



## International Journal of Engineering Researches and Management Studies

### BUYING BEHAVIOR PATTERN OF SELECTED ORGANIC FOODS

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#### ABSTRACT

In this research paper fifteen varieties of organic food are compared according to the frequency of their sales and popularity of organic food among consumers. The paper also focus that whether income effect the purchase decision of organic food by consumers or not. In India organic food industry is increasing from 675 crores in 2010 to 7000 crore in 2015. The CAGR of organic food industry is 60 percent. There is high increases and growth in this industry but still it is not on that level which it actually deserves. Now a day's consumers are becoming health concise, high standard of living, increase in income, and growth in retail outlets in country are some factors for the growth of this industry. Indian government is planning many benefit programs for this industry. Modi government has started a new program for organic food industry named as "Parampragat Krishi Vikas Yojna".

**Keywords:-** *Organic food, income level, Popularity, Purchase decision.*

#### I. INTRODUCTION

The very first question arises that what is organic food?

Organic food products are those food products which are produced without use of manmade fertilizer, pesticides or any artificial chemical. They are grown with traditional methods agriculture. No chemicals are used in its due to that they are good for health and safe for environment. Now days in India consumers are becoming health conscious and are more aware about their health. They want to buy pure and healthy food products that will not badly effect their health. Health awareness, high standard of living, growth in retail outlets are some factor for the growth of organic food industry. In India at present total 12 states are practicing in organic farming out of which two states are from northeast Sikkim and Mizoram. These two states are likely to become fully organic in next few years. This market is growing at a very high speed still there is more potential to grow. Government is spending crore of rupees on organic farming. Government is planning many programs and subsidies programs to promote organic food production. India is capable of growing all kind of organic food products.

In India organic food industry is increasing from 675 crores in 2010 to 7000 crore in 2015. The CAGR of organic food industry is 60 percent. Indian government is planning many benefit programs for this industry. Modi government has started a new program for organic food industry named as "Parampragat Krishi Vikas Yojna". In India the total organic production in the country was 2.85 million tons while the total area under organic farming was 0.723 million hectares under certification. 3 percent that is 70,000 tonnes of the production is exported from India that cost Rs 699 crore. 13 percent of total production that is 240,000 tonnes is for domestic sales which cost Rs 1000 crore. 84 percent that is Rs 5640 crore is sold as conventional. The untapped potential is Rs 4050 crore. US import its 2 percent of organic food from India. Organic fruit and dairy products are expected to grow by 10 11 percent in next six years.

#### II. REVIEW OF LITERATURE

Sharma Payal (2013) - The objective of this research paper is to analyze the awareness level of consumer for eco friendly product on the basis of the education level. Education is the main factor to make consumer aware for green products as well as educated consumers are more responsible toward environmental aspects and ready to pay high price for the green products. many of the customers are not aware for organic food but if they knew the benefits of green products they will pay higher price.

Netravathi Vasudevaraju S, Sanjeev Padashetty (2013) - This study describes detail knowledge about the overview of Organic Food Products. It also tried to explain the return of Organic food for different



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domain like buyers, Farmers and Environment. Consumers are more likely paying attention towards the Organic food. Thus, the growth of Organic Agriculture has become an up-and-coming marketing trend.

Sachdev Sudhir, Manav Rachna Haryana (2013) – the primary objective of this study was to determine the attitude and perception of the Indian consumers for eco-friendly fast moving household and personal care products in terms of product, price, place, and promotion. The study was specifically focused on fast moving consumer goods because they have a quick turnover, are of relatively low cost and used almost daily by individuals.

Cela Samit (2012) - The objective of this research paper is to understand that what consumer think about eco friendly product. What type of eco friendly products they want in market and what are the factors or attitude which makes their purchase decision of environmentally free product or green product?. Will they prefer this product even if they are costly as compare to the other products available in market.

Shrikanth R. ,D.Surya Narayana Raju (2012) - Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. In this research paper, main emphasis has been made of concept, need and importance of green marketing.

### III. OBJECTIVE

The paper is focused towards the following objectives:

- 1) To carry out whether income effect the purchase decision of organic food by consumers.
- 2) To know the popular variety and frequency of purchase of organic items.

### IV. HYPOTHESIS

H01: There is no significant difference between buying behaviour of selected organic foods across categories of income.

Ha1: There is a significant difference between buying behaviour of selected organic foods across categories of income.

