

A study on consumers' perception and buying
behaviour towards organic food products In
Varanasi Uttar Pradesh



PROJECT REPORT

**SUBMITTED FOR PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF**

MASTER OF AGRI-BUSINESS MANAGEMENT

Supervisor:

Dr. P. K. Singh

Submitted by:

Sakshi Singh

DEPARTMENT OF AGRICULTURAL ECONOMICS

INSTITUTE OF AGRICULTURAL SCIENCES

BANARAS HINDU UNIVERSITY

VARANASI- 221005

U.P, INDIA

ID No.: 19412ABM019

September, 2021

Enrolment No. :419091

Dr. P. K. Singh Assistant Professor



Department of Agricultural
Economics
Institute of Agricultural Science
Banaras Hindu University
Varanasi , 221005 India

Ref. No. Date:

CERTIFICATE

To,
The Registrar (Academic)
Banaras Hindu University,
Varanasi – 221005 (India)

Through: The Head, Department of Agricultural Economics, Institute of Agricultural Sciences, BHU, Varanasi – 221005.

Dear Sir,

This is to certify that the project report entitled **“A STUDY ON CONSUMERS’ PERCEPTION AND BUYING BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS IN VARANASI UTTAR PRADESH”** submitted in partial fulfilment of the requirements for the degree of **Master Of Agri-Business Management**, in the Department of Agricultural Economics, Institute of Agricultural Sciences, Banaras Hindu University, is a record of bonafide research carried out by **Sakshi Singh, ID:19412ABM019**, under my supervision and no part of the project report has been submitted for any other degree or diploma.

The assistance and help received during the course of this investigation and sources of literature have been duly acknowledged.

Thanking You.

Forwarded by:

Yours’ faithfully,

(Coordinator)

(Head)

Dr. P. K. Singh
(Assistant Professor)

**A STUDY ON CONSUMERS' PERCEPTION AND BUYING
BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS IN VARANASI,
UTTAR PRADESH**

By

Sakshi Singh

ID. NO.: 19412ABM019

2021

ENROLMENT NO.: 419091

**A project report submitted for the partial fulfillment of the requirements for
the degree of**

Master of Agri-Business Management

Department of Agricultural Economics,
Institute of Agricultural Sciences,
Banaras Hindu University,
Varanasi-221005,
U.P, India

PROJECT REPORT APPROVED BY ADVISORY COMMITTEE

- Chairman** : **Dr. P. K. Singh**
Assistant Professor
Department of Agricultural Economics
Institute of Agricultural Sciences, B.H.U, Varanasi.
- Member** : **Dr. O. P. Singh**
Associate Professor
Department of Agricultural Economics,
Institute of Agricultural Sciences, BHU, Varanasi
- Member** : **Dr. A.K. Singh**
Professor
Department of Extension Education
Institute of Agricultural Sciences, B.H.U, Varanasi
- External examiner** :

ACKNOWLEDGEMENTS

I wish to owe my obeisance, deep grace and lavish blessings showered on me of **Lord Siva**; I had been able to bring to light this humble piece of work for which I am extremely indebted.

I feel immensely pleased to heartily acknowledge my deep sense of obligation to people and institution from which I received invaluable help during the course of the present investigation. At the outset, I pay my tribute to **Late Pandit Madan Mohan Malviyaji**, the founder, Banaras Hindu University whose recurrent desire was to produce men and women of great character and heights from this university to genuinely serve the mankind towards the building up of an outstanding Indian nation.

I wish to place on record my fathomless gratitude to my supervisor, **Dr. Prasant Kumar Singh**, Assistant Professor, Department of Agricultural Economics, who deserve all the expressions of profound indebtedness. It has been indeed, a rare opportunity to have worked under supervision of such meticulous vision, high intellect, unparalleled enthusiasm and thorough grasp of the subject.

I would be failing in my duty if I do not take this opportunity to extend my sincere most thanks to the honorable members of my Advisory Committee, **Dr. Prasant Kumar Singh, Assistant Professor, Department of Agricultural Economics, Dr. O.P. Singh, Assistant Professor, Department of Agricultural Economics and Dr. Arun Kumar Singh, Professor, Department of Extension Education** who helped me in many ways in duly shaping my research and course programs, as and when needed, throughout the course of present investigation.

I pay my hearty respect to the Hon'ble Head, Department of Agricultural Economics, **Dr. Rakesh Singh**, professor and Head for the requisite facilities he has provided to me to make this great task a real success.

My heartfelt thanks and immense gratitude to **Dr. H.P. Singh, Professor of Department of Agricultural Economics, Dr. P.S. Badal, Professor, Dr. O.P. Singh Associate Professor, Dr. P. K. Singh Assistant Professor, Dr. V. Kamalvanshi, Associate Professor, Department of Agricultural Economics, Dr. Manish Kumar Yadav, Assistant Professor (MABM), Department of Agricultural Economics, and Mr. Neeraj Singh Assistant Professor (MABM), Department of Agricultural Economics, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi** for their diligent guidance, erudite suggestions, timely help, constructive criticism, constant and continuous encouragement during the course of investigation.

Words are not enough to express my heartfelt gratitude and thanks to my seniors **Biswaswar Mondal, Unnati Gupta, Neha** and others for their incredible help, unparalleled affection, encouragement, which instilled confidence in me to proceed forward.

It gives me immense pleasure to express my profound thanks to my friend **Apurva Singh, Richa Kumari, Sarvesh Patidar, Ankit Singh, Garima Yadav, Brajesh Kumar** and all my batchmates and beloved juniors for their unforgettable help and co-operation during the course of my study. I am falling short of words in expressing sincere and heartfelt tributes to all the non-teaching staff members of the Department of Agricultural Economics for their various supports during my course of study at BHU.

Words fail to express my indebtedness to my very first teachers and my inspiration my mother **Mrs. Ratna Prabha Singh** and my father **Dr. Rajnish Kumar Singh** and my loving brother **Akshat Kumar Singh** whose love and affection have always been a source of inspiration and encouragement to me in all walks of my life. I feel inadequacy diction to express my deep sense of gratitude and heartfelt thanks to all my family members for their boundless love inexorable efforts in molding my character and unshakeable confidence which inspired me in pursuing the study and responsible for what I am today. I cannot be able to repay their debt as long as I will remain in this illusion world. I dedicate this piece of work for their love and sacrifice.

Place: Varanasi

(Sakshi Singh)

Date:.../.../.....

CONTENTS

Chapter	Particulars	Page No.
1	Introduction	1-6
2	Literature Review	7-9
3	Scope of study	10
4	Research Methodology	11-13
5	Description of Study Area	14-16
6	Results and Discussion	17-36
7	Summary and Conclusion	37-41
8	Bibliography and Reference	42-43
9	Questionnaire	44-46

INTRODUCTION

Organic farming is a crop and livestock production method that entails much more than not using pesticides, fertilizers, genetically modified organisms, antibiotics, or growth hormones.

