

A STUDY ON CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTION IN INDIA

UJJWAL S B, PG Research Scholar, Department of Management Studies, Global Academy of Technology, Bengaluru – 560 098

Madeswaran A, Professor, Department of Management Studies, Global Academy of Technology, Bengaluru – 560 098

Abstract

The use of contaminated food has led to a sharp rise in illness, according to data provided by the World Health Organization on food safety. These foods are contaminated with dust, bacteria, parasites, viruses, or chemicals that can cause cancer, diarrhea, and other illnesses. People are turning to eating organic food in an effort to lessen the negative effects of eating polluted food on their health. India has developed into a major market for numerous international goods. However, India also has a significant market share for organic food items. Over the past ten years, demand for organic food products has skyrocketed, not only in developed countries but also in many less developed and underdeveloped ones. the primary driver of the increase in demand.

Keywords: organic food, organic food pattern, customer awareness

INTRODUCTION

The research article describes how consumer behavior has changed from a conventional to an organic food pattern. Their concern for their health is the key factor driving their actions. Customers like organic products since they are made with natural fertilizers and residues and don't contain synthetic fertilizers or chemical residues. Although organic food is traditionally consumed in India, there is not a particularly high demand for organic food products in the market. However, during pandemics, there is a minor uptick in demand. This research article aims to investigate customer awareness, pre-purchase appraisal, possible purchases, and purchasing intentions in relation to organic food products. Through this research

The primary source of organic products is organic farming, where crops are grown using natural fertilizers, such as cow dung, manures, plants, and animal waste, instead of utilizing hazardous chemicals, pesticides, and other synthetic fertilizers. The synthetic food colors, additives, and preservatives are absent from organic food products.

IMPORTANCE OF ORGANIC FOOD PRODUCTS IN INDIA:

India has a strong ability to produce a variety of organic foods and has historically and mostly practiced organic farming. India is more amenable to the adoption of organic food items than other nations because of its general appeal with its wide variety of traditional meals. This facilitates the entry of new food-producing companies into the Indian market and international markets.

India is the country with the most agricultural acreage in the world and the country with the most organic farmers overall, according to a research from 2022. 8,88,179.52 MT worth of organic food products were exported.

India exports organic goods to the UK, USA, Israel, Korea, Australia, Vietnam, Switzerland, the United Arab Emirates, Japan, New Zealand, Canada, and other countries.

Food goods that are grown organically contain a variety of items, but the primary ones include sugarcane, cereals, oil seeds, millets, pulses, medicinal plants, coffee, tea, spices, vegetables, fruits, and dry fruits.

India's consumption of organic food products has grown significantly over the past few years as a result of factors including increased health and fitness awareness, Indian consumers' increased purchasing power, standard of living, age-related factors, the quality and benefits of organic products, market trends, etc. According to an Indian industry analysis, India's market for organic food items will reach \$820 million in 2020, up from roughly \$200 million in 2018.

Additionally, a CAGR of 24% growth in market size is predicted for 2026. During the COVID 19 pandemic, even then, the Since organic products don't contain synthetic fertilizers or chemical residues and are instead manufactured with natural fertilizers and residues, consumers prefer them. Despite the fact that organic food is traditionally consumed in India, there isn't a huge market for organic food products. However, there is a little increase in demand during pandemics. This study intends to examine consumer awareness of, pre-purchase evaluation of, potential purchases of, and intentions to purchase organic food products.

An effort has been made in this study to examine and comprehend

STATEMENT OF THE PROBLEM:

After reading the aforementioned study papers and publications, it is clear that although there is a movement in consumer demand for organic food items, it is not as strong as it could be for a number of reasons. The research mentioned above contain a variety of data pertaining to various places, although those conclusions might not be definitive. The pandemic significantly affects consumer behavior trends. This study was conducted to determine the causes of the slower growth in demand for organic food items, as well a offers a description of how consumers in Hassan, Karnataka, behave when buying organic food products.

Objectives of the Study:

1. To research city residents' dietary preferences
2. To understand how consumers feel about and behave when buying organic food.
3. To determine their level of knowledge and awareness on the significance of organic food items.
4. To examine the variables influencing customer interest in organic goods.

