the relative frequency of survey responses and other data.
 - **ANOVA test:** Analysis of variance (ANOVA) is a statistical test used to assess the difference between the means of more than two groups. At its core, ANOVA allows you to simultaneously compare arithmetic means across groups. You can determine whether the differences observed are due to random chance or if they reflect genuine, meaningful differences.

1.07. Data Analysis and Interpretation

1.07.01. Demographic Profile of Respondents in Bengaluru city

Table No 1.01: Demographic Profile of Respondents

Descriptive Statistics	Particulars	No. of. Respondents	Percentage
Gender	Male	40	33.33
	Female	80	66.67
	Total	120	100
Age	21- 40 years	50	41.67
	41 - 60 years	45	37.50
	Above 61 years	25	20.83
	Total	120	100
Education	Graduate	65	54.17
	Post Graduate	25	20.83
	Professional /Technical	30	25.00
	Total	120	100
Occupation	Home maker	20	16.67
	Private employment	25	20.83
	Government employee	17	14.16
	Retired person	30	25.00
	Self employed	28	23.33
	Total	120	100
Material status	Married	85	70.83
	Unmarried	35	29.17
	Total	120	100
Monthly income	Below Rs. 25000	15	12.50
	Rs. 25001 – Rs. 50000	25	20.83
	Rs. 50001 – Rs. 90000	60	50.00
	Above Rs.90001	20	16.67
	Total	120	100
Religion	Hindu	75	62.50
	Muslim	10	08.33
	Christian	20	16.67
	Sheik	15	12.50
	Total	120	100
Family Type	Nuclear families	64	53.33
	Extended families	36	30.00
	Single-parent families	20	6.67
	Total	120	100

Source: Primary Data

From the above Table No 1.01 Demographic Profile of Respondents in Bengaluru city it is interpret that

- 66.67 per cent are female. The sample seems to have a slightly higher representation of males.
- 41.67 per cent are between the age group of 20 – 40 years. It indicating a younger demographic is more like organic food in the city.

- 54.17 per cent are graduate are the respondents as an education is concern.
- 23.33 per cent are the self-employee is the most common occupation among respondents
- 70.83 per cent are sample is almost evenly split between married and unmarried respondents.
- 50 per cent are a considerable proportion of respondent’s income between Rs, 50001 to Rs.90000.
- 62.50 per cent of Hindu population are more interest in organic food in the city.
- 53.33 per cent of nuclear families like the organic food in the city.

1.07.02. The Table No 1.02 showing the relationship between monthly income of consumers and their opinion towards price of organic food products.

- Null hypothesis (HD): There is no significant difference between income of consumers and price of organic food products.
- Alternative hypothesis (AH): There is a significant difference between income of consumers and price of organic food products.

Table No 1.02: the relationship between monthly income of consumers and their opinion towards price of organic food products

Income level of respondents	Number of response	Mean	Std. Deviation	Std. Error	95% confident level		Minimum	Maximum
					Lower Bound	Upper Bound		
Very high	53	2.04	.275	.038	1.96	2.11	1	3
High	35	2.11	1.078	.182	1.74	2.48	1	4
Moderate	26	3.00	1.095	.215	2.56	3.44	1	4
Low	4	3.00	.000	.000	3.00	3.00	3	3
Very Low	2	3.00	.000	.000	3.00	3.00	3	3
Total	120	2.32	.889	.081	1.74	3.44	1	4

Source: Primary data

Table No 1.03. Showing ANOVA of relationship between monthly income of consumers and their opinion towards price of organic food products

	Sum of Squares	df	Mean Square	F	Sig
Between the group	5.113	4	1.278	2.66	0.036
Within the groups	55.254	115	0.48		
Total	60.367	119			

From the above Table No 1.02 & 1.03 the above table indicates that there is significant association between monthly income and level of opinion in purchase of organic food products. The p-value is 0.036 which is lesser than the alpha value (0.05), hence alternate hypothesis null hypotheses is accepted. Therefore, there is a significant difference between income of consumers and price of organic food products in the Bengaluru city

Important observations from primary survey

- The respondents prefer general super market and retail market near home for organic food products purchase.
- More demand for organic food products in the market.
- Awareness of organic food products is less in the society, no proper marketing tool or advertisement is less in the market.
- organic food products cost are more as compare to normal products available in the market.

1.08. Findings, suggestions and conclusion

1.08.01 Findings

66.67 per cent are female. The sample seems to have a slightly higher representation of males. 41.67 per cent are between the age group of 20 – 40 years. It indicating a younger demographic is more like organic food in the Bengaluru city. 54.17 per cent are graduate are the respondents as an education is concern. 23.33 per cent are the self-employee is the most common occupation among respondents. 70.83 per cent are sample is almost evenly split between married and unmarried respondents. 50 per cent are a considerable proportion of respondent's income between Rs, 50001 to Rs.90000. 62.50 per cent of Hindu population are more interest in organic food in the Bengaluru city. 53.33 per cent of nuclear families like the organic food in the city. Hence the null hypothesis is accepted. There is a significant relationship between monthly income and level of opinion in purchase of organic food products.

1.08.02. Suggestions

The customers are buying organic vegetables based on quality. So, providing good quality vegetables are important to satisfy the customer needs. The price is expensive for organic vegetables as compared to conventional vegetables. The health is the common factor that customers look on organic vegetables in the market. So, always providing healthy organic products gives satisfaction to customer. The customers believe that organic vegetables and other organic products are environmentally friendly and good to use daily for their health benefits. The customer also believes that using of organic vegetables for their long term health benefits. So, providing chemical free, pollution free, additional health benefits on reasonable price to customers is necessary.

1.08.03. Conclusion

In summary, this research provides the customers buy organic vegetables based on the quality and health. So, providing Customers healthy organic food products with no harmful pesticides is necessary. With all the marketers could come up very well and could sustain in the longer run without much difficulties by selling organic food products in the Bengaluru city.

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