

# Measuring Consumer Attitude and Buying Behaviour towards Organic Foods in Bengaluru City

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## Abstract

The study has shown that consumer behaviour is very important in the market for organic food goods. To adapt to shifting urban consumer purchasing patterns for organic food goods, organic food marketers must be creative and dynamic. While most respondents who did not consume organic food thought that organic food items were made of natural ingredients, the majority of respondents who did believe that organic food products did not contain pesticides. The primary factor influencing someone's decision to purchase an organic food item is their level of financial ability and the cost of the item. Additionally, it was discovered that psychological influences on perception, attitude, and purchase intention were highly influential on consumers of organic food. Both organic and nonorganic food customers had negligible faith in organic food products. Therefore, initiatives must be taken to foster customer confidence in organic food items in Bengaluru.

**Keywords:** Consumer Behaviour, Consumer Organic Food Motivations, Attitude Towards Organic Food, etc.

## Introduction

The majority of the technological improvements in agriculture over the 20th century left their mark on the rural people and terrain. Utilizing resources both on and off the farm is essential to the technological revolution that continues to be the predominant way of food production. Farm labour has been replaced by machines, and a variety of chemical fertilizers have enhanced yields without regard for environmental protection since it is more profitable to do so. After dealing with the negative social, ecological, and economic effects of industrialized agriculture, sustainable food production became increasingly important. Societies find a solution by requesting low-input, seasonal, regional products that respect the local environment, public health, and social welfare. In industrialized nations, organizations and policies have been set up to take action on food production. Integrated, compassionate, environmentally and economically sustainable agricultural production systems are the goals of organic agriculture, which is one response to the issues with industrialized agriculture. Since the 1990s, consumers in industrialized nations have exhibited a strong interest in organic products. Food quality and safety concerns have raised consumer awareness, and they are making them wary of conventional goods.

Additionally, today's educated society is very concerned about its members and their children's health and prefers foods that are higher in nutritional content, less addictive, and produced using natural processes. Additionally, ethical movements are spreading throughout industrialized nations in favour of farm animal welfare and health, which influences customers' decisions to purchase meat and dairy products. The behavior has a strong influence in terms of consumer purchases. They are the primary triggers in the consumer purchasing process and also influence the perception of a product. This complicated process enables businesses to draw new consumers and become accustomed to their products or services according to their needs and desires or change consumers' behavior towards their products or services. Attitude, which relates to the consumer's evaluation of organic food, would influence the consumer's assessment of organic food, which would change the consumers' willingness to acquire payment for natural products. So, it is necessary for marketers to know the consumer behavior, in other words. What, why, when and exactly how of the purchase, in addition to the consumer's characteristics and environmental influences that impact their decision-making behavior and response outcomes.

### Review of Literature

According to Aaker (1997), D.A., agricultural practices were forced to change after World War II because of things like the introduction of chemicals and intensive farming methods, which had a negative impact on food safety and the environment and necessitated the growth of organic farming all over the world. According to Chen (2022), marketing is mostly controlled through a variety of retailer channels, but on the other hand, direct marketing and organic stores anticipate losing significance as a result of the development. While particular shops are preferred in metropolitan areas, direct marketing is ranked as the second-most significant medium there.

Price discrepancies as compared to traditional ones range from 40 to more than 450 percent, according to Deliana, Y. (2004). Nowadays, supermarkets like Migros, Tansas, Begendik, and Endi provide organic items on dedicated shelves.

The remaining domestic food is purchased from specialized organic stores in urban areas. With nine stores, Istanbul earns the top spot. According to (Kenanoglu and Karahan, 2002), the private firms' organic association organizes the organic bazaar in Istanbul. In addition, Bursa city now boasts two weekly bazaars.

According to an article by Fotopoulos, C. and Krystallis, A. (2009), Germany States are crucial for organic farming because there are so many of them. However, as a result of the changes brought about by reunification, Eastern Germany has the largest distribution of land that is managed organically. Customers want to purchase organic products due to their lifestyle, the environment, and the health benefits, according to research by Arora et al. (2021).

According to Michaelidou and Hassan (2014), product quality affected customer happiness and company brand. As a result, it was determined that customer pleasure and loyalty are directly correlated with product quality. According to Olivas R. and Bernabeu, R. (2015), Germany is the continent's largest importer, accounting for 38% of all domestic sales of organic goods. As a result, there is a lower requirement for imports. However, there is an excess of organic livestock such as beef and lamb as well as some dairy products. Some factors for this surplus include declining exports of these commodity groups and an increase in livestock farmers moving to unfavourable terrain. 2020 (Richter et al). Customers recognized that organic category products improved their health more than commodity quality and preferred flavor/texture/consciousness, according to Parmar, S. & Sahrawat S. (2019).

