

## A study on Consumer Behavior towards organic Food in Latur City

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### Abstract:

*This paper focuses on study of buying behavior of consumers towards organic food products in Latur city. Firstly, it is very necessary to understand the basic concept of organic foods. Organic foods are those foods which are grown without using any synthetic chemicals, fertilizers and pesticides or any manmade substances being poured or even inserted in it. Actually, these products are not grown by using genetically modified organisms*

*From past few years, India is showing growth in organic market. People are buying organic items due to health issues. As this food consumption may reduce the risk of illness, airborne diseases, obesity etc. Thus, this paper focuses on buyers' perception towards organic products, benefits of consuming organic products on health and respondents valuable suggestions. Total 100 respondents are chosen to study the consumers behavior.*

*Key words: Synthetic chemicals, Fertilizers, Pesticides, Genetically Modified Organism*

### Introduction:

In this modern era, the industrial sector which is growing very fast is organic industry. organic food consists of a farm which avoids the use of artificial fertilizers, synthetic chemicals, pesticides, genetically modified organism etc. Organic farming is the life blood of Indian economy, as today's consumer is well educated and are trying to divert towards organic food.

'Organic food' is food which is grown without use of any manmade chemicals straight from preparing soil, sowing seeds to harvesting and storage. Attention towards organic food is growing rapidly among people and even people is accepting the fact that non organic foods contains pesticides and chemicals which are riskier for life and health. Organic farming is free from all sorts of chemicals, fertilizers, pesticides and not harm our body as well. Normally, farming methods used for production of organic items are developed and modern technology. These kinds of products offer various benefits and nutritional value to the foods and are more healthy than other products.



### Objectives:

- ❖ To analyze the behavior of consumer towards organic products.
- ❖ To study the benefits of consuming organic products on health.
- ❖ To find out interest of consumers towards organic products.
- ❖ To give suggestion on the basis of consumers respondents.

### Data Collection:

For this research paper I have collected both Primary and Secondary data .

#### Primary data

Primary data is collected through questionnaire. The respondents are interviewed and were insisted to fill the questionnaire.

Secondary data

Secondary data is related to Latur district were collected from different websites, research journals, media, books, government reports, survey reports etc

**Data Collection:**

The data collection tool used for necessary data are

- ❖ Structured Questionnaire
- ❖ Personal Interview

**Review of literature:**

Mrs. D.Mythili, Ms.S.Priya Dharshini(March 2020) Researchers studied on topic “A Study on Consumer perception towards organic products with references to Coimbatore city.” The present study was carried out with sample size of 146 respondents and descriptive statistics technique used to analysed data. According to the study the respondents are attracted towards organic products and so marketers must use proper promotions and motivate the consumer for purchasing of those products. Consumers’ willingness to purchase is influenced by limited and low supply and higher price of the products and very limited access and available information. Thus, Nic products play an important role in improving the perception of the end- users towards organic products.

Anjoy Basumatray (April 2022) Research scholar conducted study on ‘A study on consumer behavior towards organic food’ in Guwahati. The study was conducted to examine the behavior of consumers towards organic food in Guwahati and he collected responses from total 100 respondents. The research was done by using primary data by distributing structured questionnaire to consumers. The data was analysis by using percentage analysis method. The findings revealed that majority of people choose and like to purchase organic products rather than other goods. The study also noted that the marketing of organic goods is very poor in regards to its demand.

**Health Benefits of Organic foods:**

There are many advantages of organic products for your health and are also safe for environment. How your food is grown can have a deep Impact on your mental and emotional health. Organic products contain more nutritional value than compared to regular food.

