

CONSUMER PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS IN BANGALORE CITY

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ABSTRACT

Organic food is the food produced by deferent methods to comply with the standards of organic farming. Standards vary worldwide acceptable, but organic farming characteristics practices that cycle resources, promote ecologically best balance, and conserve biodiversity. Organizations regulating through organic food products like restrict the use of certain pesticides and fertilizers in the farming deferent methods by useing to produce such products.

KEYWORDS: Organic Food, Consumer Perception and Attitudes.

INTRODUCTION

In the report of "India Organic Food Market Forecast and Opportunities, 2019", it is expressed that the Organic food market income in India are assessed to create at a CAGR of around 25% between 2014-19. The western area is the most dumbfounding income benefactor for the country's organic food sector pursued by the southern locale. Organic food players are continuously offering their things through online destinations and retail areas. Distinctive noteworthy players, for instance, Sresta Natural and Morarka Organic Foods are developing their retail scattering framework in Tier I and II urban areas through tie-ups with driving retail chains and what's more through establishment of particular stores and outlets. Among creating countries, India is among the most potential markets for Organic food. Various individuals since many years are particularly mindful that the Organic food is much predominant from the point of view of prosperity than that of the inorganic sustenance. India had been one of the essential disciples of Organic food in fact it had been totally penniless upon the common fertilizers. Along these lines, India can be the best potential business sector to market Organic food, anyway to fit themselves in, they should have the buyers' certainty, who are the devoted clients of Organic food, with their quality things with their quality products (Chakrabarti, 2010)

OBJECTS OF THE STUDY

The general target of the present investigation is

1. To study about the consumers' perception towards organic food in Bangalore city.
2. To examine the consumers' awareness and buying behavior of organic food .

REVIEW OF LITERATURE

NurFathonahSadek et.al., (2009) has found in their examination that to educate the behavioral procedure of clients concerning organic food, to distinguish convictions of positives and negative frame of mind on organic food consumers and food selection of consumers. At last finished up, organic food is affected by consumer's conviction that is better for health and the environment. This outcome might be given overall training on the advantages of organic food products.

Farah AyuniShafie& Denise Rennie (2012) has found in their investigation that premium price is consumption of organic food. There is no noteworthy connection between's statistic factors (age, income, training) and organic consumers. Verifying the household supply of organic food might decrease the price gap. Inspiration, convictions and statistic factors are most criteria of capability of the organic market to expanding the dimensions of organic food consumption. From this examination they finished up human health, food security, environmental worry alongside other tactile properties like nutritive esteem, taste, freshness and appearance are developing interest inorganic food. Great quality and sensible price just isn't pulled in for potential purchaser. Likewise least pesticide application is equity. Consumers related with characteristic procedure, environment, creature welfare, non-utilization of pesticides and fertilizers. Premium price and inspiration may stifle organic food consumption. At last finished up to government will make strides for advance expending organic food. At that point just can go for further investigations towards the consumer conduct based on approach in organic food products.

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:

- SEM (Structural Equation Modeling)
- Structural Equation Modelling (SEM) is used in social science in view of its ability to impute relationships between unobserved constructs (latent variables) from observable variables” (Web 3.5).
- The current research employed SEM.