According to Bhatia, S. et. al. (2019), food is considered "organic" if it is free of synthetic pesticides, cattle growth regulators, artificial fertilizers, and poultry feed additives. Aside from having a large impact on the environment and the variety of food, it also makes a big commitment to giving a producer independence in his requirements for agro-inputs and reduces the cost of production. According to Ham, M. (2019), the study's findings show that natural factors have a greater influence on why people choose to buy organic food. This finding implies that it would be beneficial for organic food marketers and other interested parties to raise

consumer expectations about the individual benefits of eating natural foods. According to Patil, K., and Desai, N. (2019), terms like “organic marketing” and “organic customer” have emerged, and a lot of work has been done to understand the customer’s stages of consciousness, their attitudes toward organic products, and their enthusiasm for recognizing and compensating a first-class for the products.

According to Rana and Paul (2020), the consumer is presented with a variety of shadows while choosing organic foods, ranging from bright to dull. Products in the fruits, vegetables, pulse, and milk categories are considered to be the most important ones to buy. The findings list both the widely used generic organic food campaign and some ground-breaking innovations that may increase the demand for organic foods. With the use of proactive effort, a gap between claiming and owning organic food can be established in research work. According to Kumari, A. (2019), people are more aware of organic food when they are aware of nutrition and health issues. She also mentioned the importance of organic farming and food in terms of diet. According to Jotanovic, S. R., Vuksanovic, & Zivkucin (2018), there are differences in the demographic characteristics of consumers with inhibitory determinants for the use of organic food commodities, except the age group. Researchers R. K. Sahu and R. K. Mishra (2018) looked at consumer preferences for organic foods. It appears that people have preferences for or perceptions of organic foods. In recent years, consumers’ concerns about food safety, their health, and the environment have grown along with urbanization’s rapid pace.

### Objectives of the Study

- To study the attitude & behaviour towards organic foods of the consumer.
- To identify the predominant factors which influence the consumers to buy organic food products in the study area.

### Scope of the Study

The present research is focused on consumer attitudes and behavior toward organic food in Bengaluru city. The scope of the current study is to scrutinize the consumer’s awareness level and how

the consumers have sourced information about the organic food product features and benefits. The study also has the opportunity to originate the reasons for the switchover from traditional food products to organic food products. The present study’s scope is broad, and the study results are helpful to the consumers of 18 organic food products and the marketers of organic food products.

### Limitations

- The study is restricted to small sample size and is based on the respondent.
- Collecting data from home due to the Pandemic situation.
- The study is limited to 60 days which restricts the extensive study.
- The unwillingness of public to fill the questionnaire led to a shortage of samples.

### Research Methodology

Descriptive Research is adopted for the study. The primary data was collected with the help of structured questionnaire shared through a structure survey. Using convenience Sampling, 102 sample respondents were interviewed in the selected areas of Bengaluru.

### Data Analysis and Interpretation

**Table 1 Demographic Profile of the Respondents**

| Demographic Factors |                        | No.of Respondents | (%)  |
|---------------------|------------------------|-------------------|------|
| Age                 | Below 20 years         | 11                | 10.8 |
|                     | Between 21yrs to 30yrs | 76                | 74.5 |
|                     | Between 31yrs to 40yrs | 8                 | 7.8  |
|                     | Between 41yrs to 50yrs | 2                 | 2.0  |
|                     | Above 50yrs            | 5                 | 4.9  |
| Gender              | Female                 | 28                | 27.5 |
|                     | Male                   | 74                | 72.5 |

|                |                              |     |      |
|----------------|------------------------------|-----|------|
| Monthly Income | Less than Rs.10,000          | 26  | 25.5 |
|                | Between Rs.10001 to Rs.20000 | 20  | 19.6 |
|                | Between Rs.20001 to Rs.30000 | 14  | 13.7 |
|                | Between Rs.30001 to Rs.40000 | 13  | 12.7 |
|                | Between Rs.40001 to Rs.50000 | 10  | 9.8  |
|                | Above Rs.50000               | 19  | 18.6 |
| Marital Status | Married                      | 66  | 38.2 |
|                | Unmarried                    | 107 | 61.8 |

Source: Primary Data

### Inference

From the above table, we can understand that the most of respondents who participated in the survey are Male, and a total of 28 are females and 74 males participated. And 74.5% of the respondents are between the age group of 20-30 years which means mostly the youth population has participated in the survey. Moreover, 19.6% of the respondents come under a monthly income group of 10001 to 20000 and most of the respondents are unmarried.

### Hypothesis Testing

Hypothesis Testing (H1): There is a significant difference in means of perception of educational level in respect to the attitude on Quality towards organic food.

Hypothesis Testing (H2): There is a significant difference in means of perception of age of the respondent concerning the attitude and behaviour towards the influence of organic products on their lifestyle.

Hypothesis Testing (H3): There is a significant difference in means of perception of work experience

of the respondent concerning the price of the product, attitude, and behaviour towards organic food.

### Hypothesis Testing – 1:

Null Hypothesis (H0): There is no significant difference in means of perception of educational level in respect to the attitude on Quality towards organic food.

Alternate Hypothesis (H1): There is a significant difference in means of perception of educational level in respect to the attitude on Quality towards organic food.