- Use of fewer pesticides: Starting from sowing seeds to last step that is harvesting, the products are grown organically means use of fewer or less chemicals and pesticides. In non-organic products synthetic chemicals, herbicides and insecticides are more used that is unhealthy.
- Organic foods are fresher: This food contains no preservatives which help them to last for long time. Actually, this are grown on small farms and are sold in nearby market means travel less distance from producer to final consumer.so they are more fresh than regular foods.
- They are more environment friendly: organic farming reduces soil erosion, pollution, uses less energy and increases soil fertility. This type of farming is always better for birds and animals and people who are living nearby farm.
- Organic foods are seasonal: As we know that all the things we eat are produced in a particular season & at a particular time. By eating organic foods assures us that we are eating those foods which are seasonal and which grows better during that time. Nature gives us seasonal food which support our body best at that time they grow, for e.g., in winter carrots, pumpkins are grown which keeps our body warm and in summer season watermelon, cucumber are grown which keeps us hydrated. so, we should thank the god and nature which provide us right food at right time and in right season.
- Free from GMOs: organic food is having no genetically modifications organisms (GMO). This kind of goods are safe to consume and has no ill effects on our body. Actually, the regular food contains GMO and they cause toxic effects to the body and different parts of body are negatively affected.
- It contains more Nutrients: organic fruits contain more nutrients as it is said above that it is fresh, seasonal and no added preservatives in it. The plucked fruits and vegetables reach to final consumer travelling a short distance and they are eaten sooner.

So, they are more healthy, tasty and more nutritious.

- Organic foods are more supportable: As we know that organic products come directly from local farmers and avoid various expenses like travelling, transportation, packaging, labelling, expenses of mall etc. It also saves time, money and energy. our money goes directly in the pocket of local farmers avoiding the cost of middleman’s and also saves transportation cost.
- It protects our environment: organic foods are seasonal and puts less pressure on our environment. By purchasing organic product, we are contributing towards preserving our environment like avoiding soil, water and air pollution. It is the need of today’s era to protect our world and future generation by making changes.
- No sewage dirt: organic farmers avoid the use of sewage dirt as fertilizers. Many convectional farmers spread the sewage sludge in their crops which is very unhealthy for human beings.
- Low risk of diseases like cancer: Due to absence of synthetic chemicals and pesticides in organic foods there is less risk of cancer. So it is necessary to avoid using regular foods.

<b>3</b>	41-50	16	16%
<b>4</b>	51 & above	10	10%
<b>Total</b>		100	100%

The above Table 2 states that 40% respondents are age of 18-30, 34%are of age group between 31-40, 16% respondents are age of 41-50 and only 10% are of 51 & above. This shows that people of above 18 are more informed about organic products and their purchase is also high in research area.

**Table 3: Classifications of respondents on the basis of Occupation.**

Sr.no	Occupation	No. of respondents	Percentage
<b>1</b>	Students	15	15%
<b>2</b>	Business-Man	25	25%
<b>3</b>	Self Employed	34	34%
<b>4</b>	Employed	26	26%
<b>Total</b>		100	100%

The above Table 3 reveals that 15% of students,25% of Business-Man,34% of Self Employed and 26% of Employed out of 100 respondents prefer to buy organic products in the research region. It is concluded that more self employed persons prefer organic foods.

**Results and Discussion**

**Table 1: Classifications of respondents on the basis of Gender**

Sr.no	Gender	No. of respondents	Percentage
<b>1</b>	Male	43	43%
<b>2</b>	Female	57	57%
<b>Total</b>		100	100%

The above Table 1 shows that majority of female respondents i.e. 57% purchases organic products compare to male respondents which is only 43%.

**Table 2: Classifications of respondents on the basis of Age Factor.**

Sr.no	Age	No. of respondents	Percentage
<b>1</b>	18-30	40	40%
<b>2</b>	31-40	34	34%

**Table 4: Reasons why people prefer organic food products.**

Sr.no	Reasons	No. of respondents	Percentage
<b>1</b>	High quality	18	18%
<b>2</b>	Health benefits	52	52%
<b>3</b>	Low prices	13	13%
<b>4</b>	Environmental effect	17	17%
<b>Total</b>		100	100%

The above Table 4 shows that 52% respondents prefer organic products which gives high health benefits, 18% prefer high quality, 13% says low price and the remaining 17% are concern for environmental causes.



**Table 5: Various organic food products purchase.**

Sr.no	Products	No. of respondents	Percentage
1	Vegetables	36	36%
2	Fruits	21	21%
3	Cereals, pulses	10	10%
4	Other products	33	33%
<b>Total</b>		100	100%

The above table shows that majority of respondents (36%) prefer vegetables as they are perishable in nature, 33% buy other products, 21% buy fruits and only 10% buy cereals, pulses.