Organic farming is a holistic system designed to maximize the productivity and fitness of diverse communities within the agro-ecosystem, such as soil organisms, plants, livestock, and people. The primary goal of organic production is to create enterprises that are environmentally friendly and sustainable.

According to the Canadian Organic Standards (2006), the following are the general principles of organic production:

Protect the environment, reduce soil degradation and erosion, reduce pollution, maximize biological productivity, and promote good health, maintain long-term soil fertility by optimizing conditions for biological activity within the soil, maintain biological diversity within the system recycle materials and resources to the greatest extent possible within the enterprise, provide attentive care that promotes livestock health and meets behavioral needs. Prepare organic products emphasizing careful processing and handling methods in order to maintain the organic integrity and vital qualities of the products throughout the production process rely on renewable resources in locally organized agricultural systems.

Organic farming encourages the use of crop rotations and cover crops, as well as balanced host/predator relationships. Organic residues and nutrients generated on the farm are recycled back into the soil. Cover crops and composted manure are used to keep soil organic matter and fertility high. Crop rotation, improved genetics, and resistant varieties are used to control insects and diseases. On an organic farm, integrated pest and weed management, as well as soil conservation systems, are invaluable tools. Organically approved pesticides include "natural" or other pest management products on the organic standards' Permitted Substances List (PSL). The Permitted Substances List identifies pesticides that are permitted for use in organic agriculture. Organically grown grains, forages, and protein supplements must be fed to livestock.

A product is said to be fully organic if it follows all the essential criteria since last five years and then the product will said to be authentic organic products as there will be no residue of synthetic substance after that. Its consumption not only prevent the health of the consumers but it will also curb the risk of farmers which they go through during exposure with chemical substance. Moreover, organic producers ensures the sustainable use of scarce resources which will help in efficient use of resources and is a better move in order to save the essential resources for future. In this way organic products help both consumers and the environment. Higher quality products, lack of chemicals and synthetic additives to food and soil and sustainable growth measures altogether are the major factors which makes the consumers to shift towards organic products. Avoidance of harmful products simultaneously benefits the plants, animals and soil health. It also help to prevent contamination of ground water which occurs due to leaching of chemicals and pesticides. Therefore they are ecologically befitted as the protect environment and contribute to the ecosystem with more sustainable way of farming.

The term "ecological" is increasingly prevalent in the lives of consumers, giving rise to new needs, which companies attempts to satisfy (Miranda and Canales). Earlier when there were no such use of harmful chemicals people and people tend to eat pure food, they were more healthy and agile as compared to now and they have naturally developed strong immunity. Now when pandemic hitted so badly and all which people are looking to develop is immunity which will come from healthy diet they are foraging for better alternative of conventional food and in search of all that they are grasping organically produced products. Growing public concerns towards their health and environment and about overexploitation of ecosystem and resources poses a new challenge in front of companies to promote and develop the organic products to meet the demand of consumers.

Genetically engineered and animal cloned products, synthetic pesticides, synthetic fertilisers, sewage sludge, synthetic drugs, synthetic food processing aids and ingredients, and ionising radiation are all prohibited under organic standards. Prohibited products and practises are not permitted to be used on certified organic farms for at least three years prior to the harvest of certified organic products. Animals must be raised organically and fed only organic feed ingredients.

Organic farming is fraught with difficulties. Some crops are more difficult to grow organically than others; however, nearly every commodity can be produced organically.

Growth of organic Agriculture

Organic Agriculture is gaining popularity. For more than 15 years, the global market for organic food has been expanding. Retail sales in North America are expected to grow at a rate of 10% to 20% per year over the next few years. In 2008, the retail organic food market in Canada was valued at more than \$1.5 billion, while the market in the United States was valued at \$22.9 billion. It is estimated that imported products account for more than 70% of organic food consumed in Canada. Canada also exports a large number of organic products, primarily soybeans and grains.

With the increase in demand of organic products, the supply of organic products has also become essential which had created a great opportunity for farmers to start growing organic products for making profit. Number of supermarkets and groceries are also focusing in stocking organic products according to the surge in demand. The selling of organic products had progressively increased.

India is confounded with lot of capacity to produce all varieties of organic products due to its diverse agro climatic conditions. In some parts of the country, the inherited convention of organic farming is an added edge. This holds assurance for the organic producers to tap the market which is growing steadily and constantly in the domestic and export sector.

According to available data, India ranks eighth in the world in terms of organic agricultural land and first in terms of total number of producers as of 2020. (Source: FIBL & IFOAM Year Book, 2020).

What are the benefits of farming organically?

Farmers' main reasons for wanting to farm organically are environmental concerns and a dislike of working with agricultural chemicals in conventional farming systems. There is also a problem with the amount of energy used in agriculture, because many farm chemicals require energy-intensive manufacturing processes that heavily rely on fossil fuels. Organic farmers find their farming method to be both profitable and personally rewarding.

Why Should You Purchase Organic Products?

Organic foods are bought for a variety of reasons by consumers. Many people prefer to buy food that has been grown without the use of chemical pesticides or that has been grown without the use of conventional fertilisers. Some people simply enjoy experimenting with new and novel products. Product taste, environmental concerns, and a desire to avoid foods derived from genetically engineered organisms are just a few of the many reasons why some consumers prefer to buy organic food. Over 60% of consumers purchased organic products in 2007, according to estimates. About 5% of consumers are considered core organic consumers, purchasing up to 50% of all organic food.

What exactly does it mean to be "Certified Organic"?

"Certified organic" refers to products that have been certified by one of the certifying bodies as meeting organic standards. Ontario is home to a number of certification bodies. A grower who wishes to be certified organic must

apply to a certification body and request an independent inspection of their farm to ensure that it meets organic standards. Farmers, processors, and traders are all required to keep the product organic and to keep a paper trail for audit purposes. Certified organic farms' products are labelled and advertised as such.

Transitional Period

The first few years of organic farming are the most difficult. Organic standards require organic lands to be managed organically for 36 months prior to the harvest of the first certified organic crop. This is referred to as the "transition period," and it occurs when both the soil and the manager adjust to the new system. During this time, insect and weed populations adjust as well.

Due to the unstable nature of the yields and the fact that price premiums are frequently unavailable during the transition because products do not qualify as "certified organic," cash flow can be a problem. As a result, some farmers prefer to transition to organic production in stages. To help manage this risk, crops with low production costs are commonly grown during the transition period.

