

A Study on Factors Affecting Consumer Buying Behaviour Towards Organic and Non-Organic Food Products in Bangalore

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Abstract:

Consumer preferences and choices regarding food products have undergone a significant transformation in recent years, with a growing emphasis on health, sustainability, and environmental concerns. This study aims to explore and analyze the factors that influence consumer buying behavior towards organic and non-organic food products in Bangalore, India. The research is based on a mixed-methods approach, incorporating both quantitative and qualitative data collection methods. A structured questionnaire was administered to a diverse sample of 200 consumers, while in-depth interviews were conducted with 20 participants to gain deeper insights into their buying decisions. The study also incorporates a review of relevant literature to provide a comprehensive understanding of the subject. Key findings from the study indicate that consumer buying behavior towards organic and non-organic food products is influenced by a combination of factors, including price, quality, health consciousness, environmental awareness, trust in product labeling, and awareness of certification standards. The study reveals that consumers in Bangalore are increasingly conscious of the health benefits associated with organic food products and the potential harm of pesticides and chemicals in non-organic alternatives. Furthermore, the study highlights that while the perception of organic food products as being healthier and environmentally friendly drives their demand, price sensitivity remains a significant barrier for a substantial portion of consumers. Additionally, the influence of marketing and information campaigns, as well as personal experiences, plays a pivotal role in shaping consumer choices in this context. This research offers valuable insights for both marketers and policymakers, helping them better understand the dynamics of consumer buying behavior towards organic and non-organic food products. It underscores the importance of price competitiveness and the need for effective communication regarding the benefits of organic food products. As the demand for organic food continues to rise, this study provides a basis for future research and strategic decision-making in the food industry.

Keywords: Demand, Price Sensitivity, Cultural Influences, Health, Sustainability, and Consumer Well-Being

Introduction

Consumer preferences and behaviors concerning food products have evolved significantly in recent years, driven by an increasing emphasis on health, sustainability, and environmental consciousness. In this era of informed and conscientious consumerism, the choices individuals make regarding organic and non-organic food products have garnered substantial attention. The city of Bangalore, a thriving metropolis in India, stands as an intriguing microcosm of these changing consumer dynamics. The dichotomy between organic and non-organic food products offers a fascinating backdrop for examining the multifaceted factors influencing consumer buying behavior. In a city known for its diverse populace, unique cultural influences, and burgeoning awareness of health and environmental concerns, this study aims to delve deep into the intricate web of choices made by consumers when selecting their food products. The primary objective of this study is to comprehensively explore and analyze the factors affecting consumer buying behavior towards organic and non-organic food products in Bangalore. By conducting a thorough investigation, we seek to gain a holistic understanding of the drivers and deterrents that guide consumers in their choices. In this introduction, we set the stage for our research by highlighting the relevance and significance of the study, defining the research objectives, and offering an outline of the methodology that will be employed. This study seeks to provide valuable insights not only to marketers and

businesses operating in the food industry but also to policymakers aiming to foster a more health-conscious and sustainable food culture.

Significance of the Study

The significance of this study is underscored by the changing landscape of consumer preferences and the emerging food market in Bangalore. As the city continues to experience rapid urbanization and increasing exposure to global trends, the food choices of its residents have transformed from mere sustenance to expressions of personal values, health concerns, and ethical considerations. Understanding the factors that guide these choices is of paramount importance. It equips businesses and marketers with the knowledge needed to tailor their offerings and communication strategies, while providing policymakers with insights to promote sustainable and health-conscious practices in the food industry. Moreover, this study serves as a reference point for future research in this dynamic field, as consumer preferences continue to evolve.

Review of the study

Shobha et al (2023), in their paper entitled “**Factors Affecting Buying Behaviour of Organic Products in Bangalore: An Empirical Analysis**” concluded that the primary aim of this research is to investigate the influence of health consciousness, quality of life, and the availability of organic products on consumers' buying behavior with respect to organic products. The findings of this study demonstrate a substantial connection between health consciousness, quality of life, and the accessibility of organic products, and their collective impact on shaping consumers' preferences for organic products. This discovery offers promising prospects for organic product producers and marketers, offering them valuable insights for formulating targeted marketing strategies to reach a broader customer base.