### V. RESEARCH METHODOLOGY

- Type of Study  
The present study is based on exploratory Investigation, where review of literature and various facts about consumer behavior for the purchase of organic food items has been explored out to give the current study a respective format.
- Age of Customers  
The age of respondents in the current study is in range method which is from 15 years to 55 above.
- Sampling Method  
The sampling method is convenient sampling, only those consumers are focused who are using organic food products.
- Sample size  
Sample size is 358 respondents taken from whole Rajasthan.
- Data Collection



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Although secondary data has also been taken from websites and sources but the basic measure of primary data collection is questionnaire Method. The responses are those who are consuming organic food products.

- Data Analysis  
 Data analysis has been done by using Kruskal Wallis test in SPSS Statics.

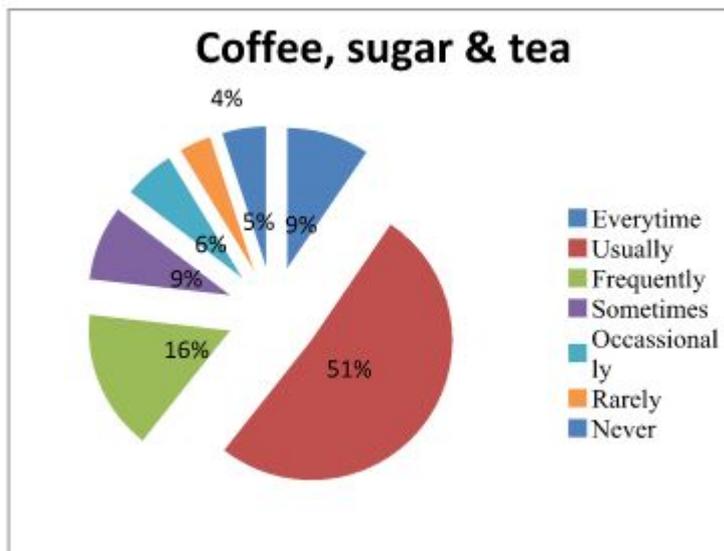
**VI. RESULT AND DISCUSSION**

Popular variety of organic food

*Table no 1*

Coffee, sugar tea	Frequency	Percent
Every time	34	9.5
Usually	183	51.1
Frequently	58	16.2
Sometimes	31	8.7
Occasionally	21	5.9
Rarely	13	3.6
Never	18	5.0
Total	358	100.0

*Chart no 1*





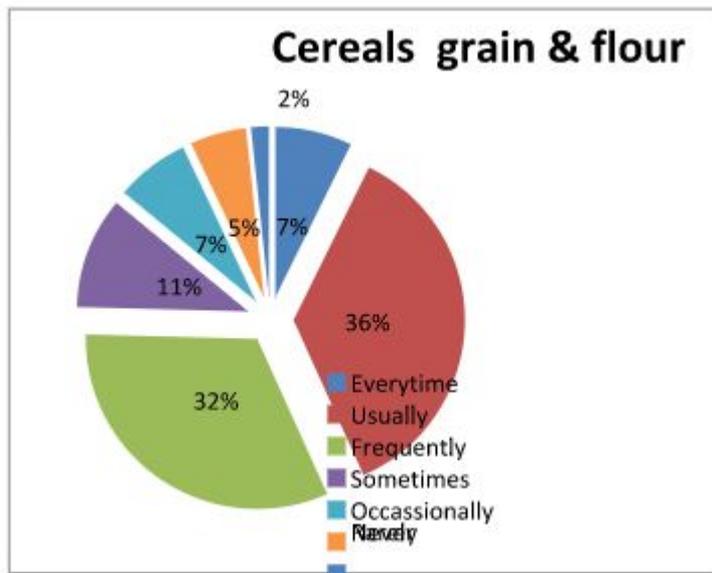
**International Journal of Engineering Researches and Management Studies**  
 Interpretation

This table explains whether Organic coffee, sugar & tea were popular amongst the consumers. The table exhibits that 76.8 percent of consumers were purchasing organic coffee, sugar & tea either every time or usually or frequently and remaining of them (23.2percent) were not much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were paying for organic coffee, sugar & tea .