.Prepare a conversion strategy carefully. For the first year, aim for 10% to 20%. Choose one of the best fields to begin with and gradually increase your organic acreage as your knowledge and confidence grow. It may take five to ten years to become completely organic, but a long-term strategy is often more successful than a quick conversion, especially when financial constraints are taken into account. It is not permitted to produce both organic and conventional versions of the same crop or livestock product in parallel. To keep organic and conventional products separate and intact, use good sanitation, visually different varieties, individual animal identification, and other systems. Maintaining accurate records is critical.

Market of organic Food products

World scenario

While Market Research estimates that the global organic food and beverage market will reach USD 323.56 billion by 2024, a recently published research report, "Global Organic Food Market Forecast and Opportunities, 2020 ," projects that the global organic food market will grow at a CAGR of over 16 percent from 2015 to 2020.

Bifurcating the trend by region, according to some market research, North America controls around 40% of global market revenue and has the highest CAGR in the organic food market. Increased health consciousness in the face of rising health issues is one of the reasons for the region's rapid development in the use of organic products. Europe is the world's second-largest organic produce consumer, accounting for more than 33% of global revenue. Organic products are becoming more widely available in stores, making them more appealing to consumers **(Rishabh chokhani, 2019)**. **India scenario**

The India organic food market was valued at US\$ 815 million in 2020, **according to IMARC Group's recent report**, "India Organic Food Market: Industry Trends, Share, Size, Growth, Opportunity, and Forecast 2021-2026." According to IMARC Group, the market would continue to grow strongly between 2021 and 2026.

Area

As of March 31, 2021, the total area under organic certification (registered under the National Programme for Organic Production) is 4339184.93 ha (2020-21). This includes a cultivable area of 2657889.33 ha and a wild harvest collection area of 1681295.61 ha.

Madhya Pradesh has covered the most ground under organic certification, followed by Rajasthan, Maharashtra, Chhattisgarh, Himachal Pradesh, Jammu and Kashmir, and Karnataka.

Sikkim made the remarkable achievement of converting its entire cultivable land (more than 75000 ha) to organic certification in 2016.

PRODUCTION

In 2020-21, India produced approximately 3496800.34 MT of certified organic products, which included a wide range of food products such as oil seeds, cereals and millets, cotton, pulses, aromatic and medicinal plants, fibre, tea, coffee, sugarcane, fruits, spices, dry fruits, vegetables, processed foods, and so on. The production is not limited to the edible sector; it also produces organic cotton fibre, functional food products, and organic milk products by feeding the cattle organically grown fodder.

Madhya Pradesh is the largest producer among the various states, followed by Maharashtra, Karnataka, Rajasthan, and Uttar Pradesh. Oil seeds are the most important commodity, followed by sugar crops, cereals and millets, tea and coffee, fibre crops, fodder, pulses, medicinal/herbal and aromatic plants, and spices and condiments.

EXPORTS

During 2020-21, the total amount of exports was 888179.68 MT. The organic food export revenue was approximately INR 707849.52 Lakhs (1040.95 million USD). Organic products are exported to the United States, Canada, the United Kingdom, the European Union, the Republic of Korea, Switzerland, Ecuador, Vietnam, Israel, and Australia, among other places.

In terms of realising export value, Processed foods, including soya meal (57%) are the most common, followed by oilseeds (9%), cereals and millets (7%), plantation crop products such as tea and coffee (6%), spices and condiments (5%), medicinal plants (5%), dry fruits (3%), sugar (3%), and others. **(Source: APEDA).**

Market potential of organic food products

Organic farming is gaining gradual momentum across the world. Growing awareness of health and environmental issues in agriculture has demanded production of organic food which is emerging as an attractive source of rural income generation. Organic agriculture has made a credible performance during the past ten years. Both, the 11 plan document on organic sector and the report of the National Commission on farmers have recommended it as a tool for second green revolution in the country in particular for agro-eco zones comprising rain fed areas, hilly areas and areas experiencing ecological backlash of green revolution. Organic agriculture can become low cost, sustainable option of farming in the country, particularly by the small farmers in rain fed areas and helps to improve their food and income security. It helps to produce and supply adequate safe and nutritious food to the producers and consumers of the nation. Environmental benefits, health aspects and farmers empowerment are other important factors influencing farmers to shift to organic agriculture. Some of the important benefits of organic farming are Organic fertilizers are completely safe and does not produces harmful chemical compounds. Organic farming is gaining gradual momentum across the world. Growing awareness of

health and environmental issues in agriculture has demanded production of organic food which is emerging as an attractive source of rural income generation. Organic agriculture has made a credible performance during the past ten years. Both, the 11 plan document on organic sector and the report of the National Commission on farmers have recommended it as a tool for second green revolution in the country in particular for agro-eco zones comprising rain fed areas, hilly areas and areas experiencing ecological backlash of green revolution. Organic agriculture can become low cost, sustainable option of farming in the country, particularly by the small farmers in rain fed areas and helps to improve their food and income security. It helps to produce and supply adequate safe and nutritious food to the producers and consumers of the nation. Environmental benefits, health aspects and farmers empowerment are other important factors influencing farmers to shift to organic agriculture. Some of the important benefits of organic farming are Organic fertilizers are completely safe and does not produces harmful chemical compounds Organic farming is gradually gaining traction around the world. Growing public awareness of agricultural health and environmental issues has necessitated the production of organic food, which is proving to be a lucrative source of rural income. During the last 10 years, organic agriculture has proven to be a reliable option. Organic agriculture has the potential to become a low-cost, long-term farming option in the country, particularly for small farmers in rain-fed areas, and can help them enhance their food and financial security. It aids in the production and distribution of adequate, safe, and nutritious food to the nation's producers and consumers. Other key motivations pushing farmers to switch to organic agriculture include environmental benefits, health benefits, and farmer empowerment. Organic fertilisers are fully safe and do not produce dangerous chemical compounds, which is one of the major advantages of organic farming.

Organic farming in India is mostly focused on export, hence only a small percentage of products are sold in the domestic market. Because conventional goods are more affordable than organic goods, the domestic market becomes unstable. According to their level of interest in organic products, Indian customers are categorised into three groups. 1st consumer of the upper class, the second upper-middle class and the third lower-middle class are the social classes. In Varanasi, a growing number of people are interested in reconnecting with their food's origins. Farmers markets, which are becoming increasingly popular, are one manifestation of this phenomena. **(M.S Deshmukh and Babar,2015)**

The growing demand for organic produce has opened up new export prospects, and many developing countries have begun to tap into profitable organic product export markets. The organic farming sector in India is nearly exclusively export-oriented, with contract farming taking place under financial agreements with contracting firms. Furthermore, the majority of farmers in India are choosing this approach because of the appealing markets and profit margins. The growing demand for organic food products in developed countries, as well as the Indian government's considerable support and concentration on agri-exports, are the driving forces behind the Indian organic food business. With more farmers switching to organic farming, India's organic food exports are expanding. Due to poor domestic consumption, the US and Europe are the primary markets for the Indian organic food business. India is currently a major supplier of organic herbs, spices, and basmati rice, among other things.

