



## Role of organic foods in promoting Health Care : An Empirical Study in Mumbai City Suburbs

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### Abstract

The importance of health care services is increasing in the contemporary era of technological advancements. The development of the health care industry has been aided by the simplicity and accessibility of information technology. Due to their adaptable use of internet resources and their evolving lifestyles, customers have a high level of awareness regarding health care. Due to the evolving health environment, consumers are becoming more health sensitive. Greater accessibility and compatibility were required due to the expansion of the businesses manufacturing organic foods in order to satisfy the demanding standards of the consumers' health consciousness. Due to the intense competition, organic food has a huge potential to meet customer demands. In order to compete in the current market and maintain profitability and sustainability over the long term while balancing patient health and customer pleasure, the health care sector needs long-term strategy.

Using statistical methods, this study was able to pinpoint the contribution that organic foods have to improving sustainability in health consciousness. The study focused on the factors in organic food consumption for enhancing health care and its advantages for consumers leading to high levels of satisfaction.

**Keywords :** Innovations, Health Care, Adaptability, Organic foods

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### 1. Introduction

Organic foods have significant health benefits having the decreased risk of ill effects and offers many opportunities for the farming community to cultivate the crops in an environmentally friendly manner. Organic foods utilises the best farming practices protecting the health of the ecosystem. The level consumption of the organic foods by the consumers enabling the health sector to become highly competitive. Consumers are becoming highly sensitive to the usage of fruits, vegetables, cereals, pulses and food grains which are highly organic which are grown naturally without the usage of pesticides. The yield of organic foods has improved, while technology advancements in marketing have increased consumption. In order to maintain the ecosystem and contribute to biodiversity, consumers are eager to alter their lifestyles and adapt to the changing environment. Regardless of the social class of the customer, the preferences for using organic goods have been steadily increasing with a focus on maintaining a healthy lifestyle.

### 2. Literature Review

Organic foods are those that are produced without the use of any artificial fertilisers. It ought to be made up of the natural world. The plants and cell structures employed in the creation of organic foods require natural and well-balanced manure. When opposed to conventionally created foods, organic foods have potential as health foods. as highlighted by Rahul Desai and Garima Malik(2021). Machteld Huber et al. (2011) highlighted that Customers are expressing interest in purchasing goods with a high organic value. Compared to conventional diets, organic foods

provide a greater health benefit. Grain farmed organically has been found to contain more proteins and amino acids than grain grown conventionally. The effects of malnutrition on people's health have been very negative. With a great availability of pesticides and other chemical chemicals lowering the nutritional content, malnutrition has caused a food crisis. The study also found that the difference between organic and inorganic diets is not as significant which has to be further researched according to Rock Britto et al. (2017). Anne Lise Brantsaeter et al. (2017) depicted that the opinion of customers is quickly shifting towards choosing organic foods over conventional ones. The increased demand for the use of organic foods has changed customers' lifestyles. The demand for organic foods has been steadily increasing on a global scale. According to research on organic foods, they have a high level of nutritional content, are non-toxic, have a high level of soil fertility, and have a healthy ecology. Savithri and Lavanya (2019) indicated that in both Europe and the US, people are already accustomed to the popularity of organic food. Due to changes in consumer lifestyles, India's appetite for organic food items has been expanding quickly. Due to the abundance of health advantages, lack of pesticides, and use of organic fertilisers, customers' perceptions of organic foods have changed, and they are now preferred. Henry Jorgensen et al. (2008) highlighted that The greater use of organic foods over conventional foods with high levels of chemical fertilisers is characterised by the lack of synthetic fertilisers. In all organic fruits and vegetables, the composition of nutrients is significantly high, according to the studies. The growth of organic foods has been observed in a manageable agricultural setting that is capable of overcoming difficulties brought on by any climatic conditions. Ayswarya and Vasanthi (2018) indicated that The considerable usage of high-quality goods in Indian agriculture without the use of chemical fertilisers is one of its most distinguishing characteristics. The perception and tastes of customers towards utilising organic foods are evolving. Due to rising consumer awareness of the benefits of using organic foods over conventional meals for their health and the environment, organic foods are now highly preferred. The research also indicated that there should be a high degree of market availability for organic foods, with a high level of emphasis on their advantages. Suman Ghalawat (2019) highlighted that Consumers' attitudes about using organic products are quickly shifting. The consumption of organic products is highly conscientiously practised by consumers. The study concentrated on the relationship between choosing organic products and using them. Customers believe that organic foods have better quality, longer-lasting health advantages and high nutritional content. Irine Jiji and Guna Priya (2019) depicted that due to consumer perceptions that organic food items contribute to environmental conservation and the health of the eco system, consumer awareness has been rising. To increase their degree of satisfaction, the organic food products' marketing must be innovative. The availability of organic products on the market is dependent on consumer purchasing habits. Organic gardening has quickly spread throughout rural India. Rural India's agricultural systems have undergone significant change as a result of the growth of organic farming. Due to consumers' increased use of organic foods and increased health consciousness, the use of traditional health goods has decreased, which has caused changes in the marketing techniques for organic foods as highlighted by Sumathy Mohan and Anitha Rathna (2018).

