

## “COMPONENTS DETERMINING ON CONSUMERS TO BUY ORGANIC FOOD PRODUCTS IN BENGALURU- A STUDY”

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### ABSTRACT

*This present study is done is to analyze the factors affecting consumers to shop organic food products in Bangalore. Primary data with a sample size of 50 consumers were employed using structured questionnaire to analyze the important key factors influencing them to use organic food. The survey data were analyzed with the help of statistic tool, From the percentage and reliability test, the results show that key factors viz., health concern, safety, freshness, store location, labels, environmental concern, brand advertising, accessibility, affordability influenced customers to shop for organic food. Among the above factors, Health and safety are the most important key factors for consumers while buying organic food products.*

*An environmental concern always has a correlation with the buying behavior. The analysis predicts that the consumers buy organic food products, keeping in mind that the health and safety factors an organic product is produced from the natural fertilizers and not by using any chemically synthetically compounded fertilizers, conventional pesticides or other artificial additives.*

*The present study aims to determine whether there's any correlations and/ or differences between the demographic variables (educational level, income level, age, gender, and presence of children) with that of non-demographic variables (taste, quality, effects on health on longer period organic certification) and thus the behavior of consumption of organic products. This research is conducted by employing a questionnaire for data collection. The result shows clearly that there is a cordial relationship and also the difference between willingness to pay, capacity to purchase depending on the income, gender and also the consumption of organic products.*

**KEYWORDS:** Organic Food Products, Consumers, Bengaluru City

### INTRODUCTION

#### Definition of Organic Products

NPOP INDIA clearly states that eco-system agriculture is to be developed through organic food products with formulating the system by managing and better productivity without utilization of artificial inputs viz., chemicals and fertilizers, pesticides etc.

According to Saradevi and Sharanya in the book titled “effects on health with organic food consumption” clearly indicates that “non-utilization of Chemical fertilizer at least 15 years in the agricultural land yields in developing the organic food products contain more nutrition’s vitamins to keep good health for a longer duration”

Prasanta Tarafdar 2008 “uses of organic food products” defines “the food products developed in agricultural land / any other land without using chemical, pesticides and artificial fertilizers during the formation”

Vishwanath K 2010 “Growth of Organic Food Products and its impact on sick people” defines organic food products as “the food products developed only on natural fertilizers”

- The crop formed during the tilling period uses only natural fertilizers and not any synthetic substances (pesticides, herbicides, chemical fertilizers)
- Less than 3 years before the harvesting in the land shall not use any prohibited substances.
- The land has boundaries and buffer zones preventing the crop to possess any contact with prohibited substances from adjacent or adjoining land.
- Use of composted animal manure and tree leaves with specified carbon and nitrogen ratios and temperature readings.
- Organic products are a product of organic farming and are produced without the utilization of synthetically compounded fertilizers, conventional pesticides or other artificial additives. organic products are produced with no artificial or pesticide ingredients.
- Soil fertility and crop nutrient management is a hygiene factor by adopting the methods to make free from any contamination including water flow, soil erosion, etc.,

### Benefits Organic Food

- Is free from pesticides.
- It has nutrients and vitamin-rich products.
- It is eco-friendly.
- The organic food products will not permit to use of genetically modified organisms (GMOs)

<b>DIFFERENCE BETWEEN CONVENTIONAL AND ORGANIC FARMING</b>	
<b>CONVENTIONAL</b>	<b>ORGANIC</b>
It is based on economical orientation	It is based on ecological orientation
GMOs are used	GMOs are not used here
Synthetic fertilizers are used	Synthetic fertilizers are not used
Weeds are controlled through herbicides	Manually weeds are removed here
Pesticides and fungicides are used to control pest and diseases	Pest and diseases are controlled biologically
Produce obtained will have chemical residues accumulated in it	Produce is free from chemical residues
Air, water and soil pollution is common	No such problem is observed
Produce is carcinogenic and causes several health problems	No such problems are observed here
Low input: output ratio with pollution	Optimum input: output ratio with no pollution
Soil fertility is maintained for shorter period	Soil fertility is maintained on long term basis
Intensive irrigation is required	Irrigation requirements are reduced