Objective of the study

1. To study consumers perception towards organic food products in Varanasi.
2. To analyze factors affecting buying behavior of consumers towards organic food product in Varanasi.
3. To analyze the SWOT analysis in organic food products in Varanasi.

Limitations of study

1. The study was confined to Varanasi only and result may differ from other parts of country.
2. It was a challenging task to interact people face to face due to pandemic.
3. Some people was not supporting in order to fill the questionnaire.
4. Many people was not giving genuine answers.

Review of literature

Literature Review

Any research that is planned and carried out based on what and how much work has already been done in a specific sphere and associated area of importance at a specific period. As a result, a review of the literature can provide useful information that can aid in the development of the research instrument, the selection of the study sample, the interpretation of the data, and the discussion of the research problem under investigation. As a result, while dealing with a problem, it is preferable to conduct a thorough examination of the relevant literature. A concerted effort has been made to become familiar with the literature that has a direct or indirect influence on the current research study.

Lucimar Santiago de Abreu. et.al., (2008) studied the consumption of agro ecological products in the metropolitan region of Campinas, Sao Paulo State, Brazil, using a socioeconomic and anthropological approach with an emphasis on motivation and spending habits. The goal was to determine what level of consumer behavior reflects cultural and economic values in light of today's ecological culture. As a result, knowing the cultural dynamics of each expenditure process can provide valuable information into the current state of local ties and global exchanges

JorisAertsens. et.al., (2009), paper strives to present an overview within a framework that connects Schwartz values theory and planned behaviour theory (TPB). It aims to highlight the significance of affective attitudes, feelings, personal customs, engagement, and ambiguity in relation to organic food consumption. For a better understanding of consumers' organic food choices, both the values theory and the theory of planned behaviour have been referred to as related theories.

Douglas H.Costance and Jin Young Choi (2010), study compared between organic and conventional producers in Texas, their article explores the predictors of interest and perceived barriers to organic acceptance among pragmatic conventional growers. According to the findings, more than 40% of conventional farmers are interested in switching to organic farming. Increased institutional support encourages organic adoption, according to the report.

Sonia Attanasio. et.al., (2013),their paper examines the consumer's intention to purchase the organic food products in Pontina Province, Italy and 280 respondents were interviewed using semi-structured questionnaires .Thus, the results indicate that the intention to buy organic products is influenced by the perception about the value of organic food products and belief on the health and safety of the product

Marangoz & Paksoy (2014) concluded that more people are becoming aware of the benefits of organic foods and are migrating toward them. The model suggests that health consciousness is a significant factor that influences customer attitudes toward organic food purchases.

Ravi Nandi. et.al., (2014) in his study analyzed about consumer preferences for organic items purchased in Bangalore, India. The findings found that specialised organic stores and supermarkets were the most popular places to buy organic items.

Sivthanu(2015) studied that customers prefer to buy organic food items; nevertheless, there are a number of factors that influence this desire, including the consumers' demographic traits. When comparing male and female

responses, it has been discovered that females prefer organic food products. Organic food is preferred by a greater majority of educated respondents. When compared to other age groups, the 29-39 age group likes to buy organic food. Organic food is also preferred by those with a greater income. Organic food items are preferred by consumers because they believe they are healthier, safer, more nutritious, and environmentally friendly. Marketers must work on strategies and design components of the marketing mix to make organic products more accessible to consumers in order to attract more consumers to buy organic food items. There is also a need to increase consumer trust and obtain adequate government certification for organic food goods.

Mr. Sathis Kumar and Muthukumar (2016) found that when it came to organic food, customers in the Nilgiri district placed a higher value on elements such as health, environmental safety, knowledge, and culture. They were, however, unconcerned with aspects of organic food such as taste, colour, and texture.

Rana (2017) studied the aspects that influence customers' purchasing decisions when it comes to organic foods. Organic foods are preferred by health-conscious consumers over non-organic ones.

Bo Chen and Sayed Saghaian (2017), studied that consumer preference for organic food can affect choice of retailing format in California. Thus the study findings are based on regular organic user (households) and are more likely to support organic specialty store and discount store. Whereas they shop less in warehouse clubs and convenience store. This has strong managerial implication for retailers.

SCOPE OF THE STUDY

The study was confined in varanasi district of Uttar Pradesh. The study will be beneficial for analyzing the factors affecting consumers in buying of organic products. This will further help the retailers and wholesalers to know the general mindset of consumers and the needed change which will grasp more customers of organic products. It will further help to know about the demography of consumers which are the dominant customers of organic products and hence further help the retailers to do market segmentation according to it.

The study will also help to know the market potential of organic products and will help to show a clear cut idea about the profit in the market of organic products and will further help as an indicative to farmers to go or not with the farming of organic products.

In this study I am going to find out various determinants influencing buying behavior of consumers towards organic products and accordingly I will find out the market potential of organic products.

SIGNIFICANCE OF THE STUDY

Organic items are becoming more popular in India's home market. Consumer tastes and preferences have shifted as a result of increased awareness, leading to an increase in demand for organic products both domestically and globally. Organic products are preferred by consumers over conventional products for a variety of reasons, including health concerns, chemical-free products, and environmental concerns. As a result, the purpose of this research is to learn more about the demographic characteristics of respondents as well as their level of affinity for organic products.

STATEMENT OF THE PROBLEM

The global demand for organic products is rapidly increasing. Consumer interest in organic products and purchases has risen in recent years, indicating a favourable trend. Organic items are less popular among consumers. It's become critical to understand how organic products are perceived by consumers. As a result, this study was conducted in Varanasi, Uttar Pradesh, and it focuses on the level of desire for organic products.

Research Methodology

SURVEY

Sampling Technique

A primary data-based survey was undertaken in the Varanasi Region to fulfil the study's objectives. In different parts of Varanasi, a survey was conducted using a self-designed questionnaire near grocery stores and markets selling organic food commodities. Simple Random Sampling was used to acquire data.

A total of 71 samples have been taken from different localities of Varanasi that is from customers of various stores in lanka, random people selected from ghats, near durgakund locality, village of chhittupur and Susuwahi. Random people was targeted in order to know that how much are aware about the organic food products and further data was collected from those who have heard about the products.

Data collection

The primary data was collected by face to face interaction with people by making them fill the questionnaire as mentioned above and the secondary data was collected through books, journals, articles and internet.

Survey instrument

The questionnaire including 15 questions regarding demographics, House income, awareness about organic products etc was included. There was different determining factor of consumers buying behaviour and factors which make customers to buy organic food and respondents were asked to rate their agreement level with the factors on a three points likert scale that includes Yes(agreed),No(disagree) and can't say (Neutral).