**Table no 2**

Cereals grain flour	Frequency	Percent
Every time	26	7.3
Usually	129	36.0
Frequently	115	32.1
Sometimes	38	10.6
Occasionally	25	7.0
Rarely	19	5.3
Never	6	1.7
<b>Total</b>	<b>358</b>	<b>100.0</b>

**Chart no 2**



interpretation

This table explains whether Organic cereals, grain and flours were popular amongst the consumers. The table exhibits that 79 percent of consumers were purchasing organic cereals, grain and flours either sometimes or usually or frequently and remaining of them (21 percent) were not much interested in



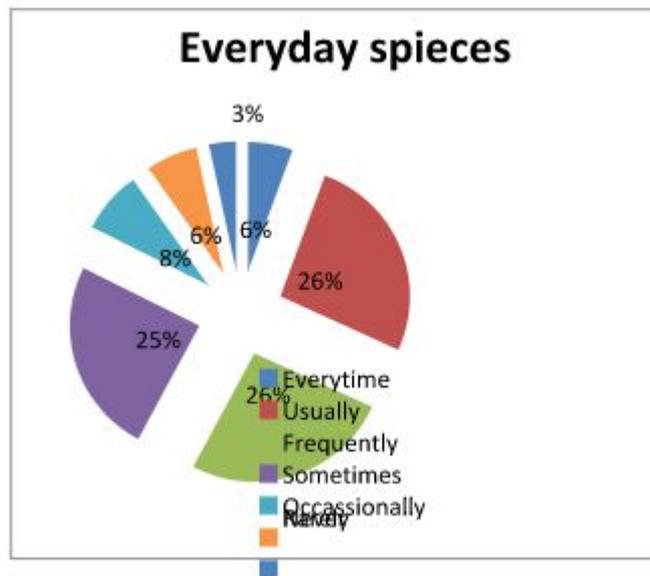
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buying the above mentioned organic product but it was practically evident that majority of the consumers were paying for organic cereals, grain and flours.

**Table no 3**

Everyday spices	Frequency	Percent
Every time	20	5.6
Usually	94	26.3
Frequently	93	26.0
Sometimes	88	24.6
Occasionally	28	7.8
Rarely	23	6.4
Never	12	3.4
<b>Total</b>	<b>358</b>	<b>100.0</b>

**Chart 3**



**Interpretation**

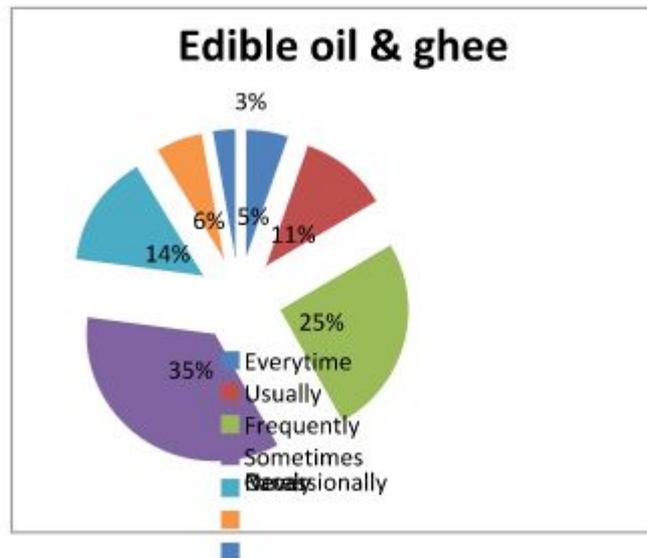
This table explains whether everyday species were popular amongst the consumers. The table exhibits that 77 percent of consumers were purchasing organic everyday species either sometimes or usually or frequently and remaining of them (23 percent) were not much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were paying for organic everyday species.



**Table no 4**

Edible oil ghee	Frequency	Percent
Every time	19	5.3
Usually	40	11.2
Frequently	91	25.4
Sometimes	126	35.2
Occasionally	51	14.2
Rarely	21	5.9
Never	10	2.8
<b>Total</b>	<b>358</b>	<b>100.0</b>