Figure 1

<b>Parameters</b>	<b>Organic food</b>	<b>Conventional food</b>
Pesticides and chemicals	Grown without synthetic pesticides and chemicals	Grown with extensive use of synthetic pesticides and chemicals which may lead to diseases like cancer
Food Additives	Only x preservatives are permitted which include Thiamine, Iron, Nictonic acid which has health benefits.	Additives are used to improve the taste of the food Use of artificial colorings and sweeteners leading to allergies and headaches
Hydro generated oils	No fatty acids and oils	Contains fatty acids which increases risks of heart attacks
Vitamins	Has more vitamins	Less vitamins
Minerals	Contains essential minerals such as calcium, magnesium and iron.	Low minerals.

**Figure 2**

**OBJECTIVES OF THE STUDY**

- To find out why people are more concerned about organic products.
- To study the strength of creating awareness about an organic product among distributors.
- To study the buying behavior changes of the organic products.
- To study and analyse the major factors affecting the Consumers in buying Organic Food Products in Bangalore.

**Primary Objective:**

- To determine the distribution pattern based on the consumer's needs towards organic products om business establishments.
- To find out the Consumers changing perception towards organic products.

**Secondary Objectives:**

- To study and understand the change of behavior in Organic products distributors.
- To find out the major reasons for the change in the buying behavior of consumers towards organic food.

**LITERATURE REVIEW**

Organic food consumers are environmentally conscious (Storstad and Bjorkhaug, 2003). Organic food is perhaps getting to be purchased as a result of egocentric values, like health and /or pleasure.

Health concept is the major factor which influences and motivates for choosing organic products along with Environmental concerns are emerging altruistic motives even yoga master’s advice and creates awareness the uses of organic food products on health and makes agriculturist grow more crops

Rushdi Ahmed and Khadiza Rahman (2015) in their report explained that a study on consumer behavior towards organic food in Bangladesh Market, a cumulative 52.5 percent of the consumers are agreed or strongly agreed with the statement Organic food products have a high level of safety and control. About 31.7 percent agreed and 28.3 percent strongly agreed organic food products are free from harmful chemicals, fertilizers, and pesticides. Also, as about 41.7 percent of the respondents strongly agreed and another 33.3 percent agreed organic products are health and safety standards.

The US Department (1980) explained that the concept of organic agriculture as –“a production system which avoids or largely excludes the utilization of synthetically compounded fertilizers, pesticides, growth regulators, and livestock”

Organic agriculture could even be a system while contour farm design and management to make an eco-system, which may achieve good yield without the utilization of artificial/external chemicals study conducted by Somnath Chakrabarti (2007) (Factors influencing organic food purchase in India) the journal paper/article aims to document the findings of the survey report within the organic food category in India. It seeks to spotlight the relative importance attached by the experts to key explanatory variables within the consumers' purchase process of organic food.

(Consumers Perception towards Organic Products - A Study in Mysore City) attempted to realize knowledge about consumer attitude towards organic food stuff consumption and to ascertain whether there's any potential this might need for changing their behavior.

The rationale for completing this study is that consideration for the environment could come only from well-informed citizens who are aware of and fully committed to their rights. Nevertheless, before any behavior is often changed, it is necessary to gauge this state of consumers' awareness and knowledge according to Chandrasekhar (2013).

Saradevi and Sharanya 2016 clearly explained that the leaves and other essential food products developed on the banks of drainage water of Bangalore city are very good to look and at the same time it very dangerous for consumption since the consumers who consume these food products has suffered from many diseases. And, the same food ingredient products developed on the river of Simcha is good for health and they overcome many diseases

Prashanth Tarafdar 2008 in his book “uses of organic food products” defines “the food products developed in agricultural land /any other land without using chemical, pesticides and artificial fertilizers during the formation of food products with biodegradable natural fertilizer will enhance the resistance power of the human being”

The study conducted by MS.Doel Mukharjee (2012) says (impact of consumer behavior on organic Food consumption in selected cities in Maharashtra) is to hunt out the impact of behavior on organic food consumption. The behavioral parameters that were considered for the study are recommendations, awareness, taste, status, media exposure, price, and demography.