Data analysis

Data was collected and was recorded and entered into MS Excel. Percentage and frequencies of particular answers were used to calculate the result of study on organic food products.

Percentage method

It is used to find out the percentage of any particular factor out of total attributes and the formula used is as follows-

Percentage $= (x/y) \times 100$ where, x = number of respondents who gave response y = total number of respondents.

Frequency analysis method

Frequency analysis is a descriptive statistical method that shows the number of occurrences of each response chosen by the respondents. This method is used to calculate the prevailing brands in market by calculating number of occurrence of particular brand mentioned by the number. Also in finding the product which is most preferred by consumers and

GENERAL DESCRIPTION OF STUDY AREA, VARANASI

Varanasi is a city on the Ganga River in Uttar Pradesh, some 320 kilometres southeast of Lucknow, the state capital. In Hinduism and Jainism, it is the holiest of the seven sacred cities (SaptaPuri). Death in Varanasi, Hindus believe, brings salvation. It is one of the world's oldest continually inhabited cities, as well as India's oldest. Varanasi is India's spiritual capital. Varanasi is thought to be derived from the names of two rivers: the Varuna, which still flows through Varanasi, and the Asi, a little stream near Assi Ghat. The old city is located on the north bank of the Ganga River, which is bordered by two tributaries. Varuna and Asi. For thousands of years, the city has been a cultural capital of North India, with a history that predates most of the world's main faiths. Varanasi is known as "the city of temples," "India's sacred city," "the religious capital," "the city of lights," "the city of learning," and "the world's oldest living metropolis."

VARANASI'S HISTORY

Varanasi (Kashi) has long been regarded as the ideal Hindu pilgrimage destination. Varanasi, also known as Benares, is the world's oldest living city. "Benaras is older than history, older than tradition, older even than legend, and seems twice as old as all of them," writes Mark Twain.

Hindus believe that dying on the holy land of Varanasi will grant salvation and liberation from the cycle of birth and rebirth. Varanasi's origins are unknown. It is the home of Lord Shiva and Parvati. The Ganges in Varanasi is said to have the power to wash away grave sins.

The Ganges is thought to have its origins in Lord Shiva's tresses, and it expands to become the enormous river we know today in Varanasi. For almost 3000 years, the city has been a hub of study and civilisation. Varanasi has long been a symbol of Hindu renaissance, with Sarnath, the site of Buddha's first sermon following enlightenment, only 10 kilometres distant. Knowledge, philosophy, culture, and devotion to Gods are all valuable assets. For generations, Indian arts and crafts have thrived here.

Vaishnavism and Shaivism have coexisted peacefully in Varanasi. Mrs. Annie Besant chose Varanasi as the home of her 'Theosophical Society,' and Pandit Madan Mohan Malviya established the 'Benares Hindu University,' Asia's largest university. Ayurveda is thought to have started in Varanasi and is the foundation for modern medical sciences including plastic surgery, cataract surgery, other calculus surgeries. The master of Ayurveda and Yoga, Maharshi Patanjali, was also associated with Varanasi, the sacred city. Varanasi is also known for its business and trade, particularly for the finest silks and gold and silver brocades from early days.

Varanasi has also long been a great centre of learning. Varanasi is associated with the promotion of spiritualism, mysticism, Sanskrit, yoga, and the Hindi language, as well as honoured authors such as the well-known novelist Prem Chand and Tulsi Das, the well-known saint-poet who wrote Ram Charit Manas. Varanasi, India's cultural capital, has provided the ideal environment for all cultural activities to flourish. Varanasi has produced many dancers and musicians. Ravi Shankar, the

internationally renowned Sitar maestro, and Ustad Bismillah Khan (the famous Shehnai player) are all sons of the blessed city or have lived here for a significant portion of their lives.

Climate

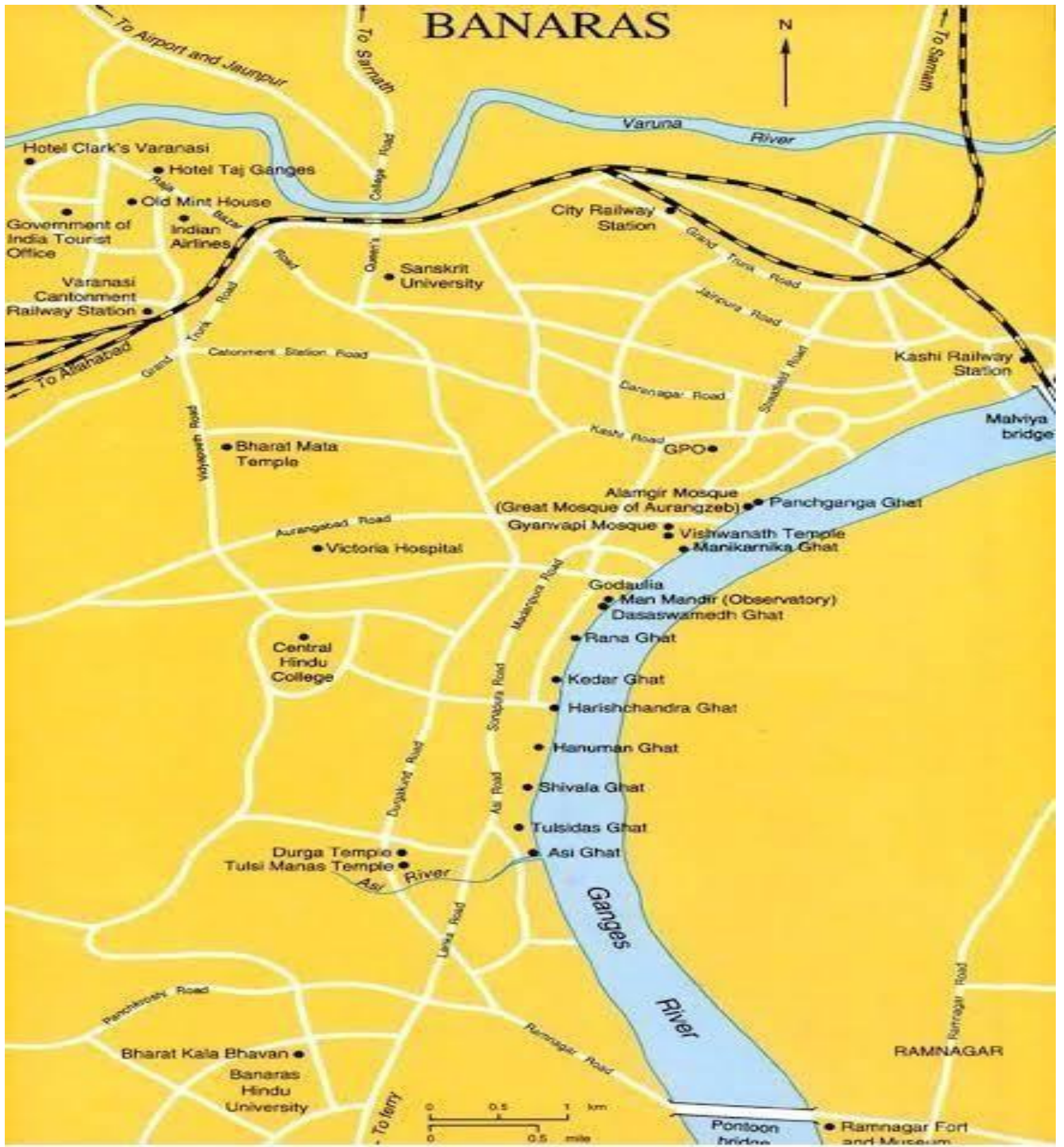
Varanasi has a humid subtropical climate (Köppen climate classification Cwa) with significant temperature differences between summer and winter. Summers last from early April to October, with monsoon seasons in between, and are extremely hot, even by South Asian standards. Summer temperatures range from 22°C to 46°C (72°F to 115 °F).