**Chart no 4**



**Interpretation**

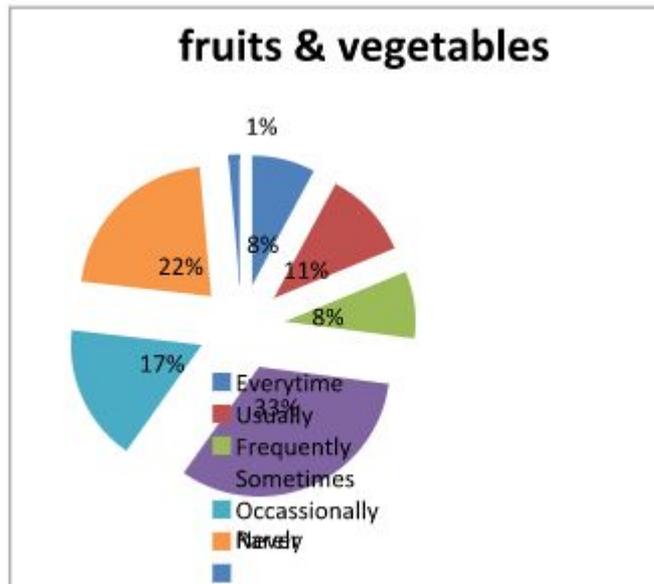
This table explains whether edible oil and ghee were popular amongst the consumers. The table exhibits that 75 percent of consumers were purchasing organic edible oil and ghee either sometimes or occasionally or frequently and remaining of them (25 percent) were not much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were paying for organic edible oil and ghee.



Table no 5

Fruits vegetables	Frequency	Percent
Every time	28	7.8
Usually	39	10.9
Frequently	30	8.4
Sometimes	117	32.7
Occasionally	61	17.0
Rarely	78	21.8
Never	5	1.4
<b>Total</b>	<b>358</b>	<b>100.0</b>

Chart no 5



Interpretation

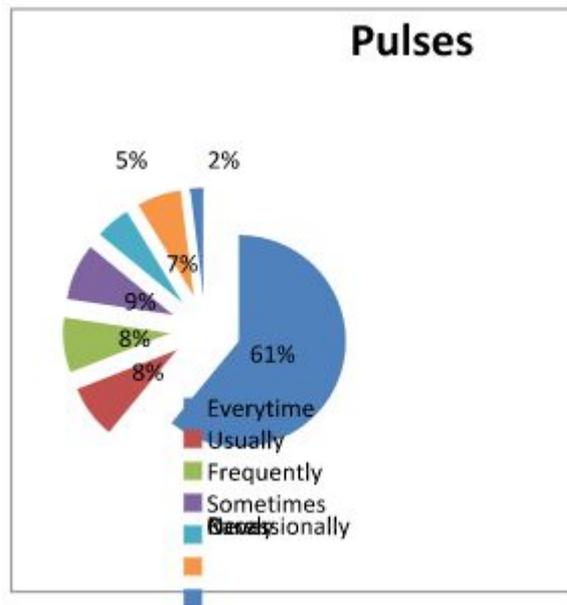
This table explains whether fruits and vegetable were popular amongst the consumers. The table exhibits that 58 percent of consumers were purchasing organic fruits and vegetable either sometimes or occasionally or frequently and remaining of them (42 percent) were not much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were paying for organic fruits and vegetable.



Table no 6

Pulses	Frequency	Percent
Every time	218	60.9
Usually	29	8.1
Frequently	30	8.4
Sometimes	31	8.7
Occasionally	19	5.3
Rarely	24	6.7
Never	7	2.0
<b>Total</b>	<b>358</b>	<b>100.0</b>

Chart no 6



Interpretation

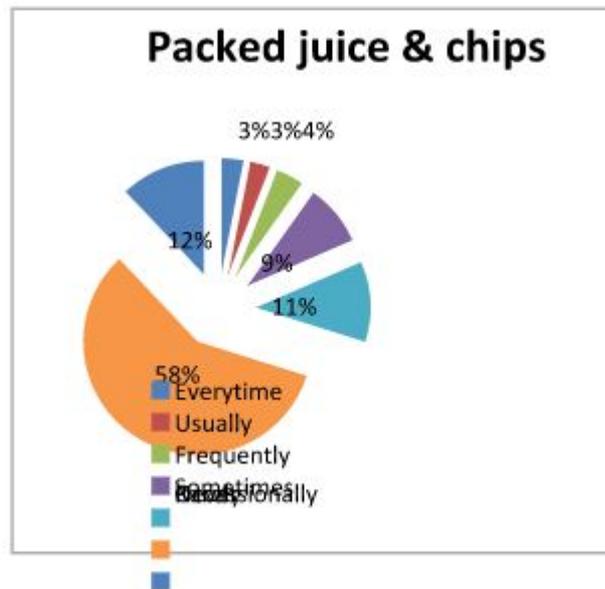
This table explains whether pulses were popular amongst the consumers. The table exhibits that 77 percent of consumers were purchasing organic pulses either every time or usually or frequently and remaining of them (23 percent) were not much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were paying for organic pulses.