(Consumer insights for organic food market: A Delhi-NCR study states that “the organic foods are now easily available everywhere irrelevant to the situation. The pattern of organic food consumption in India is way different than within the developed countries” according to Rekha Mishra (2013).

Lampkin et al. (1999) study say “term organic is the best thought of as referring not to the type of inputs used, but to the concept of the farm as an organism, in which all the components—the soil, minerals, organic matter, microorganisms, insects, plants, animals and humans — interact to create a coherent, self-regulating and stable whole. Reliance on external inputs, whether chemical or organic, is reduced as far as possible”

According to Mrs. Mehree Iqbal (2015) (Consumer Behaviour of Organic Food: A Developing Country Perspective) states that “the demand for organic food is increasing despite its premium pricing and lack of availability particularly in developing countries like Bangladesh”.

This paper will analyze in detail about the organic food product purchase will happen or not thus, the intention of consumers can be determined easily

The harmful residues of pesticides and its disposal have a big problem which has opened a market opportunity for organic food because it's produced only with natural fertilizers like cow dung, paper, leaves of the tree, etc. and not by any kind of synthetic chemicals. This information gathered on the survey data collected from 900 respondents on six major supermarkets selling organic food within the capital city of Bengaluru. It's found that consumers expect organic foods to be healthier, tastier, and environment-friendly.

The organic food buyers tend to be older big, have education level and family income than those of non-buyers. The barrier of organic food is that the majority of consumers has less knowledge and don't know the foremost differentiation between organic foods and traditional foods.

## **RESEARCH DESIGN / METHODOLOGY**

### **Sampling Frame**

The study is conducted in different regions of Bangalore. North, South, East, West

### **Sample Size**

50 sample size of different areas in Bangalore

### **Statistical Technique**

Chi-square, Percentage

### **Type of Sampling**

Convenient Sampling

### **Research Design**

Exploratory and descriptive research was employed in this study mainly because of a recent phenomenon in the field of study of organic food consumption further it is also Descriptive research since survey consists of the consumers who adopt organic food habits in their life or not /both

### **Source of Data**

- Primary Data through structured Questionnaire and personnel interview.
- Secondary data through Journals, books and Research Papers.

After the collection of primary and secondary Data by employing exploratory and descriptive research analysis made by using statistical tools like percentage, chi-square.

## **Factors Influencing Consumers to Buy Organic Food Products**

### **Eco-Labels**

- Nutrient Contents
- User-Friendly
- Prestige of Consumers
- Appearance
- Certification
- Reliability

### **Other Issues**

- Product Price
- Product Quality
- Products availability
- Products awareness
- Product consumption procedure and knowledge
- Products benefit regarding Health

### **Environment Concern**

- Convenience availability to reach the market
- Organic food is degradable
- Nature of Packaging and Design including size
- Safety of environment
- Initiatives from Government
- Volunteer interest of Consumers
- Styles and Habits of individual personnel's

### **Brand**

- Distributors Brand Name
- Distributors brand Image
- Consumers Lifestyle's
- Purchasing capacity
- Actual value of money

### **Advertising**

- Advertising Credibility
- Personal Values of consumers
- Personal values of distributors
- The personal value of the product
- Source of availability

### **Safety**

- Safety hygienic factor
- Taste and quality including quantity

### **Accessibility**

- Accessibility places of Product
- The geographical location of production and its distribution locations

### **Affordability**

- Affordability capacity of Consumers to purchase

### **Freshness**

- Freshness of products
- Date of manufacturing and packing

### **Store Location**

- Location of organic stores
- Distance from the consumer's house

## **HYPOTHESIS**

**H0:** There is no significant difference between consumer behaviors to buy organic products against price variations.

**H1:** There is a significant difference between consumer behaviors to buy organic products against price variations.

- The testing of hypothesis results clearly views about the changing perception and attitude of consumers leads towards organic Products in the entire globalized era.
- It'll help marketers to seek out the factor's consumers consider in purchasing organic products.

