



ASSESSING CONSUMER ATTITUDES AND PURCHASING BEHAVIOR REGARDING ORGANIC FOODS IN GURUGRAM CITY

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Abstract

The research underscores the significance of consumer behavior in the organic food market. To adapt to the evolving purchasing patterns of urban consumers for organic food, marketers in this sector need to be innovative and adaptable. Among respondents who did not consume organic food, the perception was that these products were made from natural ingredients, while those who did consume organic food believed these products were free from pesticides.

The key determinant influencing the decision to purchase organic food is the individual's financial capacity and the associated cost of the product. Moreover, the study revealed that psychological factors, including perception, attitude, and purchase intention, significantly impact consumers of organic food. Both organic and non-organic food consumers displayed minimal confidence in organic food products, indicating a need for initiatives to instill trust in organic food items, particularly in Gurugram.

Keywords: Consumer Behavior, Consumer Organic Food Motivations, Attitude Towards Organic Food, etc.

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Introduction

Throughout the 20th century, most technological advancements in agriculture have significantly impacted rural communities and landscapes. The ongoing technological revolution in food production relies on the efficient utilization of resources both on and off the farm. Mechanization has replaced farm labor, and the widespread use of chemical fertilizers has increased yields, albeit with limited consideration for environmental protection due to its profitability. In response to the adverse social, ecological, and economic consequences of industrialized agriculture, sustainable food production has gained prominence.

Communities are seeking solutions by advocating for low-input, seasonal, and regionally sourced products that prioritize environmental conservation, public health, and social welfare. Industrialized nations have established organizations and policies to address issues in food production. Organic agriculture emerges as a holistic approach, aiming for integrated, compassionate, and environmentally as well as economically sustainable agricultural production systems. Since the 1990s, consumers in industrialized nations have shown a heightened interest in organic products, driven by concerns about food quality and safety that make them increasingly cautious about conventional goods.

Additionally, today's educated society is very concerned about its members and their children's health and prefers foods that are higher in nutritional content, less addictive and produced using natural processes. Additionally, ethical movements are spreading throughout industrialized nations in favor of farm animal welfare and health, which influences customers' decisions to purchase meat and dairy products. The behavior has a strong influence in terms of consumer purchases. They are the primary triggers in the consumer purchasing process and also influence the perception of a product. This processes consumers or services according to their needs and desires or changes consumers' behavior towards their products or services. Attitude, which relates to the consumer's evaluation of organic food, would influence the consumer's assessment of organic food, which would change the consumers' willingness to acquire payment for natural products. So, it is necessary for marketers to know consumer behavior, in other words. What, why, when, and exactly how of the purchase, in addition to the

consumer's characteristics and environmental influences that impact their decision-making behavior and response outcomes.

Review of Literature

According to (1997),D.A., agricultural practices were forced to change during WorldII because of things like the introduction of chemicals and intensive farming methods, which had a negative impact on food safety and the environment and necessitated the growth of organic farming all over the world.

According to Chen (2022),marketing is mostly controlled through a variety of retailer channels, but on the other hand, direct marketing and organics to resanticipate losing significance as a result of the development. While particular shops are preferred in metropolitan areas, direct marketing is ranked as the second-most significant medium there. Price discrepancies as compared to traditional onesrange from 40 to more than 450 percent, according to Deliana, Y.(2004). Nowadays, supermarkets like Migros, Tansas, Begendik, and Endi provide organic items on dedicated shelves. The remaining domestic food is purchased from specialized organic stores in urban areas. With nine stores, Istanbul earns the top spot.

According to (Kenanoglu and Karahan, 2002), the private firms' organic association organizes the organic bazaar in Istanbul. In addition, Bursa City now boasts two weekly bazaars.

According to an article by Fotopoulos, C. and Krystallis,A.(2009), German states are crucial for organic farming because there are so many of them. However, as a result of the changes brought about by reunification, Eastern Germany has the largest distribution of land that is managed organically. Customers want to purchase organic products due to their lifestyle, the environment, and the health benefits, according to research by Aroraetal(2021).

According to Michaeli Dou and Hassan (2014),product quality affects customer happiness and the company brand. As a result, it was determined that customer pleasure and loyalty were directly correlated with product quality.

According to Olivas R. and Bernabeu,R.(2015),Germany is the continent's largest importer, accounting for 38% of all domestic sales of organic goods. As a result, there

is a lower requirement for imports. However, there is an excess of livestock and some dairy products. Some factors for this surplus included declining exports of these commodity groups and an increase in livestock farmers moving to unfavorable terrain.2020(Richteretal).Customers recognized that the organic category products improved their health more than commodity quality and preferred flavor/texture /consciousness, according to Parmar, S. & Sahrawat S. (2019).