Varanasi's winters have very large diurnal variations, with warm days and bitterly cold nights. During the winter months of December to February, cold waves from the Himalayan region cause temperatures to drop across the city, and temperatures below 5 °C are not uncommon. The annual rainfall average is 1,110 mm (44 in). In the winter, fog is common, while in the summer, hot dry winds known as loo blow.

The water level of the Ganges has recently dropped significantly due to a combination of water pollution, new upstream dam construction, and an increase in the local temperature, and small islands can now be seen in the middle of the river.

Demographics

In 2001, the Varanasi urban agglomeration had a population of 1, 371, 749 people, with an 879 females to 1000 males ratio. The population was 3,138,670 as of the 2011 census. However, the population of the Varanasi nagar nigam area is 1,100,748 people, with an 883 females to 1000 males ratio. Literacy rates are 77 percent in the urban agglomeration and 78 percent in the municipal corporation area. A total of 138, 000 people are estimated to be present.. Slums house approximately 138, 000 people in the municipal area.

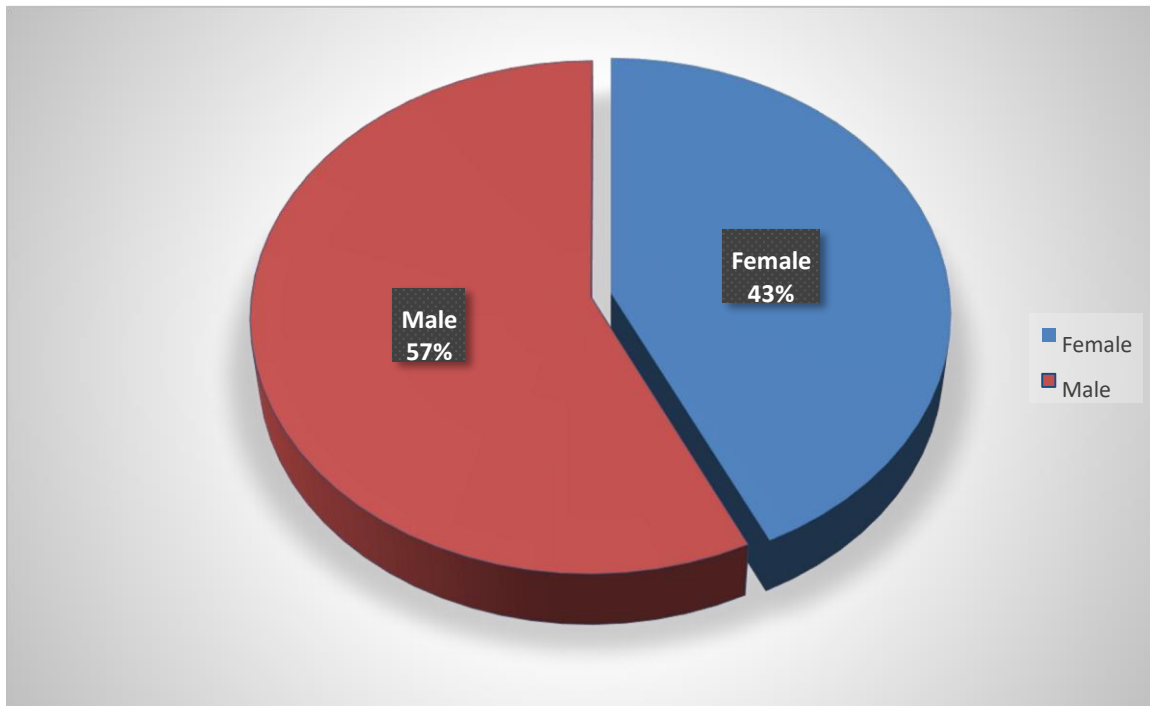


Results and Discussion

FINDINGS OF THE SURVEY

1. Classification of respondents on the basis of Gender

Total number of people who responded to the survey are 70 out of which 30 were female and rest are males.



2. Classification of respondents on the basis of Age

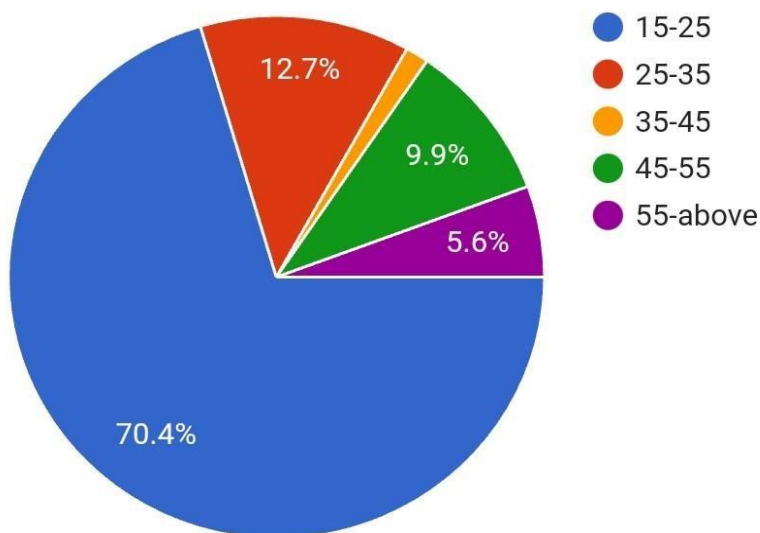
The maximum number of respondents targeted for the survey comes under age group of 15 to 25. The main focus of the survey was towards youth marketing because youths have major role in setting the trend in market for any product or brand so around 70% of the respondents comes under the category of 15 to 25.

