CONSUMER BEHAVIOR TOWARDS ORGANIC FOOD PRODUCTS IN BANGALORE CITY

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ABSTRACT

This paper intends to research the factors that people of India consider very important for purchasing organic food products. Information was collected in Bangalore City at various Organic food stores located across city. The outcome of this study helped in identifying Indian customers' buying behavior towards organic food product and the factors affecting it were also studied. Factors like Organic product related, Certification & other regulatory factors, and their attitude (variety seeking and self-indulgence) influenced the buying behavior of customers.

KEYWORDS

Consumer, Behavior, Organic food, Bangalore.

INTRODUCTION

Organic food products are viewed as being progressively nutritious, increasingly favorable, increasingly secure, and common. They contain less synthetic stores and taste better than anything common sustenance thusly; clients are happy to pay a top notch cost for organic food (Krystallis et al. 2006). [1]Indeed, even in up and coming markets, customers are prepared to pay a superior cost for guaranteed quality, taste, and security. In the past two decades, creating mindfulness about ecological concern and being health cognizant have driven individuals to pick Organic food (OF) to accomplish their target. Shoppers worldwide are demonstrating genuine worry about individual health and the quality of their food consumption (Gil et al., 2000). [2]Ongoing exploration on the Indian OF market demonstrates positive patterns sought after through customers' days of work in the food consumption. Be that as it may, in India, the OF business and the cultivating business are yet to comprehend the basic leadership procedure of organic food buyers. India has risen as one of the largest markets on the planet for organic food. The organic foods products are healthy, without synthetic compounds or additives, are totally common and are greatly improved than customary

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[1] Krystallis, A. and Chryssohoidis, G. (2005), "Consumers' willingness to pay for organic foodfactors that affect it and variation per organic product type", British Food Journal, Vol. 107 No. 5, pp. 320-43

[2] Gil, J. M., Gracia, A. and Sanchez, M. (2000) Market segmentation and willingness to pay for organic products in S p a i n , I n t e r n a t i o n a l F o o d a n d Agribusiness Management Review, 3: pp 207-226.

foods as far as the different advantages that they give to every last one. India is one of the nations with the largest area under organic administration alongside Argentina, Brazil, India and Uruguay. Neighborhood markets have taken off in a significant number of the huge urban areas of south and eastern piece of Asia. Delhi and Bangalore are a portion of the Indian urban areas which are seeing improved inside consumption of organic products.

THE GAGA SURROUNDING ORGANIC FOOD

The following reasons led to increased attraction towards organic foods :

- Organic foods tends to catch the customers eyes as they believe it to be more healthy and nutritious and is rich in quality as these foods are environmental friendly.
- These foods support sustainable agriculture which is the need of the hour as the practice saves resources and tends to use very less pesticides and insecticides.
- It is said to have very little agro-chemical residues and is so much safer to consumers' health than the other food.
- The taste of organic food is perceived differently.

OBJECTS OF THE STUDY

The general target of the present investigation is

1. To study about the consumers' attitude and perception towards organic food in Bangalore city.

2. To examine the consumers' awareness and buying behavior of organic food

3. To analyze the causal relationship between the study variables.

REVIEW OF LITERATURE

K.G. Grunert (2005) has discovered their research is the relationship between food security and quality for food decision and consumer request. To gauge readiness to pay through price recognition. This overview is expressed about quality and wellbeing in agri business; research about on food quality and security, consumer impression of quality and wellbeing, the view of food wellbeing, view of quality and wellbeing and eagerness to pay, giving quality and wellbeing to consumers. At long last presumed that need of the relationship among ranchers and processors and to expand consideration regarding food quality and security.

Marija Radman (2005) has found in their examination about consumers thought about healthy, great quality and scrumptious organic products than costly and appearance. Organic makers are to expand the information and make consumer consciousness of organic item in the market place. Consumers are not

exceptionally acquainted with ecologically developed products in the market. Special exercises (noticeable showcases, media) and dispersion channels additionally prime significance for Croatian consumers. Consumers were positive attitudes towards organic products and them willing to pay more expensive rates for organic products. This study is directed a solitary geographical area in Croatia.

RESEARCH METHODOLOGY

Details regarding the research design, data collection questionnaire, sampling plan, area of the study and statistical tools used are mentioned in this chapter.

Research Design

Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research i.e. the method of gathering information and the method of sampling study is descriptive in nature.