### **3. Literature gaps**

The methods for promoting the consumption of organic foods in the health care sector have not received enough study attention. It has not been specifically covered how organic foods deal with concerns, challenges, and the environment. There has also not been enough focus on the crucial aspects that will support organic foods in the health sector.

### **4. Formulation of Objectives**

1. To understand how crucial organic food is to promoting health
2. To highlight the various elements that influence consuming organic foods for health benefits

3. To determine whether organic foods can increase customer satisfaction with health care

### **5. Hypothetical Statements**

1. The development of organic food value chains through digitization contributes to the growth of organic foods.
2. Consumers' willingness to utilize organic foods grows as they become more aware of their advantages.
3. Organic foods play a significant role in producing nutritional value, which serves as a support role for health care.

### **6. Study Limitations**

1. External variables that affect the perception of customers in the health sector and the consumption of organic foods have not received much attention.
2. Research has been conducted to learn more about the important role that organic foods have in the local health sector.
3. Promotional aspects of the growth of organic foods in the health industry have not received much attention.

### **7. Methodology of the study**

#### **Sources for the Data**

##### **➤ Primary data**

- A well-designed questionnaire was used to contact customers who use organic foods in order to collect information for the study.
- A Likert scale between 1 and 5 and an interval scale were used to create the questionnaire.

##### **➤ Secondary Data**

Secondary sources such journals, newspapers, periodicals, and websites have been used to research the consumption of organic foods and its contribution to advancing the health sector.

#### **Research Design**

The contribution of organic foods on the expansion of the health care industry has been investigated using a cross-sectional design.

#### **Sampling Process**

**Size of the sample:** The study used a sample of 200 customers in Central and South Mumbai who only preferred organic foods to determine its significance in boosting the healthcare industry and sustaining their healthy lifestyle.

#### **Technique for choosing a sample**

200 customers in Central and South Mumbai who consume organic goods have been contacted using convenience sampling and snowball sampling.

#### **Statistical tools**

To arrive at the results, data was analysed and interpreted using statistical techniques in SPSS and MS-Excel, including the Simple Percentage Method, Chi Square test, Binomial test, and Kolmogorov Smirnov test.

### **8. Results**

#### **Testing Hypotheses**

#### **Applying the Chi-Square Test to analyse the hypothesis**

##### **Hypothesis 1**

**Null Hypothesis (H<sub>10</sub>):** The expansion of organic foods is not facilitated by the digitization of organic food value chains.

**Alternative Hypothesis (H1<sub>A</sub>):** The expansion of organic foods is facilitated by the digitization of organic food value chains.

**Table 1: Observed & Expected values for Digitization of Organic Food Value Chains**

Category	Observed	Expected	Residual
Strongly Disagree	19	40	-16
Disagree	12	40	-28
Neutral	31	40	-9
Agree	57	40	17
Strongly Agree	81	40	41
Total	200		

**Table 1(a) : Chi-Square Organic Food Value**

**Analysis for Digitization of Chains**

Description	Digitization of Organic Food Value Chains
Chi-Square	81.90
Df	4
Sig	.000

**Observation**

Because of the significance value of ( $p < 0.5$ ), the null hypothesis can be rejected. It can be seen that the digitization of organic food value chains facilitates the growth of organic foods.

**The following hypothesis has been tested by using Binomial test**

**Hypothesis 2:**

**Null Hypothesis (H2<sub>0</sub>):** The willingness of consumers to use organic goods doesn't increase as they become more knowledgeable about their benefits.

**Alternative Hypothesis(H2<sub>A</sub>):** The willingness of consumers to use organic goods increases as they become more knowledgeable about their benefits.

**Table 2 : Observed Proportion for willingness of consumers**

Category	N	Observed Proportion	Test Proportion	Significance Level
High	162	.81	.50	.000
Low	38	.19		
Total	200	1.00		

**Inference**

The significance is less than 5%, according to table 2. So, we reject null hypothesis. This indicates that as customers learn more about the advantages of organic products, they grow more ready to utilise them.

**Kolmogorov Smirnov Test to test the hypothesis**

**Hypothesis 3:**

**Null Hypothesis (H3<sub>0</sub>):** The production of nutritional value, which supports the provision of health care, is not significantly aided by organic foods.

**Alternative Hypothesis(H3<sub>A</sub>):** The production of nutritional value, which supports the provision of health care, is significantly aided by organic foods.