Research methodology:

1. Selecting a sample from the overall population
2. Data gathering from the populace via questionnaire
3. Data editing and classification
4. Data interpretation and analysis.

Population of the research:

There are 50 responders from the Hassan city, Karnataka, sample population, which is included in the population.

Primary Data:

The research study uses an appropriate questionnaire to collect data using a straightforward random sample procedure. This form of data collection is easy to use, affordable, and straightforward. So, this was chosen to gather data. Individuals from homes, neighborhood businesses, and temporary storefronts are included in the samples.

Secondary data:

The secondary data was gathered through consulting a variety of journals, newspaper stories, theses, published research papers, and websites; the sources are listed in the reference.

Limitations of the research:

1. Only Hassan City is included in the analysis.
2. Only 50 people who are familiar with the topic and the products are included in the sample.
3. the anlysis of the food which was utilized by the peoples and trhe population

ANALYSIS

Table 1

1.Preference of consumer:

Consumer Preference	No of respondents	Percentage
Highbreed farming	5	9.8%
Organic farming	45	90.2%
Total	50	100%

From the above table is clear from the aforementioned data and graph that, of the sample of 50 respondents, 45 choose organic farming and 5 favour highbreed farming. Therefore, approximately 90% of people value organic farming and oppose farming that uses chemicals and pesticides, which may produce a nice yield but harm consumers' health.

Table 2

Consumer Preference	No of Respondents	Percentage Analysis
Organic food products	47	94%
Non organic food products	3	6%
Total	50	100%

According to the above diagram, 47 of the 50 respondents prefer to buy organic food goods, whereas 3 respondents prefer to buy non-organic food products. That means that more than 94% of people prefer to buy organic food items because they are concerned about their health and wellbeing.

Table 3

Product usage on daily basis	No. of respondents	Percentage
Yes	20	39.2%
No	13	25.5%
May be	17	35.3%
Total	50	100%

According to the aforementioned table and graph, 20 out of 50 respondents regularly consume organic foods like fruits, vegetables, dry fruits, honey, cereals, and pulses. 13 respondents, however, report using organic food products rarely or not at all depending on their preferences. The other respondents do not know whether they use frequently or infrequently. As a result, it is apparent that opinions on using organic products in daily life are divided.

Table 4

Motivators	No. of respondents	Percentage
Family	19	37.3%
Friends	9	17.6%
Self decision	20	39.2%
TV advertisement	2	5.9%
Total	50	100%

The information above illustrates the factors that influence people to purchase organic products. From the facts above, it is clear that our decision to consume or buy organic food products is primarily influenced by our family and our personal beliefs and principles. Some people's friends can also have an impact. Comparatively speaking, very few individuals are affected by television advertisements, demonstrating that people are aware of the advantages of consuming organic food items and do not place much weight in advertisements that can be incorrect or deceptive.

Findings:

- The sample of 50 respondents, 45 choose organic farming and 5 favour highbred farming.
- The 50 respondents prefer to buy organic food goods, whereas 3 respondents prefer to buy non-organic food products.
- The factors that influence people to purchase organic products.
- 20 out of 50 respondents regularly consume organic foods like fruits, vegetables, dry fruits, honey, cereals, and pulses. 13 respondents, however, report using organic food products rarely or not at all depending on their preferences.
- Only 63% of consumers prefer organic products due to health concerns.
- Nearly 34 of the sample population prefers that organic food products be priced affordably with little markup, while 20% of the sample population prefers premium
- Sample population prefers to purchase goods from their local market since it is convenient.
- Out of 50 respondents, over 93% believed that organic products had fared well following the pandemic scenario on the market, and 25% of them strongly agreed.

Conclusion:

Consumers are switching from conventional food goods to organic food products because they are generated from organic farming, which is free of chemical fertilizers, and there is a greater awareness of health issues and expectations for living a healthy life. The market share of organic products is progressively rising in India. Therefore, there is a change in customer behaviour toward those items because they are produced naturally, are rich in nutrients, and are environmentally and healthfully friendly. This has led to a rise in the market's desire for organic goods. However, the Indian market continues to lag behind in terms of accessibility and marketing strategies. There is also a lack of knowledge about the advantages of organic food among customers, farmers, and vendors. If these problems are properly addressed.

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