**Table 6: Duration of consumption of organic foods**

Sr.no	Duration(in years)	No. of respondents	Percentage
1	Less than 1 year	22	22%
2	2 years	12	12%
3	3 years	14	14%
4	More than 3 years	52	52%
<b>Total</b>		100	100%

Above Table illustrates that 22% of respondents have been purchasing organic goods for one year, 12% are using them for two years, 14% are using them for three years and the remaining 52% have been using them for more than 3 years.

**Table 7: Different sources through which respondents know about organic stores.**

Sr.no	Sources	No. of Respondents	Percentage
1	Family/ Relatives	33	33%
2	Friends	20	20%
3	Advertisement	15	15%
4	Social media	32	32%
<b>Total</b>		100	100%

Table 7 states that respondents get more information about organic stores from Family/Relatives (33%), than from Friends (20%), Advertisement (15%) and Social media (32%). So this information tells that

people know more about organic stores through Family/Relatives.

**Table 8: Respondents preference for quality while purchasing organic products.**

Sr.no	Quality	No. of Respondents	Percentage
1	Low	08	08%
2	Standard	68	68%
3	High	24	24%
4		100	100%

Table 8 clearly demonstrate that majority of people (68%) choose standard quality organic products, while 24% prefer higher quality and remaining 08% prefer low quality organic products.

**Table 9: Consumers satisfaction with quality of organic products**

Sr.no	Response	No. of Respondents	Percentage
1	Yes	93	93%
2	No	07	07%
<b>Total</b>		100	100%

Table 9 clears that majority of consumers 92% are happy with the quality of organic products and only 07% are dissatisfied with organic products.

**Table 10: Respondents point of view on the cost of organic products in comparison to other products.**

Sr.no	Response	No. of Respondents	Percentage
1	Very good	08	08%
2	High	76	76%
3	Average	06	06%
4	Equal	10	10%
<b>Total</b>		100	100%

Table 10 illustrates that 76% of respondents believe that are high, 08% says that prices of organic products are very good, 06% respondents are believe that prices are average and the remaining 10% believe that prices are similar to other products.

**Table11: Purchase habits of respondents.**

Sr.no	Timeline	No. of Respondents	Percentage
1	Daily	18	18%
2	Weekly	68	68%
3	Monthly	04	04%
4	Occasionally	10	10%
<b>Total</b>		100	100%

Above table shows that total 68% respondents buy organic products weekly, 18% daily, 10% Occasionally, only 04% Monthly.

**Table12: Ranking for organic products given by respondents.**

Sr.no	Response	No. of Respondents	Percentage
1	Outstanding	19	19%
2	Excellent	58	58%
3	Good	12	12%
4	Average	11	11%
<b>Total</b>		100	100%

This table demonstrates that majority customers mean 58% think that organic products are excellent, 19% think that product are great, 12% good and 11 % as average.

**Findings:**

- Some Organic products like fruits and vegetables are delivered once in a week. As only few farmers produce organic products.
- Due to high prices of organic goods customers are not ready to buy these goods and average people can't afford it.
- Organic goods are grown without using fertilizers and chemicals so there is a issue of preserving and storing them.
- When comparing to our regular foods or non-organic goods, organic goods receive very little advertisement.
- It is noted that adult people between 18-30 age group buy more organic products as they are more health conscious.
- A greater proportion of customers express satisfaction with the product, and all of them recommend it as being healthful in nature.

**Suggestions:**

- Government should motivate and encourage organic farming, financial assistance to farmers

and by providing proper organic market facilities.

- Farmers should be more educated and training programs must be Organized for them so they can yield more crops without using chemicals and fertilizers.
- It is necessary to open organic products shop so consumers can easily approach there for buying.
- organic products prices must be affordable. So, all types of customers can buy it.
- Proper packaging facility must be provided to this product.
- The frequency of advertisement of organic products must be increased.

**Conclusion:**

As we know consumer play very important role in the market and to study their perception towards organic food products is also necessary. When purchasing any goods, whether it is regular or organic, customers experience matters a lot. As it is studied that there is high demand of organic items and low supply in market, so our government and farmers are planning to boost the production of organic goods with proper promotional activities, quality, packaging and easily availability in the market to become successful in organic products. This will help farmers to increase their standard of living and production of organic items on large scale will also keep our environment clean and green. Various factors of organic products like freshness, taste, nutritional value, health benefits etc. this all results in consumer shifting from convectional products to organic products. Thus, organic products play very important role in improving the perception of consumers towards organic goods.

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