## **SIGNIFICANCE OF THE STUDY**

- The outcome of the study will provide views about the changing perception and attitude of consumers towards organic products in this globalized era.
- Marketers / distributors to know the components which determine the purchasing organic products.

## **SWOT Analysis**

### **Strengths**

- Pesticide-free quality food
- Rich nutrition and vitamins
- Saved soil health
- Young customer purchase base
- Multi-benefits like quality and health
- Restoring traditional variety of good products



**Weakness**

- High Premium pricing
- Less awareness in agriculturists
- Lack of awareness in rural areas
- Less incentives from the government
- Intensive high labor cost in nature
- Gaps in Production

**Opportunities**

- Increase in a middle-class family
- Gigantic raising modern retail shops
- Enhanced urban drift
- Relatively increase in health awareness
- Drastic reduction in heavy subsidies on fertilizers

**Threats**

- A huge number of alternative substitutes
- Increased competition
- Cumbersome certification process relatively increases expenditure
- No knowledge on special certification issuing authorities
- Limited knowledge about organic products
- Introducing genetically modified crops

**FINDINGS**

- The maximum number of respondents is female respondents.
- Rich nutritious value organic food products will be purchased by respondents.
- Most of the respondents think about price, product, quality, and size. Since the price of organic food are relatively higher than other products and nearby place
- INORDER TO maintain diet due to health-conscious continues buying organic food
- Due to the less-availability of organic food, respondents discontinue buying organic food.
- Respondents felt Godrej Nature's basket products are costly. Namadhari's and ITC products are moderately priced and Patanjali products are cheap.
- Respondents buy both regular & organic vegetables, fruits and pulses depending on their requirements and availability because they don't get all the required variety in organic foods always.
- Respondents feel that they have very less information and awareness about the organic products people don't go for organic foods regularly
- Respondents believe that organic products are highly nutritious than ordinary products,
- And value for money and no adulterations are not done in the production process.



## **SUGGESTIONS & RECOMMENDATIONS**

- An organic tilling is labor-oriented, a perfect training to farmers is essential about organic inputs and farming techniques.
- To reduce the cost of organic food products, the government will issue Two types of certifications.
- "100 % Organic certified ":100 % PURE is an organic cosmetic brand made in the USA, and it is completely free of all harmful toxins. Made with only the highest quality ingredients, 100 % PURE is 100 % free of artificial colors, artificial fragrances, synthetic chemical preservatives, and all other toxins. These can only contain organic ingredients, meaning no antibiotics, genetic engineering, pesticides or fertilizers are used while growing these organic foods.
- "Made with Organic"label:“Made with organic ingredients” products contain organic food materials between 70 % and 95 % can use the label “made with organic” and compulsory list up at least three essential ingredients or food groups in the front panel itself
- It is necessary to develop the system to issue incentives for good quality products and punishment for poor quality products during marketing irrespective of domestic global
- To help the poor suggest them to develop a different variety of organic food products so that it can be promoted easily.
- The apex body has to take complete responsibility to fortified with outside support along with training to the needy to take advantage of economies of scale, improving bargaining power and significantly reducing transaction costs.
- The government has to purchase back from farmers the organic food products for mid-day meals for youngsters or to hospitals in keeping demand stable.

## **CONCLUSIONS**

Organic products are becoming more popular now-a-days. In the current market scenario, Consumers have a good opinion towards it. Further, it is found from the fact that “distributors have identified that the customer's attitudes are changing towards organic products”. Organic products were new to the market but now-a-days, due to change in the customer’s attitude distributors also made diversification towards organic products with a huge profit.

The diverging cities in India emphasize more on Organic food products but still, villagers and town peopleneed more awareness. The market is still in nascent stage. The study comprises factors such as labels, health, and safety on a priority basis which is followed by price and next priority is an environmental concern, freshness and with least importance as, brand advertising, accessibility, affordability store location to buy organic food by customers.

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