According to Bhatia,S.et.al.(2019),food is considered “organic” if it is free of synthetic pesticides, cattle growth regulators, artificial fertilizers, and poultry feed additives. Aside from having a large impact on the environment and the variety of food, it also makes a big commitment to giving a producer independence in his requirements for agro-inputs and reduces the cost of production.

According to Ham, M. (2019), the study’s findings show that natural factors have a greater influence on why people choose to buy organic food. This finding implies that it would be beneficial for organic food marketers and other interested parties to raise consumer expectations about the individual benefits of eating natural foods.

According to Patil, K., and Desai, N. (2019), terms like ‘organic marketing’ and ‘customer’ have emerged, and work has been done to understand the customer’s stages of consciousness, their attitudes toward organic products, and their enthusiasm for recognizing and compensating a first-class for the products.

According to Rana and Paul (2020), the consumer is presented with a variety of shadows while choosing organic foods, ranging from bright to dull. Products in the fruits, vegetables, pulses, and milk categories are considered to be the most important ones to buy. The findings list both the widely used generic organic food campaign and some ground-breaking innovations that may increase the demand for organic foods. With the use of proactive effort, a gap between claiming and owning organic food can be established in research work.

According to Kumari, A. (2019), people are more aware of organic food when they are aware of nutrition and health issues. She also mentioned the importance of organic farming and food in

terms of diet.

According to Jotanovic, S. R., Vuksanovic, &Zivkucin (2018), there are differences in the demographic characteristics of consumers with inhibitory determinants for the use of organic food commodities, except for the age group.

Researchers R.K.Sahuand, and R.K.Mishra(2018)looked at consumer preferences for organic oods. It appears that people have preferences for or perceptions of organic foods. In recent years, consumers’ concerns about food safety, their health, and the environment have grown along with urbanization’s rapid pace.

Objectives of the Study

- To study the attitude &behavior towards organic foods of the consumer.
- To identify the predominant factors that influence the consumers to buy organic food products in the study area.

Scope of the Study

The present research is focused on consumer attitudes and behavior toward organic food in Gurugram city. The scope of the current study is to scrutinize the consumer’s awareness level and how the consumers have sourced information about organic food product features and benefits. The study also has the opportunity to originate the reasons for the switchover from traditional food products to organic food products. The present study’s scope is broad, and the study results are helpful to the consumers of 18 organic food products and the marketers of organic food products.

Limitations

- The study is restricted to a small sample size and is based on the respondent.
- Collecting data from home due to the Pandemic situation.
- The study is limited to 60 days which restricts the extensive study.
- Unwillingness of the public to fill out the questionnaire led to a shortage of samples.

Research Methodology

Descriptive Research is adopted for the study. The primary data was collected with the help of a structured questionnaire shared through a structured survey. Using convenience Sampling, 102 sample respondents were interviewed in the selected areas of Gurugram.

Data Analysis and Interpretation

Table 1 Demographic Profile of the Respondents

Demographic Factors		No. of Respondents	(%)
Age	Below 20 years	11	10.8
	Between 21 years to 30 years	76	74.5
	Between 31 years to 40 years	8	7.8
	Between 41 years to 50 years	2	2.0
	Above 50 years	5	4.9
Gender	Female	28	27.5
	Male	74	72.5
Monthly Income	Less than Rs.10,000	26	25.5
	Between Rs.10001 to Rs.20000	20	19.6
	Between Rs.20001 to Rs.30000	14	13.7
	Between Rs.30001 to Rs.40000	13	12.7
	Between Rs.40001 to Rs.50000	10	9.8
	Above Rs.50000	19	18.6
Marital Status	Married	66	38.2
	Unmarried	107	61.8

Source: Primary Data

Inference

From the above table, we can understand that the most of respondents who participated in the survey are male, and a total of 28 females and 74 males participated. And 74.5% of the respondents are between the age group of 20-30 years which means mostly the youth population has participated in the survey. Moreover, 19.6% of the respondents come under a monthly income group of 10001 to 20000 and most of the respondents are unmarried.

Hypothesis Testing

Hypothesis Testing (H1): There is a significant difference in means of perception of educational level for the attitude on quality toward organic food.

Hypothesis Testing (H2): There is a significant difference in means of perception of age of the

respondent concerning the attitude and behavior towards the influence of organic products on their lifestyle.

Hypothesis Testing (H3): There is a significant difference in means of perception of work experience of the respondent concerning the price of the product, attitude, and behavior towards organic food.

Hypothesis Testing-1:

Null Hypothesis (H0): There is no significant difference in means of perception of educational level for the attitude on Quality towards organic food.

Alternate Hypothesis (H1): There is a significant difference in means of perception of educational level for the attitude on Quality towards organic food.