**Table no 7**

Packed juices chips	Frequency	Percent
Every time	11	3.1
Usually	10	2.8
Frequently	14	3.9
Sometimes	31	8.7
Occasionally	41	11.5
Rarely	208	58.1
Never	43	12.0
<b>Total</b>	<b>358</b>	<b>100.0</b>

**Chart no 7**



**Interpretation**

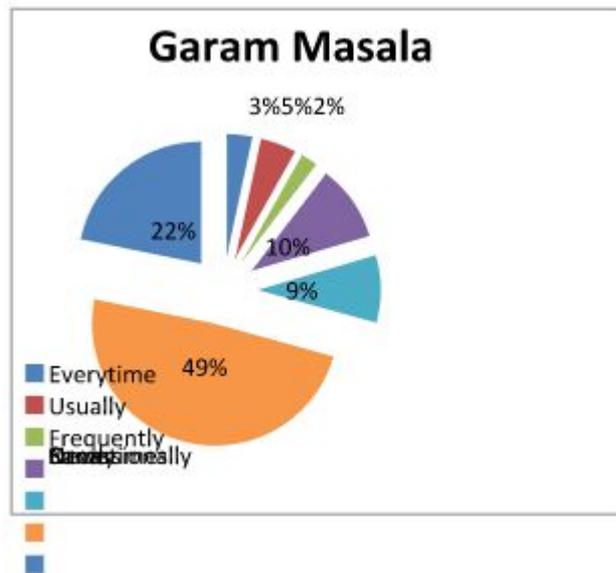
This table explains whether packed juices and chips were popular amongst the consumers. The table exhibits that 69 percent of consumers were purchasing organic packed juices and chips either rarely or occasionally and remaining of them (31 percent) were much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were not paying for organic packed juices and chips.



Table no 8

Garam masala	Frequency	Percent
Every time	12	3.4
Usually	17	4.7
Frequently	8	2.2
Sometimes	36	10.1
Occasionally	32	8.9
Rarely	175	48.9
Never	78	21.8
Total	358	100.0

Chart no 8



Interpretation

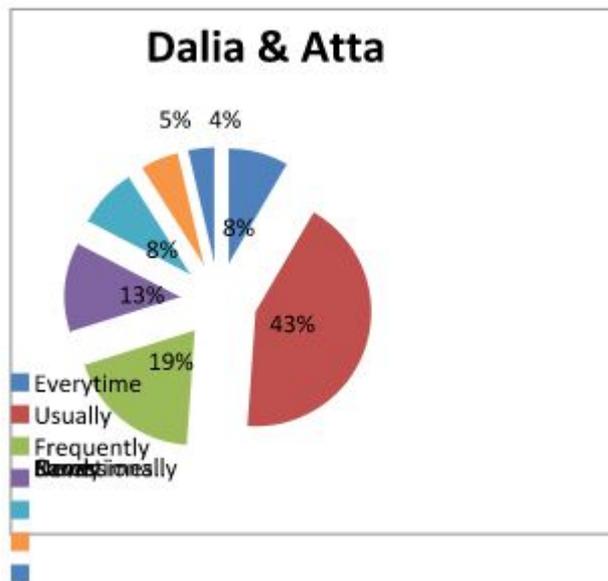
This table explains whether Garam Masala were popular amongst the consumers. The table exhibits that 80 percent of consumers were purchasing organic Garam Masala either rarely or occasionally or never and remaining of them (20 percent) were much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were not paying for organic Garam Masala.