**Table 2 Perception of Education Level and Attitude towards the Quality of the Product**

|                | Sum of Squares | Df  | Mean Square | F     | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 10.972         | 23  | .477        | 1.104 | .361 |
| Within Groups  | 33.704         | 78  | .432        |       |      |
| Total          | 44.676         | 101 |             |       |      |

### Interpretation

One way ANOVA test shows that  $F=1.104$ ,  $P\text{-value}=0.361$ , Since P value of the ANOVA test 0.361, is greater than .005, it is not significant. Null hypothesis H0 is accepted. It is concluded that there is no difference between the means of the educational level and attitude toward the quality of the organic product.

### Hypothesis Testing – 2

Null Hypothesis (H0): There is no significant difference in means of perception of age of the respondent concerning the attitude and behaviour towards the influence of organic products on their lifestyle.

Alternate Hypothesis (H2): There is a significant difference in means of perception of age of the respondent concerning the attitude and behaviour towards the influence of organic products on their lifestyle.

**Table 3 Perception of Age of the Respondent and Attitude and Behaviour towards the Influence of Organic Products on their Lifestyle**

|                | Sum of Squares | df  | Mean Square | F    | Sig. |
|----------------|----------------|-----|-------------|------|------|
| Between Groups | 16.369         | 23  | .712        | 1.05 | .424 |
| Within Groups  | 53.121         | 78  | .681        |      |      |
| Total          | 69.490         | 101 |             |      |      |

### Interpretation

One way ANOVA test shows that  $F=1.045$ ,  $P\text{-value}=0.424$  Since P value of ANOVA test 0.424, is greater than .005, it is not significant. Null hypothesis  $H_0$  is accepted. It is concluded that there is no difference between the means of the age of the respondent and their attitude towards the influence on lifestyle of the product.

### Hypothesis Testing – 3

Null Hypothesis ( $H_0$ ): There is no significant difference in means of perception of work experience of the respondent concerning the price of the product, attitude, and behaviour towards organic food.

Alternate Hypothesis ( $H_3$ ): There is a significant difference in means of perception of work experience of the respondent concerning the price of the product, attitude, and behaviour towards organic food.

**Table 4 Family Monthly Average Income of the respondent and their attitude towards the price of the organic product**

|                | Sum of Squares | Df  | Mean Square | F     | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 112.402        | 23  | 4.887       | 1.640 | .046 |
| Within Groups  | 232.421        | 78  | 2.980       |       |      |
| Total          | 344.824        | 101 |             |       |      |

### Interpretation

One way ANOVA test shows that  $F=1.640$ ,  $P\text{-value}=0.056$ , Since P value of ANOVA test 0.046, is less than .005, it is significant. Null hypothesis  $H_0$  is rejected. It is concluded that there is a difference

between the means of Income of the respondent and their attitude toward the price of the organic product

### Findings and Discussions

The following findings are to be made while analyzing the data collected through respondents and it is been found that Out of total 102 respondents the majority 74 respondents are male and only 28 are female respondents. It shows that working women are less compared to males. Then going further Out of total 102 respondents, Majority 26 respondents are earning less than Rs.10000 as income, then 20 respondents are earning are between Rs.10001 to Rs.20000, then 14 respondents are earning are between Rs.20001 to 30000, then 10 respondents are earning are between Rs.30001 to 40000 and then 19 respondents are earning are above Rs.50000. Going further in demographic profile, Out of total 102 respondents, the majority of the respondents are aged between 20yrs to 30yrs, 11 of the respondents are aged below 20yrs, 8 of the respondents are aged between 31yrs to 40yrs, 2 of the respondents are aged between 41yrs to 50yrs, 5 of the respondents are aged 50yrs and above. Going in depth it is been found that Out of 102 respondents, 86 of the respondents marital status are Unmarried, and remaining 16 of the respondents marital status are married. Further, hypothesis testing one concluded that there is no difference between the means of the educational level and attitude toward the quality of the organic product. Hypothesis testing two concluded that there is no difference between the means of the age of the respondent and their attitude towards the influence on the lifestyle of the product. Hypothesis testing three concluded that there is a difference between the means of Income of the respondent and their attitude toward the price of the organic product

### Suggestions and Recommendations

- Organically foods have more nutrients- vitamins, enzymes, and micronutrients.
- Eating organically grown foods is the only way to avoid the cocktail of chemical poisons present in commercially grown food.
- Organically grown foods generally taste better because nourished, well-balanced soil produces healthy, strong plants

- Investigates relationships between consumer organic food motivations, identity, behavior, and personal values.
- Organic food identity is positively associated with health consciousness and 56 negatively associated with social consciousness.
- Personal values positively moderate the relationship between health consciousness and identity.
- Organic food markets can be segmented based on consumers' motivations, identities, and values.

### Conclusion

The study has revealed that consumers' behaviour plays a major role in the organic food products segment. The marketers of organic foods need to be innovative and dynamic to meet the changing purchase behaviour for organic food products among the urban residents. It was also found that organic food consumers had a high influence on psychological factors such as perception, attitude, and purchase intention towards buying organic food products. The consumer belief in organic food product was insignificant among both organic and non-organic food consumers. Hence, the marketers have to take necessary steps to create trust in organic food products among the consumers of Bengaluru city.

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