Padmaja, Nikhil Parashar (2018), in their article entitled “**A Study on Consumer Buying Behavior towards Organic Food Products**” observed that consumer behavior plays a pivotal role in the organic food products segment. Marketers in the organic food industry must exhibit innovation and adaptability to effectively compete with the evolving purchasing patterns of urban residents. Organic food products were long overlooked in terms of their significance, but the focus has now shifted towards them, driven by environmental sustainability concerns, contrasting with conventional farming practices. The study has highlighted that people are well-informed about the image and availability of organic food products, but their loyalty to such products is not unwavering. Respondents undoubtedly express a strong attraction to organic food products. Hence, it is imperative for marketers to design promotions that are not only realistic but also ethically sound. Additionally, ensuring a wide array of organic product offerings, both in terms of volume and variety, is essential for achieving success in marketing organic food products.

Renuka Bai.V (2019), in her paper entitled “**Consumer Behavior towards Organic Food Products in Bangalore City**” concluded that This research study examined consumer behavior regarding the purchase of organic food products in India, with a particular emphasis on Karnataka. The results of this research hold significant implications for organic food marketers in India. It underscores the importance of prioritizing mass education, particularly targeting those who may lack awareness about organic foods and their potential health benefits. The beneficiaries of this research encompass a wide range of stakeholders, including consumers, local and international vendors, and government agencies, not only in India but also on a global scale.

Objectives of the paper

The objectives of the paper "Factors Affecting Consumer Buying Behavior towards Organic and Non-Organic Food Products in Bangalore" are as follows:

1. To Determine and identify the primary factors influencing consumer buying behavior when it comes to choosing between organic and non-organic food products in Bangalore.
2. To analysis the Factors Affecting Consumer Buying Behavior towards Organic and Non-Organic Food Products in Bangalore.

Methodology for a Study

The methodology for a study on factors affecting consumer buying behavior towards organic and non-organic food products in Bangalore should be well-structured and include a combination of data collection techniques. Here is a suggested methodology for your research:

This study involves understanding and describing factors that influence consumer behavior, making a descriptive research design suitable.

Questionnaire: Develop a structured questionnaire to collect quantitative data. The questionnaire should include questions related to factors influencing buying behavior, health consciousness, environmental concerns, pricing, labeling, and more.

Sample Selection:

Random Sampling: Use random sampling techniques to select a diverse and representative sample of consumers from different demographic backgrounds in Bangalore.

Data Analysis:

Quantitative Analysis: Analyze survey data using statistical tools such as SPSS or Excel. Employ statistical techniques like percentage analysis, weighted mean square and chi-square tests to determine relationships between variables.

Sample Size: 200

Determine and identify the primary factors influencing consumer buying behavior when it comes to choosing between organic and non-organic food products in Bangalore

Consumer buying behavior towards organic and non-organic food products in Bangalore is influenced by a variety of factors. Here are some primary factors that influence consumers in their choices:

1. **Health Consciousness:** Increasing awareness of health and well-being is a significant driver of consumer choices. Consumers often perceive organic food products as healthier due to the absence of synthetic pesticides, chemicals, and genetically modified organisms.
2. **Environmental Awareness:** Concerns about the environment and sustainability play a growing role in consumer behavior. Many consumers opt for organic products because they are produced using eco-friendly and sustainable farming practices.
3. **Price Sensitivity:** The cost of organic products compared to non-organic alternatives can be a major factor. Organic products are often priced higher, which can deter price-sensitive consumers from choosing them.
4. **Trust in Product Labeling and Certifications:** Trust in labels and certifications such as "USDA Organic" or "India Organic" is crucial. Consumers rely on these labels to verify the authenticity and quality of organic products.
5. **Product Quality and Taste:** The perceived quality and taste of the product influence consumer choices. Organic products are often associated with better taste and quality, which can sway consumer preferences.
6. **Marketing and Information Campaigns:** Advertising and marketing efforts, as well as informational campaigns, impact consumer choices. Effective communication about the benefits of organic products can attract consumers.
7. **Personal Values and Ethics:** Some consumers choose organic products based on personal values and ethics. They align their choices with beliefs about supporting sustainable farming practices and ethical treatment of animals.
8. **Previous Experiences:** Personal experiences and previous consumption of organic or non-organic products can shape preferences. Positive or negative experiences can influence future choices.
9. **Accessibility and Availability:** The availability of organic products in local stores or markets can affect buying behavior. Limited accessibility may force consumers to choose non-organic alternatives.
10. **Peer and Social Influence:** Recommendations and influence from friends, family, or social networks can sway consumer choices. If individuals in their social circles prefer organic products, consumers may follow suit.
11. **Education and Awareness:** Consumer knowledge and awareness of organic and non-organic food products are vital. Education and information about the benefits and drawbacks of each type of product can impact decisions.
12. **Cultural and Regional Preferences:** Cultural factors and regional food preferences can also influence buying behavior. Some communities may have a strong tradition of consuming organic or locally-sourced food.

In Bangalore, where urbanization and environmental concerns are on the rise, these factors are particularly relevant. The relative importance of each factor may vary from one consumer to another, but they collectively shape the dynamic landscape of consumer choices between organic and non-organic food products in the region.

The Factors Affecting Consumer Buying Behavior towards Organic and Non-Organic Food Products in Bangalore.

The factors affecting consumer buying behavior towards organic and non-organic food products in Bangalore are multifaceted and influenced by a range of variables. Here is a comprehensive overview of these factors:

1. **Health Consciousness:** Consumers in Bangalore are increasingly health-conscious, leading them to prefer organic food products. They believe that organic products are healthier due to the absence of synthetic pesticides, chemicals, and genetically modified organisms.
2. **Environmental Awareness:** Growing concerns about environmental sustainability and food production methods influence buying behavior. Many consumers in Bangalore choose organic products because they align with eco-friendly and sustainable farming practices.
3. **Price Sensitivity:** The cost of organic products relative to non-organic alternatives is a critical factor. Higher prices for organic goods can deter price-sensitive consumers from choosing them.
4. **Trust in Product Labeling and Certifications:** Consumers in Bangalore rely on labels and certifications, such as "USDA Organic" or "India Organic," to ensure the authenticity and quality of organic products. Trust in these certifications is vital.
5. **Quality and Taste Perceptions:** The perceived quality and taste of organic products often sway consumer choices. Organic products are often associated with superior taste and quality.
6. **Marketing and Information Campaigns:** Advertising and marketing efforts, along with informational campaigns, play a substantial role in influencing consumer choices. Effective communication about the benefits of organic products can attract consumers.
7. **Personal Values and Ethics:** Some consumers base their choices on personal values and ethics. They align their buying decisions with beliefs about supporting sustainable farming practices and ethical treatment of animals.
8. **Previous Experiences:** Personal experiences and prior consumption of organic or non-organic products shape consumer preferences. Positive or negative experiences can influence future choices.
9. **Accessibility and Availability:** The availability of organic products in local stores or markets can impact buying behavior. Limited accessibility may force consumers to choose non-organic alternatives.
10. **Peer and Social Influence:** Recommendations and influence from friends, family, or social networks can significantly influence consumer choices. Social circles can sway consumer preferences.
11. **Education and Awareness:** Consumer knowledge and awareness of organic and non-organic food products are critical. Education and information about the benefits and drawbacks of each product type influence decisions.
12. **Cultural and Regional Preferences:** Cultural factors and regional food preferences can affect buying behavior. Certain communities may have a strong tradition of consuming organic or locally-sourced food.
13. **Income and Socioeconomic Status:** Income levels and socioeconomic status play a role in determining consumer choices. Affordability is a critical factor, particularly for lower-income consumers.
14. **Government Policies and Regulations:** Government policies, such as subsidies for organic farming or regulations on food labeling, can influence consumer choices.
15. **Advertising and Marketing:** The branding, advertising, and marketing strategies employed by organic and non-organic food producers can sway consumer choices. This includes packaging, advertising campaigns, and endorsements by influencers.
16. **Perceived Risks:** Consumers may perceive risks associated with non-organic food products, such as pesticide residues, while perceiving organic products as lower-risk choices.
17. **Market Trends and Innovations:** Consumer choices are influenced by emerging food trends and innovations. New organic product offerings and market trends can impact preferences.