**Table 3: Descriptive analysis for Nutritional Value**

Category	Observed	Expected	Residual
Very Low	13	40	-27
Low	11	40	-29
Neutral	14	40	-26
High	72	40	32
Very High	90	40	50
Total	200		

The table 3 depicts the descriptive analysis for Nutritional Value

**Table 3(a): Kolmogorov-Smirnov Test for Nutritional Value**

Description	Nutritional Value
N	200
<b>Normal Parameters</b>	
Mean	4.08
Std. Deviation	1.152
<b>Most Extreme</b>	
Absolute	0.284
<b>Extreme Differences</b>	
Positive	0.211
Negative	-0.284
Kolmogorov-Smirnov Z	4.017
Significance level	.000

**Inference:** Since the significance level is below 5%, the null hypothesis can be rejected. Organic foods clearly contribute greatly to the generation of nutritional value, which underpins the delivery of healthcare.

### 9. Discussion(s) from the Study

1. The Chi-Square test rejects the null hypothesis, and the resulting value of ( $p < .05$ ) demonstrates that the digitization of organic food value chains has a positive impact on the growth of organic foods. The supply chain's all-encompassing approach is called the value chain. The extension of value chains serves the consumers more effectively and efficiently at a higher rate in order to meet customer expectations by delivering at the right place at the right time to the appropriate consumer. Due to the fierce competition from companies producing organic foods, consumers are quite familiar with digitization, so it is crucial to reinforce the value chains for supplying the customers.

2. The null hypothesis may be rejected using the Binomial test, which has a significance threshold of less than 5% and shows that customer propensity to utilise organic products improves as they become more aware of their benefits. The lifestyle has changed from being more price careful to being more health conscious as consumers become more

ecologically conscious and mindful of biodiversity and ecosystems. Businesses that sell organic foods are actively working to improve health care, which has a number of advantages and will better meet customer expectations.

3. The null hypothesis cannot be accepted given that the Kolmogorov-Smirnov Test has a significant value of (p.05). It reveals how organic foods considerably contribute in the production of nutritional value, which improves the delivery of healthcare. It demonstrates how nutritional value significantly improves customer satisfaction and gives consumers a competitive advantage. The higher level of nutritional value preserved in organic foods has a significant positive effect on boosting the profitability of the healthcare industry and raising customer satisfaction. Organic goods offer better customer service while upholding higher health standards and giving the health care industry a competitive advantage thanks to their nutritional worth. The superior benefits of organic foods to the health care sector are indicated by their higher nutritional value.

4. The study examined how organic foods support the health care industry using both primary and secondary data. The results of the study, which highlighted the impact of digitalization for strengthening the value chains in offering the efficiency for serving the customers, were analysed using the Chi-square test. By performing the binomial test, it may be determined that people are ready to adopt organic foods, which have a number of advantages. According to studies using the Kolmogorov-Smirnov Test, organic foods have a higher positive influence on customer health by offering nutritional value, leading to revenue for the healthcare industry.

### **10. Conclusion**

According to the report, consumers who use organic foods have healthier lifestyles and are more environmentally conscious. Organisations that produce and distribute organic goods should offer customers the chance to increase their level of awareness in order to urge them to buy from them. Since most consumers are concerned with their own health and the general well-being of society, the high use and consumption of organic foods significantly concentrates on the performance of the health care system. Customers have high standards, especially when it comes to eating organic foods. Customers' attitudes and perceptions are shifting as a result of the competitive, dynamic character of the health care business in the global economy. Organisations producing organic foods are adaptive to changes in the health sector due to the technological innovations imparted through digitalisation. Due of their increased potential and expansion of the growth opportunities of the health sector, there should be higher rate of utilisation in the production and consumption of organic foods. It can be concluded that organic foods have immense potential to be one of the major constituent of the health care sector providing numerous health benefits of the customers through the presence of nutritional value to meet the expectations of the customers who are health conscious leading to a higher competitive edge.

### **11. Implications of research**

Organic foods have the potential to significantly increase the efficacy and productivity of healthcare. To help the health care sector compete in the market, more research on technology advancements may be conducted. Through digitalization, customers' awareness of the benefits of eating organic food can be raised. The study provides additional managerial implications for digitalizing organic food distribution reach and frequency for promoting healthcare businesses, a technique that has a high chance of success in adapting to changing consumer needs. The nutritional benefits of organic foods and their advantages in addressing consumer requirements can be extended to those with poor or no understanding of these issues. It is possible to highlight the availability of technology resources for the consumption of organic foods, but in order to attract the target market and maximise its potential, it is necessary to build the infrastructure network for societal well-being. It is possible to examine the environmental issues associated with implementing technical breakthroughs, and the stakeholder participation in advancing the health care industry by encouraging the use of organic foods is clearly visible. In order to address the changes occurring in the outside world, it is very crucial to develop techniques to identify consumers who are health concerned. These strategies also demand

more informational resources to be provided. The consumption of high-quality goods with characteristics to serve consumers with improved availability and sustainability is required by the long-term expansion of organic foods and the promotion of health care.

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