Table no 9

Dalia atta	Frequency	Percent
Every time	30	8.4
Usually	153	42.7
Frequently	68	19.0
Sometimes	45	12.6
Occasionally	30	8.4
Rarely	19	5.3
Never	13	3.6
<b>Total</b>	<b>358</b>	<b>100.0</b>

Chart no 9



Interpretation

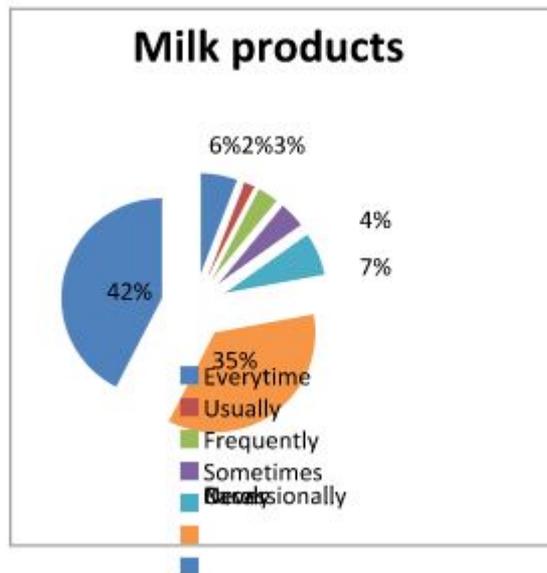
This table explains whether Dalia and Atta were popular amongst the consumers. The table exhibits that 74 percent of consumers were purchasing organic Dalia and Atta either usually or sometime or frequently and remaining of them (26 percent) were not much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were paying for organic Dalia and Atta.



Table no 10

Milk products	Frequency	Percent
Every time	21	5.9
Usually	6	1.7
Frequently	12	3.4
Sometimes	15	4.2
Occasionally	25	7.0
Rarely	127	35.5
Never	152	42.5
<b>Total</b>	<b>358</b>	<b>100.0</b>

Chart no 10



Interpretation

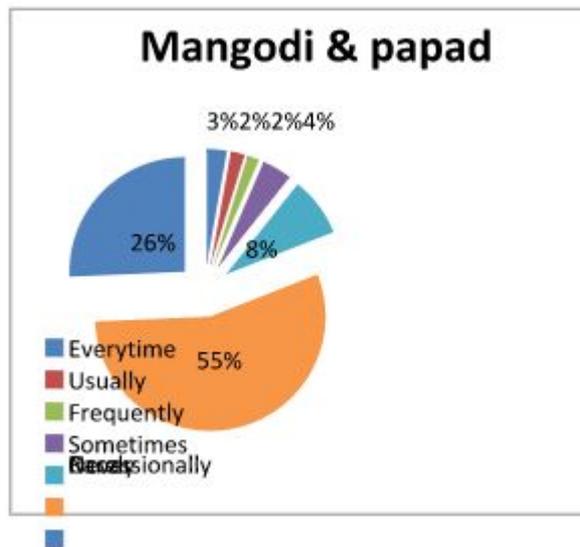
This table explains whether milk products were popular amongst the consumers. The table exhibits that 85 percent of consumers were purchasing organic milk products either rarely or occasionally or never and remaining of them (15 percent) were much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were not paying for organic milk products.



Table no 11

c	Frequency	Percent
Every time	10	2.8
Usually	7	2.0
Frequently	6	1.7
Sometimes	15	4.2
Occasionally	30	8.4
Rarely	198	55.3
Never	92	25.7
<b>Total</b>	<b>358</b>	<b>100.0</b>

Chart no 11



Interpretation

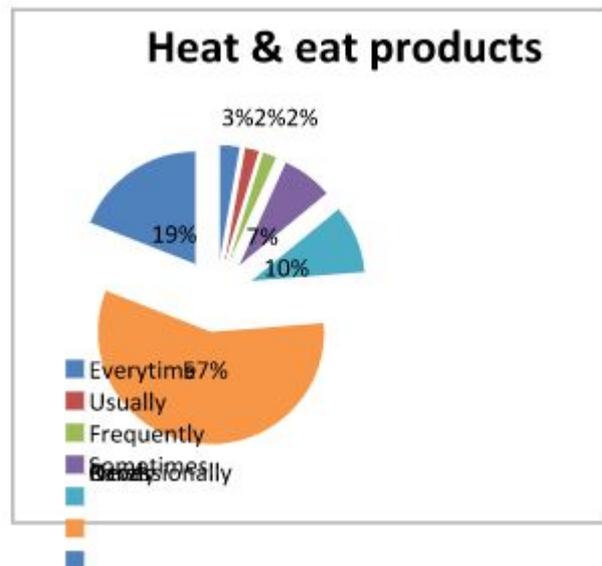
This table explains whether Mangodi and Papad were popular amongst the consumers. The table exhibits that 81 percent of consumers were purchasing organic Mangodi and Papad either rarely or never and remaining of them (19 percent) were much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were not paying for organic Mangodi and Papad.