Another section is of age group of 25 to 35 because they comprise of major portion of buyers and influence the spending of family as well. Total respondents from this section are 12.7%.

The third group of respondents comes under 35 to 45 years as they are also the potential buyers and respond effectively towards the latest arrivals and prevailing products in market. They are also the major spender for the households.

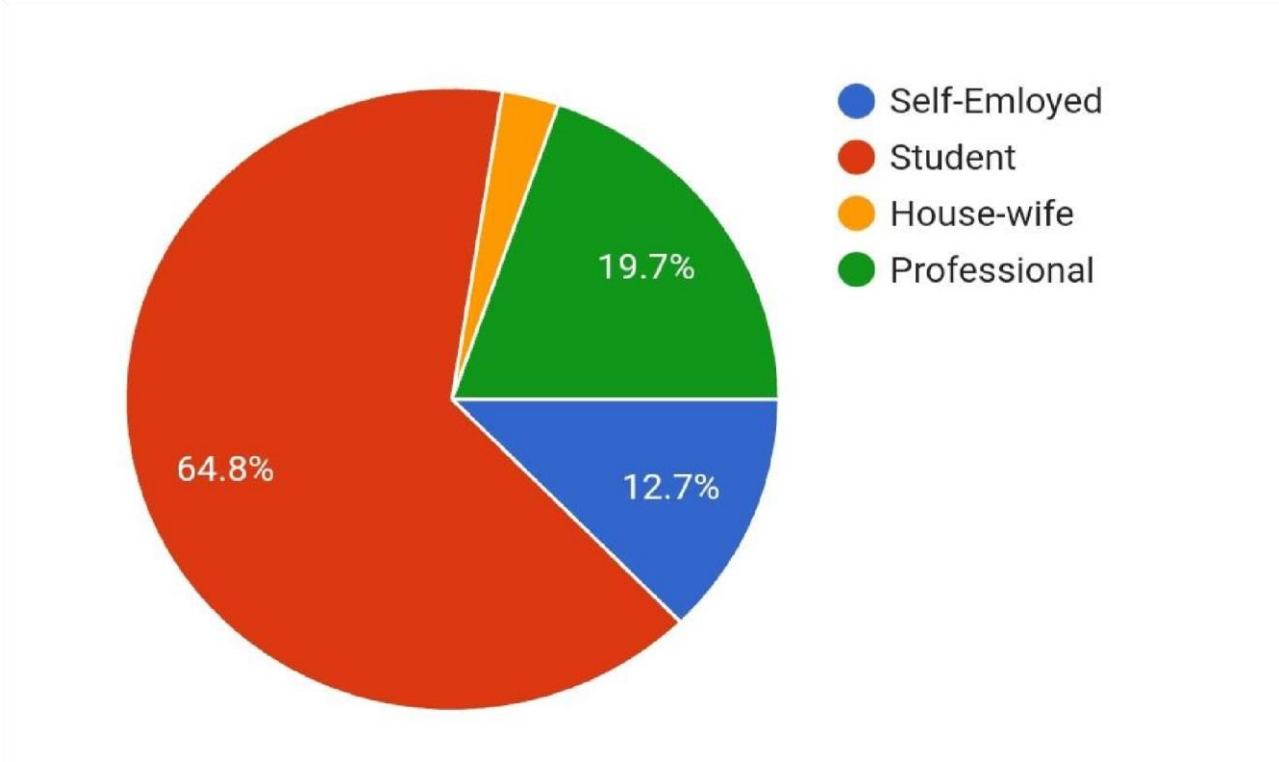
Around 15 percentage of respondents are from age group 44 to 55 and above 55. I have targeted this age group because this section of people are more conscious about their health and usually go with the food which don't have adverse effects on their health. Response from this section will add a better data for analysis.

There is diversity in the response as it consists of the inputs from different age groups which will help in complete analysis of the prevailing condition of organic products in market and the percentage of customers towards it



3. Occupation of Respondents

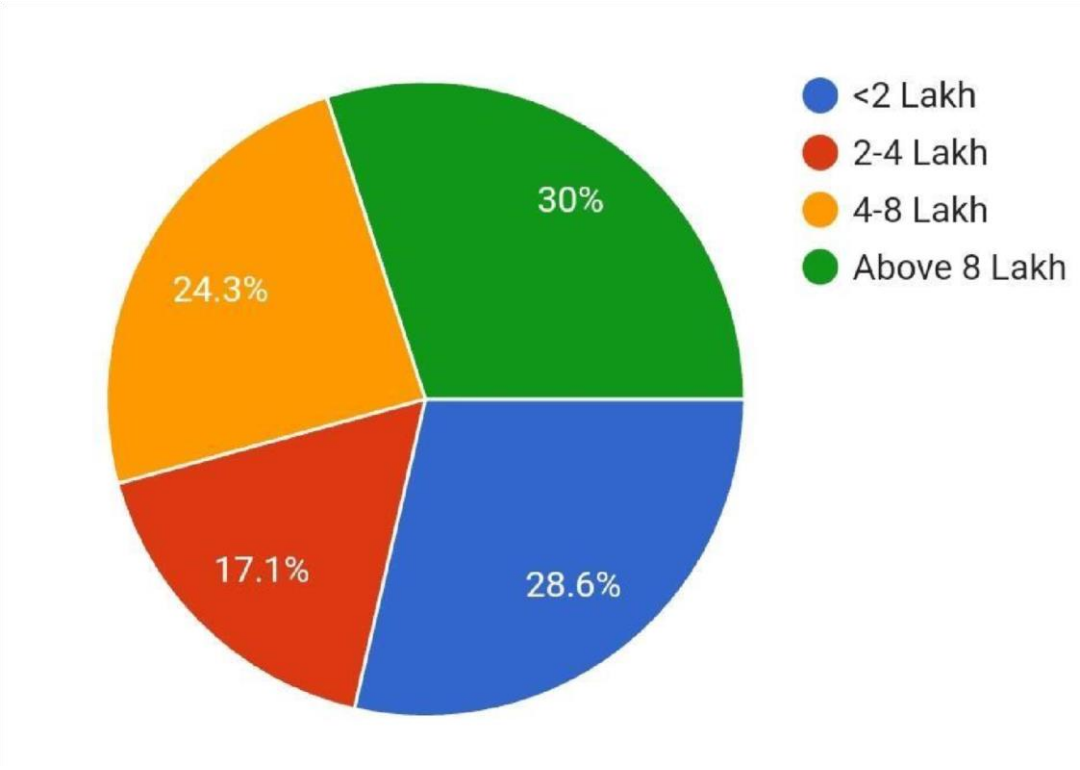
This pie chart depicts the percentage of educational qualifications of respondents. 64.8% are students, 19.7 Percentage are professionals, 12.7% are self-employed and 2.8% are housewives.