Sampling Design

Sampling design comprises four major areas: Population, Frame, Sampling method and Sample size estimation.

STATISTICAL TOOL USED FOR ANALYSIS:

- ANOVA

Bivariate Analysis

"It is one of the simplest forms of the quantitative analysis. It involves the analysis of two variables (often denoted as X, Y), for the purpose of determining the empirical relationship between them. In order to see if the variables are related to one another, it is common to measure how those two variables simultaneously change together" (Allen, 2014).

Hypotheses related to causality and association can be tested including plotting of graphs. Examples of tests include t-test, Analysis of Variance (ANOVA), Chi-square test, Correlation test, etc. The current research has used one-way ANOVA tests.

Multi-variate Analysis

Multi-variate analysis "is based on the statistical principle of multivariate statistics, which involves observation and analysis of more than one statistical outcome variable at a time" (Web 3.3).

Factor analysis is "a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors" (Web 3.4).

DATA ANALYSIS

The present chapter helps to analyze and interpret the data. The data gathered from the respondents is evaluated and interpreted to arrive at a conclusion for the research.

ONE WAY ANOVA (AGE)

H_{01}: There is no significant difference between age groups with regards to the awareness, perception, attitude, buying behavior and consumers' satisfaction.

Table - 1

VARIANCE		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Awareness	Between Groups	39.350	3	13.117	1.218	0.304
	Within Groups	2337.184	217	10.770		
	Total	2376.534	220			
Perception	Between Groups	31.657	3	10.552	.985	0.040
	Within Groups	2324.153	217	10.710		
	Total	2355.810	220			
Attitudes	Between Groups	34.631	3	11.544	1.020	0.384
	Within Groups	2455.061	217	11.314		
	Total	2489.692	220			
Buying Behavior	Between Groups	5.204	3	1.735	.127	0.021
	Within Groups	2962.262	217	13.651		
	Total	2967.466	220			
Consumers' Satisfaction	Between Groups	124.086	3	41.362	2.676	0.048

	Within Groups	3353.624	217	15.454		
	Total	3477.710	220			

* Significant at the 5% level

Analysis:

It can be seen from the above Table – 1 that null hypotheses are rejected as the p values are lesser than 0.05 levels for perception, buying behavior and consumers' satisfaction. For all other dimensions, since the p value is greater than 0.05 null hypotheses is accepted.

Discussion:

There is significant difference between age groups with regards to the perception, buying behavior and consumers' satisfaction.

There is no significant difference between age groups with regards to the Awareness and attitude.

ONE WAY ANOVA (MONTHLY INCOME)

$H_{01:}$ There is no significant difference between monthly income with regards to the awareness, perception, attitude, buying behavior and consumers' satisfaction.

Table - 2

VARIANCE		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Awareness	Between Groups	34.037	2	17.018	1.584	0.208
	Within Groups	2342.497	218	10.745		
	Total	2376.534	220			
perception	Between Groups	10.510	2	5.255	.488	0.614
	Within Groups	2345.300	218	10.758		
	Total	2355.810	220			
Attitudes	Between Groups	46.082	2	23.041	2.056	0.130
	Within Groups	2443.610	218	11.209		
	Total	2489.692	220			
Buying behaviour	Between Groups	55.093	2	27.546	2.062	0.013
	Within Groups	2912.373	218	13.360		
	Total	2967.466	220			
Consumers satisfaction	Between Groups	79.927	2	39.964	2.564	0.039
	Within Groups	3397.783	218	15.586		
	Total	3477.710	220			

* Significant at the 5% level

Analysis:

It can be seen from the above Table – 2 that null hypotheses are rejected as the p values are lesser than 0.05 levels for buying behavior and consumers' satisfaction. For all other dimensions, since the p value is greater than 0.05 null hypotheses is accepted.

Discussion:

There is significant difference between monthly income with regards to the buying behavior and consumers' satisfaction.

There is no significant difference between monthly income with regards to the perception,, awareness and attitude.

CONCLUSION

This research study dealt with the consumer behavior towards the buying of organic food products in India, especially Karnataka. The findings of this research study have serious implications for marketers of organic food in India. They should focus on educating the masses, especially the ones ignorant about organic foods and its positive health benefits. Beneficiaries of this research study include various stakeholders in India and globally such as consumers, vendors both local and international and government agencies.

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