Table no 12

Heat and eat products	Frequency	Percent
Every time	10	2.8
Usually	7	2.0
Frequently	7	2.0
Sometimes	26	7.3
Occasionally	35	9.8
Rarely	205	57.3
Never	68	19.0
<b>Total</b>	<b>358</b>	<b>100.0</b>

Chart no 12



Interpretation

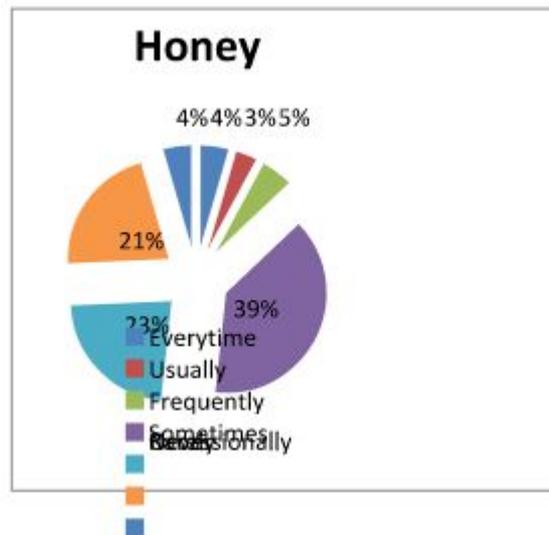
This table explains whether heat and eat products were popular amongst the consumers. The table exhibits that 76 percent of consumers were purchasing organic heat and eat products either rarely or never and remaining of them (24 percent) were much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were not paying for organic heat and eat products.



Table no 13

Honey	Frequency	Percent
Every time	16	4.5
Usually	12	3.4
Frequently	18	5.0
Sometimes	139	38.8
Occasionally	81	22.6
Rarely	76	21.2
Never	16	4.5
<b>Total</b>	<b>358</b>	<b>100.0</b>

Chart no 13



Interpretation

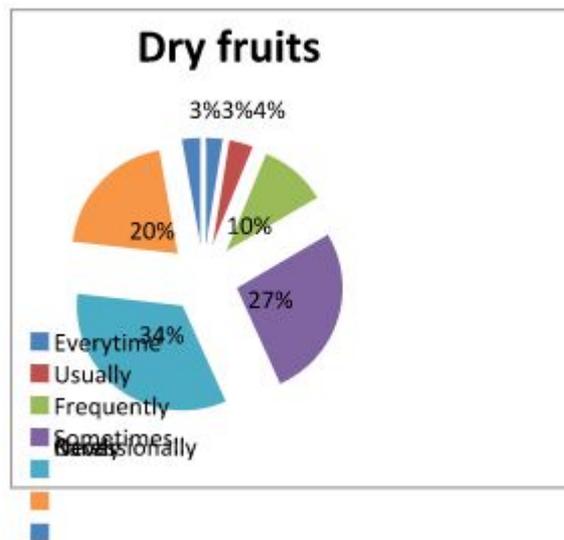
This table explains whether honey were popular amongst the consumers. The table exhibits that 82 percent of consumers were purchasing organic honey either sometimes or occasionally or rarely and remaining of them (18 percent) were much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were not paying for organic honey.



Table no 14

Dry fruits	Frequency	Percent
Every time	9	2.5
Usually	13	3.6
Frequently	37	10.3
Sometimes	96	26.8
Occasionally	120	33.5
Rarely	73	20.4
Never	10	2.8
<b>Total</b>	<b>358</b>	<b>100.0</b>

Chart no 14



Interpretation

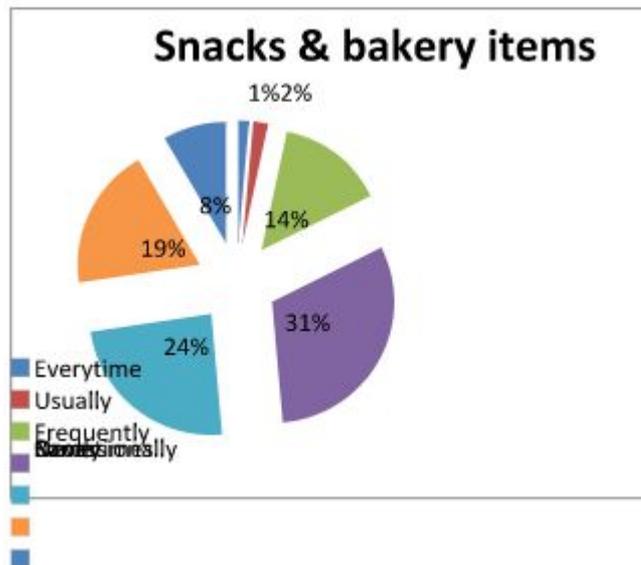
This table explains whether dry fruits were popular amongst the consumers. The table exhibits that 80 percent of consumers were purchasing organic dry fruits either sometimes or occasionally or rarely and remaining of them (20 percent) were much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were not paying for organic dry fruits.



