

Consumer's Attitude Towards Organic Food Products with Reference to Delhi NCR

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ABSTRACT

The concept of organic food is still in the initial stage in India. Hence, there is a requirement to analyze knowledge about the consumer's behavior towards organic food products. The objective of this study is to access the demographic profile of respondents, to understand the attitudes towards organic food products and to find out the reason for not to purchase organic food products. The data was collected from the malls and supermarkets of Delhi NCR Region. 200 questionnaires were distributed to the respondents and total 170 completed questionnaires were gathered, representing 85% response rate, using convenient sampling method. The data collected were analyzed using percentage analysis. Finding of the paper indicates that majority of the respondents aware about the organic food products are better in taste, better in quality, purchased by the publicity through word of mouth, food products free from pesticides. However, majority of the respondents said that organic foods products are more expensive, not easily available in market places and the information related to organic foods products is very limited.

Key Words: attitude, organic food products.

Introduction:

Today's Indian consumers are living in a dynamic world. They are continuously coming across new things in the world of food. They are becoming more and more conscious about their health; the Indian market in offering increasing potential for health friendly food segments such as that of organic food but the market for organic food is extremely nascent stage in India at present.

Organic food serves as a promising alternative for the population concerned about the consequences of high amounts of chemical infusions in food items – both in terms of self - consumption as well as the ill impact on the environment. The affinity of an individual towards consumption of organic food items is highly dependent on the knowledge levels, expending capacity and accessibility available to the individual.

Literature Review:

Wee. C. S. et. Al (2014), found in his study that there is a interrelationship between consumer's perception, purchase intentions and actual purchase behavior in the context of organic food product. Safety is an important motive for consumers who purchase organic food products. Additionally, Health consciousness, environmental friendly and animal welfare consideration also serve as drivers for consumption of organic food products. Chandrashekar, H.M (2014) said in his study that the marketers of organic foods need to be innovative and dynamic in order to inclusive with the changing purchase behavior in the organic food products market among urban residents the people were well aware of availability however not loyal exclusively to organic food products. Knowledge and awareness regarding organic products may possibly influence attitudes and perceptions about the product and eventually, buying decisions of the

consumers. Gracia, A., & de Magistris, T. (2013) found in his study that consumers' attitudes towards health and environmental benefits provided by organic foods are the most important factors explaining, both, the intention to purchase and the final decision. Income & knowledge positively influences the final decision to buy organic food products. Paul, J., & Rana, J. (2012) studied that health, availability and education from demographic factors positively influence the consumer's attitude towards buying organic food but the overall fulfillment of consumers for organic food is more than inorganic foods. Several studies agreed on the socio-demographic profile of organic food buyers. The proportion of people consuming organic food has been found to rise with an increase in income (Torjusen et al., 2001) and tend to be more highly educated than less educated consumers (Lockie et al., 2002; Storstad and Bjorkhaug, 2003).

Research Objectives:

- To access the demographic profile of respondents.
- To find out the reason for not to purchase organic food products.
- To understand the attitudes towards organic food products in Delhi NCR Region.

Result and Discussion

The demographic profile of the respondents is presented in table 1

Variables	Numbers	Percentage	
Age	15-25	34	20
	25-35	55	32.35
	35-45	41	24.11
	45 and above	40	23.52
Gender	Male	106	62.4
	Female	64	37.6
Marital Status	Married	125	73.5
	Unmarried	45	26.4
Type of Family	Joint	80	47.05
	Nuclear	90	52.95
Education	Up to + 2 level	15	8.82
	Graduates	34	20
	Post Graduates	93	54.70
	Others	28	16.47
Monthly Income	30000-50000	25	14.70
	50001-80000	45	26.47
	80001-110000	35	20.58
	110001 and above	65	38.23

Research Methodology:

The information was collected with the help of well-structured questionnaire from the selected sample areas. The secondary data were collected from government reports, publications, research reports and research reports and books as per the demand of the need. The data was collected from the malls and supermarkets Delhi NCR i.e. Delhi, Gurgaon, Ghaziabad and Noida. These cities were selected as the area of the study owing for the reason that, the selected cities are hub of educated population, middle class with enough income to purchase organic foods products and awareness about the same. The study is the combination of primary data and secondary data both. Total 200 questionnaires were distributed to the respondents and get back 170 completed, duly filled questionnaires ready to use for the study were gathered, representing 85% response rate, using convenience-sampling technique. The socio-demographic profiles of the respondents were also recorded on the criteria's such as gender, age, education level, occupation and household income, etc. The collected data were analyzed with the help of percentage analysis.