Table 2 Perception of Education Level and Attitude towards the Quality of the Product

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.972	23	.477	1.104	.361
Within Groups	33.704	78	.432		
Total	44.676	101			

Interpretation

One-way ANOVA test shows that $F=1.104$, $P\text{-value}=0.361$, Since the P value of the ANOVA test is 0.361, which is greater than .005, it is not significant. The null hypothesis H_0 is accepted. It is concluded that there is no difference between the means of the educational level and attitude toward the quality of the organic product.

Hypothesis Testing-2

Null Hypothesis (H0): There is no significant

difference in means of perception of age of the respondent concerning the attitude and behavior towards the influence of organic products on their lifestyle.

Alternate Hypothesis(H2): There is a significant difference in means of perception of age of the respondent concerning the attitude and behavior towards the influence of organic products on their lifestyle.

Table3 Perception of Age of the Respondent and Attitude and Behavior towards the Influence of Organic Products on their Lifestyle

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.369	23	.712	1.05	.424
Within Groups	53.121	78	.681		
Total	69.490	101			

Interpretation

One-way ANOVA test shows that $F=1.045$, $P\text{-value}=0.424$ Since $P\text{value of ANOVA test}$ 0.424, is greater than .005, it is not significant. The null hypothesis H_0 is accepted. It is concluded that there is no difference between the means of the age of the respondent and their attitude towards the influence on the lifestyle of the product.

Hypothesis Testing-3

Null Hypothesis (H0): There is no significant

difference in the means of perception of work experience of the respondent concerning the price of the product, attitude, and behavior towards organic food.

Alternate Hypothesis(H3): There is a significant difference in the means of perception of work experience of the respondent concerning the price of the product, attitude, and behavior towards organic food.

Table 4 Family Monthly Average Income of the respondent and their attitude towards the price of the organic product

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	112.402	23	4.887	1.640	.046
Within Groups	232.421	78	2.980		
Total	344.824	101			

Interpretation

One-way ANOVA test shows that $F=1.640$, $P\text{-value}=0.056$ Since the P value of the ANOVA test is 0.046, which is less than .005, it is significant. The null hypothesis H_0 is rejected. It is concluded that here is a difference between the means of Income of the respondent and their attitude toward the price of the organic product

Findings and Discussions

The following findings are to be made while analyzing the data collected through respondents and it has been found that out of 102 respondents, the majority 74 respondents are male and only 28

are female respondents. It shows that working women are less compared to males. Going further Out of a total of 102 respondents, the Majority 26 respondents are earning less than Rs.10000 as income, 20 respondents are earning between Rs.10001 to Rs.20000, 14 respondents are earning between Rs.20001 to 30000, 10 respondents are earning 30001 to 40000 and 19 respondents are earning above Rs.50000. Going further in demographic profile, Out of the total of 102 respondents, the majority of the respondents are aged between 20 to 30 yrs, 11 of the respondents are aged below 20 yrs, 8 of the respondents are aged between 31 yrs to 40 yrs, 2 of

the respondents are aged between 41yrsto50yrs,5 of the respondents are aged 50yrs and above. Going in depth it is been found that out of 102 respondents, 86 of the respondents' marital status is Unmarried, and the remaining 16 of the respondent's marital status is married. Further, hypothesis testing concluded that there is no difference between the means of the educational level and attitude toward the quality of the organic product. Hypotheses testing two concluded that there is no difference between the means of the age of the respondent and their attitude towards the influence on the lifestyle of the product. Hypothesis testing three concluded that there is a difference between the means of Income of the respondent and their attitude toward the price of the organic product

Suggestions and Recommendations

- Organically food shaves more nutrients-vitamins, enzymes, and micronutrients.
- Eating organically grown foods is the only way to avoid the cocktail of chemical poisons present in commercially grown food.
- Organically grown foods generally taste better because nourished, well-balanced soil produces healthy, strong plants
- Investigates relationships between consumer organic food motivations, identity, behavior, and personal values.
- Organic food identity is positively associated with health consciousness and 56 negatively associated with social consciousness.
- Personal values positively moderate the relationship between health consciousness and identity.
- Organic food markets can be segmented based on consumers' motivations, identities, and values.

Conclusion

The study has revealed that consumer behaviour plays a major role in the organic food products segment. The marketers of organic foods need to be innovative and dynamic to meet the changing purchase behaviour for organic food products among urban residents. It was also found that organic food consumers had a high influence on psychological factors such as perception, attitude, and purchase intention towards buying organic food products. The consumer belief in organic food products was insignificant among both organic and non-organic food consumers. Hence, the marketers have to take the necessary steps to create trust in organic food products among the consumers of Gurugram City.

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