**Table no 15**

Snacks bakery	Frequency	Percent
Every time	5	1.4
Usually	7	2.0
Frequently	51	14.2
Sometimes	111	31.0
Occasionally	86	24.0
Rarely	68	19.0
Never	30	8.4
<b>Total</b>	<b>358</b>	<b>100.0</b>

**Chart n 15**



**Interpretation**

This table explains whether snacks and bakery items were popular amongst the consumers. The table exhibits that 74 percent of consumers were purchasing organic snacks and bakery items either sometimes or occasionally or rarely and remaining of them (26 percent) were much interested in buying the above mentioned organic product but it was practically evident that majority of the consumers were not paying for organic snacks and bakery items.

**VII. HYPOTHESIS TESTING**

**Application of Independent Samples Kruskal Wallis test**

H01: There is no significant difference between buying behaviour of selected organic foods across categories of income.



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Ha1: There is a significant difference between buying behaviour of selected organic foods across categories of income.

Table

S. No.	Organic food	Sig. Value	Decision
1	Coffee, sugar tea	0.015	Rejects the null hypothesis
2	Cereals grain flour	0.06	Rejects the null hypothesis
3	Everyday spices	0.191*	<b>Retains the null hypothesis</b>
4	Edible oil ghee	0.111*	<b>Retains the null hypothesis</b>
5	fruits vegetables	0.000	Rejects the null hypothesis
6	Pulses	0.000	Rejects the null hypothesis
7	Packed juices chips	0.000	Rejects the null hypothesis
8	Garam masala	0.000	Rejects the null hypothesis
9	Dalia atta	0.102*	<b>Retains the null hypothesis</b>
10	Milk products	0.019	Rejects the null hypothesis
11	Mangodi papad	0.000	Rejects the null hypothesis
12	Heat and eat products	0.002	Rejects the null hypothesis
13	Honey	0.003	Rejects the null hypothesis
14	Dry fruits	0.078*	<b>Retains the null hypothesis</b>
15	Snacks bakery	0.391*	<b>Retains the null hypothesis</b>

*Asymptotic significances are displayed. The significance level is 0.05.*

### Interpretation

The above table exhibits the outcomes of Independent Samples Kruskal Wallis test. From the fifteen selected varieties of organic food, the results depict that for every day spices, edible oil & ghee, dalia & atta, dry fruits and snacks & bakery items, null hypotheses have been selected as sig. value is greater than 0.05 which shows that buying behaviour of consumers across different income categories is insignificantly different for every day spices, edible oil & ghee, dalia & atta, dry fruits and snacks & bakery items. On the contrary, for rest of the ten varieties of organic food, null hypotheses have been rejected as sig value is less than 0.05 which shows that buying behaviour of consumers across different income categories is significantly different for coffee, tea & sugar, cereals & grains, fruits & vegetables, pulses, packed juice & chips, garam masala, milk products, mangodi & papad, heat & eat products and honey.

### Conclusion

From above data analyses we can conclude that the sales of some organic food products vary by the income but there are some those food products also on which there is no vary of income. The results depict that for every day spices, edible oil & ghee, dalia & atta, dry fruits and snacks & bakery items, null hypotheses have been selected which shows that buying behavior of consumers across different income categories is insignificantly different for every day spices, edible oil & ghee, dalia & atta, dry fruits and snacks & bakery items where as on the other hand for rest of the ten varieties of organic food, null hypotheses have been rejected which shows that buying behavior of consumers across different income categories is significantly different for coffee, tea & sugar, cereals & grains, fruits & vegetables,



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pulses, packed juice & chips, garam masala, milk products, mangodi & papad, heat & eat products and honey.

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