Occupation	Service Class	98	57.64
	House maker	25	14.70
	Business men	34	20
	others	13	7.74
Eating Habit	Vegetarian	96	56.47
	Non-vegetarian	74	43.53
Aware with organic food	Yes	150	88.23
	No	20	11.77
Places	Delhi	47	27.64
	Gurgoan	48	28.23
	Ghaziabad	35	20.58
	Noida	40	23.52

Source: Primary data

The majority of the respondents (32.35 %) were of the age group of 25- 35, The majority of the respondents were male (62.4%) and the representation of female were (37.6 %). Majority of the respondents were married (73.5 %). As far as type of family is concerned, majority of the respondents were (52.95%) living in joint families. As far as, their qualification is concerned, majority of the respondents (54.70%) were post graduates. Since, majority of the respondents were educated, hence, they were aware about the organic food products. The monthly income of

38.23 % respondents were Rs.1,10,000. Majority of the respondents were (57.64%) were in service. 56.47 % of respondents were vegetarian whereas 43.53 % respondents were non vegetarian. From the sample, majority of the respondents (88.23 %) were very much aware with organic food products whereas a very less (11.77%) were not aware with that. As far as places are concerned, 28.23% respondents were from Gurgoan, 27.64% respondents were from Delhi, 23.52% respondents from Noida and 20.58 % respondents were from Ghaziabad.

Reason for Not to Purchase of Organic Food Products:

From the sample of 170 respondents, 20 respondents were not aware with organic food products and among 150 respondents who were well aware with the organic food products many of respondents were still not purchase the same. The reason for not to purchase of organic food products is presented in Table 2

Reason for Not to Purchase	Percentage
More Expensive	35
Not good in taste	12
Not good in eye appeal	15
No authentication for being organic	10
Not omnipresent	18
Less publicity	10

Source: primary data

Majority of the respondents (35%) were found that organic food products are very expensive in nature, 12% respondents because of not good in taste, 15% don't find them good looking, 10% feels that there is no authentication certification for being organic, 18% couldn't purchase because of unavailability of the organic products and 10% couldn't purchase due to less publicity of the same.

Attitude towards Organic Food Products

The respondents purchase attitude towards organic food products is presented in Table 3

Elements	SD	D	N	A	SA
Taste Better Than Non Organic Foods Products	3.9	19.5	23.4	42.5	10.4
Better Quality	-	-	13	63.6	23.4
Word of Mouth	5.3	1.3	28	61.3	4

Free From Pesticides	5	10	15	25	45
Make Experiments in Food	2.6	3.9	13.1	52.9	27.5
Trendy and Fashionable	1.3	11.8	35.5	44.7	6.6
Due to Doctor's Advice	9.3	4	9.4	49.3	28
More Fresh than Organic Foods	1.4	9.9	33.8	35.2	19.7
Good for Environment	-	1.4	5.4	58.1	35
Good for Health	-	1.4	4.1	51.4	43.2
More Expensive than Non-Organic Products	1.4	2.7	8.1	24.3	63.5
Limited Availability	1.4	1.4	10.8	56.8	29.7
Not Eye Appealing	2.7	9.6	20.5	47.9	19.2
No Certification for Organic Food	-	5.4	13.5	70.3	10.8
Limited Information	1.4	1.4	8.2	64.9	24.3

Source: Primary Data

52.9 percent respondents were agreed that the taste of organic food products were better than non-organic foods products. 87 percent respondents were believed that the organic food products are of better quality. 65.3 percent respondents purchased organic foods products because of word of mouth. 90 percent respondents were agreed that organic foods products are free from pesticides. 60.4 percent respondents were agreed that they buy organic food products because of making experiments in foods. 51.4 percent respondents were also agreed with the statement that organic foods products trendy and fashionable. 77.3 percent respondents were agreed that they are opting organic foods products due to their doctor's advice and 94.6 percent respondents were agreed that organic foods products are good for their health. 54.9 percent respondents were agreed that organic foods are fresher than non-organic Food products. 93.1 percent respondents were agreed that organic foods are good for environment.

87.8 percent respondents were agreed that organic foods products are more expensive than non-organic products. 86.5 percent respondents said that the availability of organic foods products is limited. 67.1 percent respondents stated that organic foods products are not eye appealing. 81.1 percent respondents believed that there is no authentication for certification of being organic foods. 89.1 percent respondents were also agreed that the information related to organic foods products is very limited.

Conclusion

The research concludes that, marketer must create awareness through huge level of publicity and advertisement of organic food product in order to increase market size of organic food products and at the same time consumers shall be informative regarding the benefits and availability of the products for them in the market.

It also showed that consumers have more positive attitude toward organic products and they exhibit an increase willingness to pay higher prices for these products. Hence, marketers need to fix prices for these food products in such a manner so that more and more consumer's may purchase these products.

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If you want to make your dreams come true, the first thing you have to do is wake up.

~ J. M. Power