STRUCTURAL EQUATION MODELLING**1. Observed, endogenous variables**

- Buying behavior
- Consumer’s satisfaction

2. Observed, exogenous variables

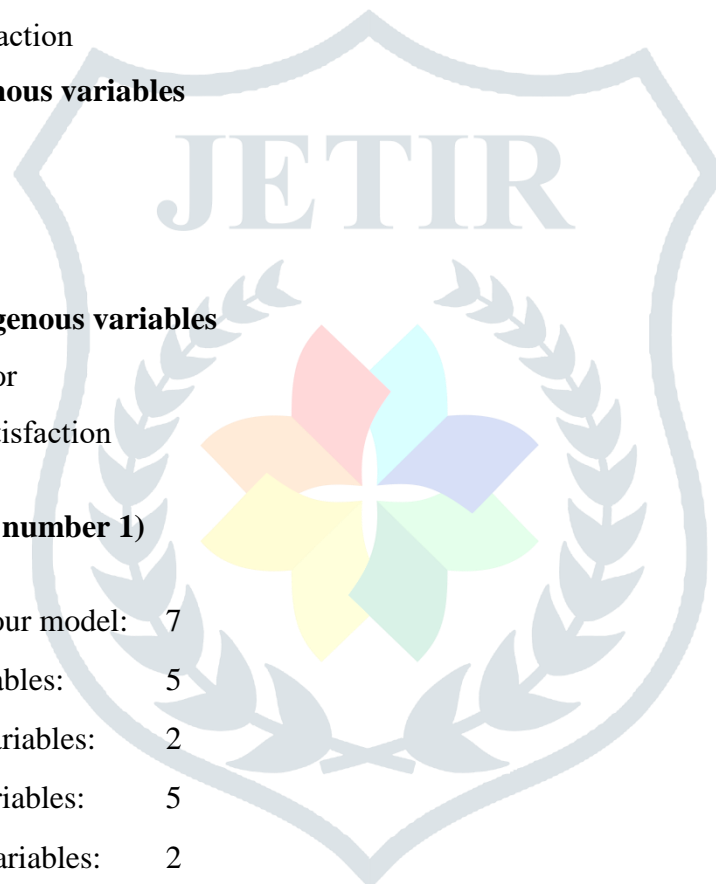
- Awareness
- Attitudes
- Perception

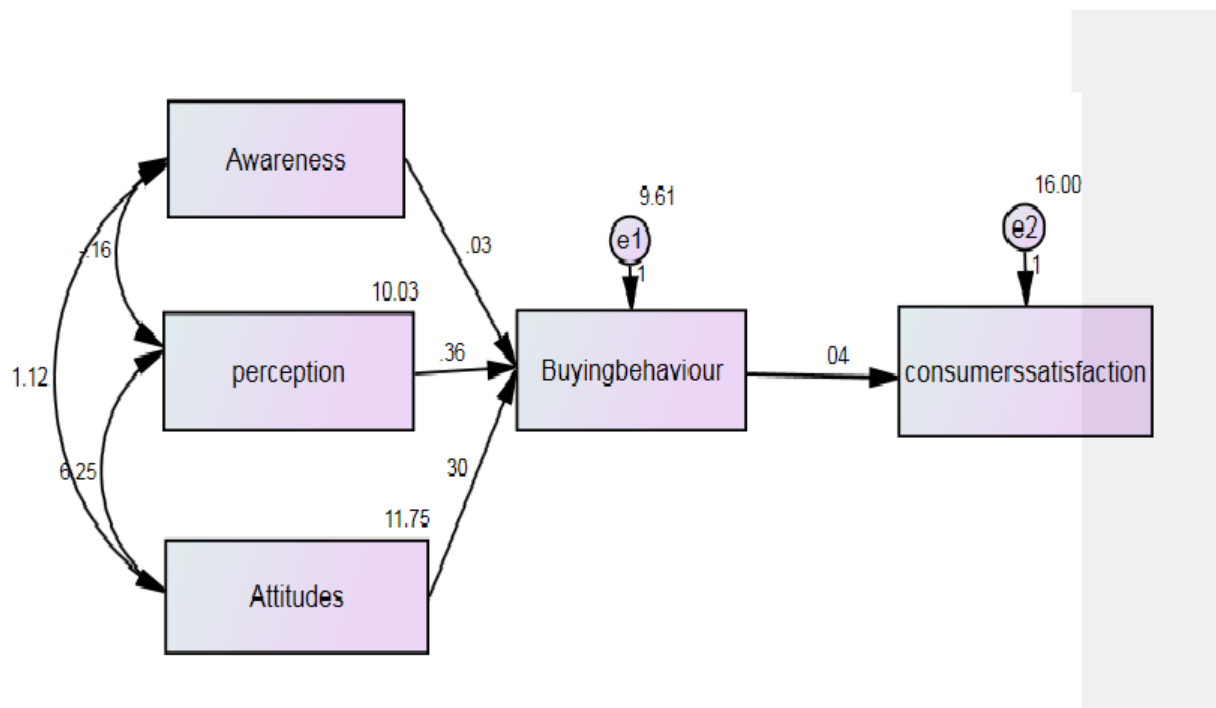
3. Unobserved, exogenous variables

- e1 Buying behavior
- e2 Consumer’s satisfaction

Variable counts (Group number 1)

Number of variables in your model:	7
Number of observed variables:	5
Number of unobserved variables:	2
Number of exogenous variables:	5
Number of endogenous variables:	2





Major Model Fit Indices Summary

Parameters	Acceptable values for Good Fit	Research Model values
GFI	>0.9	0.925
AGFI	>0.9	0.903
CFI	>0.9	0.919
RMSEA	<0.06	0.040
RMR	<0.10	0.010

The Goodness of Fit index (GFI) value was 0.925, Adjusted Goodness of Fit Index (AGFI) value was 0.903 and Comparative Fit index (CFI) value was 0.919. All these values were greater than 0.9 indicating a very good fit. It was found that Root Mean Score Error of Approximation (RMSEA) value was 0.040 (lesser than 0.06) and Root Mean Square Residual (RMR) value was 0.010 (lesser than 0.1).

Discussion: Good fit exists for research model.

CONCLUSION

Organic foods often that have to more and more beneficial nutrients and people with allergies to foods, chemicals, or preservatives often find that their symptoms like lessen or go away when they eat only organic foods

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