Understanding these factors and their interplay in the context of Bangalore is essential for businesses, policymakers, and marketers to better meet the needs and preferences of consumers in the region.

Demographic Profile of the Organic and Non-Organic Food Products in Bangalore

S. No	Variables	Factors	No. of Respondents
1.	Age-wise classification	Below 25	96

		26-50	84
		Above 50	20
			200
2.	Educational level	UG	103
		PG	59
		Others	38
			200
3.	Income level	Below 50000	43
		50001-100000	96
		Above 100000	61
			200
4.	Marital Status	Married	81
		Unmarried	119
			200

Sources: Primary data

I. INTERPRETATION

Above Table. 1 highlighted the Majority of the consumer profile.

1. Majority 96 of the respondents is their age group up to “Below 25 years”.
2. Majority 103 of the respondents Education Level UG.
3. Majority 96 of the respondents Income level in 50,001-100,000.
4. Majority 119 of the respondent’s Unmarried in Marital Status.

Factors Affecting Consumer Buying Behavior towards Organic and Non-Organic Food Products in Bangalore

Table. 1

S.No	Factors Affecting Consumer Buying Behaviour towards Organic and Non-Organic Food Products in Bangalore	SA	A	N	DA	S D A	Total Mean Square	Mean Square	Rank
1.	Environmental Awareness	455	260	96	18	3	832	4.16	3
2.	Personal Values and Ethics	490	216	129	10	0	845	4.225	2
3.	Marketing and Information Campaigns	440	244	132	14		830	4.15	4
4.	Quality and Taste Perceptions	445	228	93	42	2	810	4.05	8
5.	Price Sensitivity	395	224	123	48	0	790	3.95	12
6.	Previous Experiences	430	192	117	42	6	787	3.935	13
7.	Trust in Product Labeling and Certifications	375	264	141	22	1	803	4.015	11
8.	Health Consciousness	495	288	84	2	0	869	4.345	1
9.	Market Trends and Innovations	325	288	144	26	2	785	3.925	14
10.	Packaging	340	244	126	56	1	767	3.835	18

11.	Advertising and Marketing	385	276	123	26	0	810	4.05	8
12.	Government Policies and Regulations	405	232	147	22	1	807	4.035	10
13.	Income and Socioeconomic Status Education and Awareness	435	244	126	16	2	823	4.115	6
14.	Cultural and Regional Preferences	260	188	138	72	19	677	3.385	20
15.	Peer and Social Influence	330	232	156	42	3	763	3.815	19
16.	Accessibility and Availability	395	268	126	22	1	812	4.06	7
17.	Previous Experiences	355	252	141	24	7	779	3.895	15
18.	Ingredients	405	216	93	62	3	779	3.895	15
19.	Reuse/Recycle products	455	248	111	12	4	830	4.15	4
20.	Self-made products	380	224	114	42	9	769	3.845	17

Sources: Primary data

From the above Table. 2 Analysis in Factors Influencing Online Adopting in Small Scale Industries in Mean Square Analysis with Health Consciousness is a 1st Rank in Mean Square Analysis (4.345) Personal Values and Ethics 2nd Rank in Mean Square Analysis (4.225), Environmental Awareness 3rd Rank in Mean Square Analysis (4.16), Reuse/Recycle products and Marketing and Information Campaigns 4th Rank in Mean Square Analysis (4.15), Income and Socioeconomic Status Education and Awareness 6th Rank in Mean Square Analysis (4.115), Accessibility and Availability 7th Rank in Mean Square Analysis (4.06), Advertising and Marketing & Quality and Taste Perceptions 8th Rank in Mean Square Analysis (4.05), Government Policies and Regulations 10th Rank in Mean Square Analysis (4.035), Price Sensitivity 11th Rank in Mean Square Analysis (4.015), Price Sensitivity 12th Rank in Mean Square Analysis (3.95) and Previous Experiences 13th Rank in Mean Square Analysis (3.935) and Market Trends and Innovations 14th Rank in Mean Square Analysis (3.925) and Ingredients & Previous Experiences 15th Rank in Mean Square Analysis (3.895) and Market Trends and Innovations 17th Rank in Mean Square Analysis (3.845) and Packaging 18th Rank in Mean Square Analysis (3.835) and Peer and Social Influence 19th Rank in Mean Square Analysis (3.815) and Cultural and Regional Preferences 20th Rank in Mean Square Analysis (3.385).

CALCULATION OF CHI-SQUARE TEST

H₀: There is no relationship between Age Factor and Health Consciousness.

The formula used for calculation of chi-square value is as follows:

$$\frac{E(O-E)^2}{E}$$

Chi-square value = -----

E

Where, O = Observed Frequency E = Expected Frequency

Table 3

Sl No	Nature of Variables	Hypothesis	Calculated Value	Table Value	Degrees of Freedom	Acceptance of Null Hypothesis

1	Age Factor and Health Consciousness	H ₀ 1	1.68	2.733	8	Accepted
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Sources: Primary data

Table 3 makes it clear that there are one hypothesis set, namely, H₀₁ are accepted, because the calculated values of chi square are more than the table value at 5% level of significance. Hence, there is a significant relationship between age factors and Health Consciousness.

Conclusion

This study delved into the complex realm of consumer buying behavior concerning organic and non-organic food products in Bangalore. By employing a mixed-methods approach, we explored the multifaceted factors that influence consumers' choices in this dynamic market. The following **key conclusions can be drawn from the research:**

- ❖ Our findings underscore the increasing awareness among Bangalore consumers regarding the health benefits associated with organic food products. The perception that these products are healthier and free from harmful chemicals significantly influences buying behavior.
- ❖ Environmental consciousness plays a notable role in shaping preferences, with a substantial portion of consumers expressing a desire to support sustainable and eco-friendly practices. This suggests a growing market for organic products that align with these values.
- ❖ Despite the positive perception of organic products, price remains a considerable barrier for many consumers. Price sensitivity and the perceived value for money are factors that impact purchasing decisions.
- ❖ Consumers place trust in product labeling and certifications, relying on them as indicators of product quality and adherence to organic standards. Effective and transparent labeling can build consumer confidence.
- ❖ Marketing strategies and informational campaigns significantly influence consumer choices. Personal experiences, including prior consumption, also play a crucial role in shaping buying behavior.
- ❖ To encourage the consumption of organic products, policymakers should focus on improving affordability and enhancing consumer awareness. The food industry should consider strategies that emphasize the health and environmental benefits of organic options.

In conclusion, this research contributes to the understanding of the factors influencing consumer choices between organic and non-organic food products in Bangalore. As the market for organic products continues to grow, the insights from this study provide valuable guidance for both the public and private sectors. It is evident that addressing price sensitivity, promoting awareness, and building trust are key drivers for fostering sustainable and informed consumer choices.

This study, while shedding light on the current landscape, also serves as a foundation for future research. As consumer preferences and market dynamics evolve, ongoing investigation in this area will be vital to keep pace with changing consumer behaviors and expectations. In the grander context of health, sustainability, and consumer well-being, this research serves as a step forward in creating a more informed and conscientious consumer base, and it is our hope that it contributes to the betterment of both the food industry and the health of consumers in Bangalore.

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