4. Income of the family of respondents

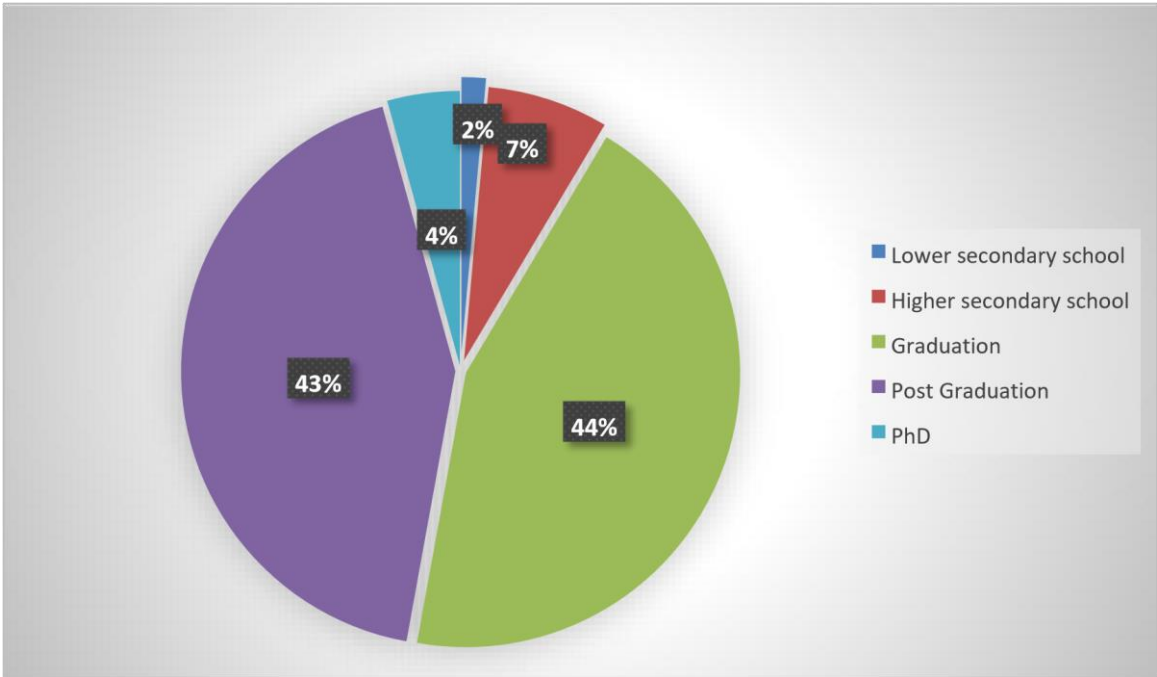
The given below pie chart clearly shows the percentage of income of respondent's families. Among all income of 28.7% are below 2 lakh,17.1% earn between 2-4 lakhs per annum,24.3% have family income of 4-8 lakh and 30 percent earn above 8 lakhs per annum.

Income of family is a major criteria which effect the buying pattern of the customers and have a great role in creating diversity in the perception of customers towards particular products which is clearly visible from the survey. People with income up to 4 lakh per annum are somehow occasional buyers and influenced by the lower price of products, in contrary of this respondents with higher income are regular buyer and are not that much influenced by the price level. In this way, income level has a significant effect on perception of people towards the product.



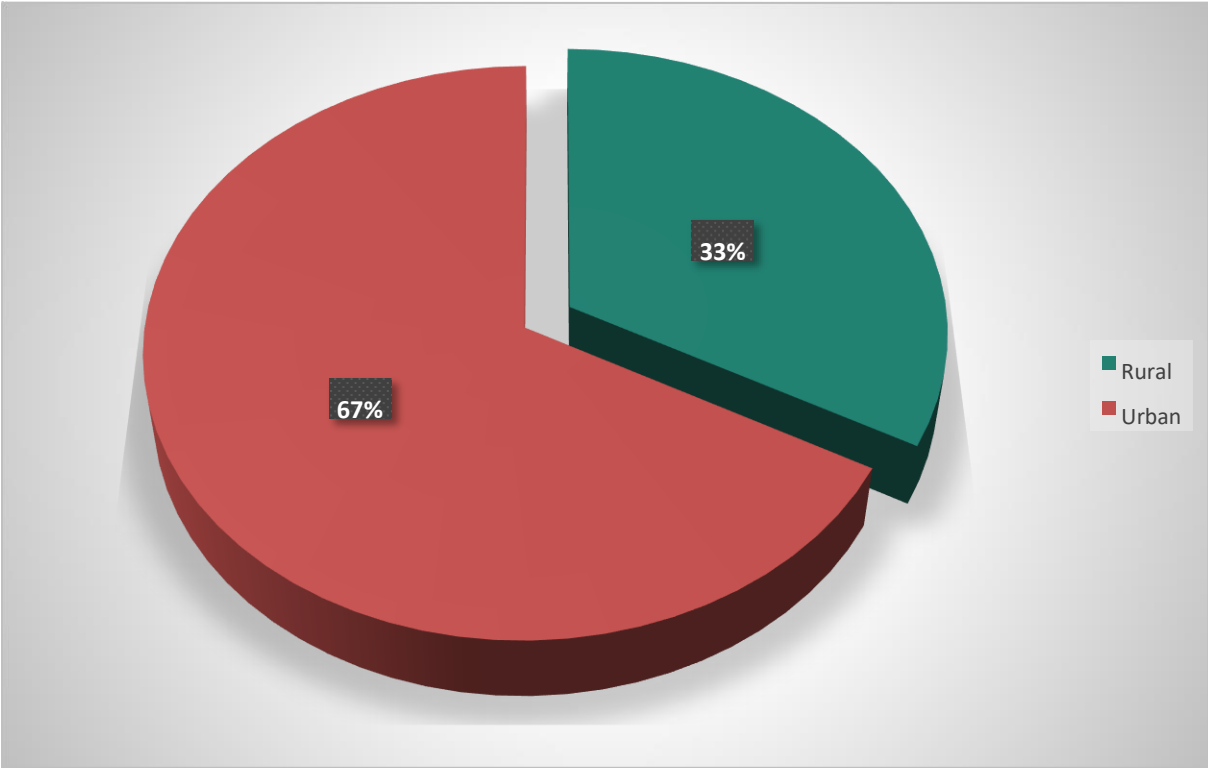
5. Educational qualifications of respondents

Education and ability to understand about the products will have a great influence on perception. Illiterate people will generally be much aware about the new products in market and will generally have less knowledgeable about the trends and ranges of products while on the other hand the literate one will try to gather information about new products and will try the different ranges and variety of products for choosing best amongst all. They won't hesitate to invest in new products of market and will also able to understand the process, benefits and constraints of the prevailing products.



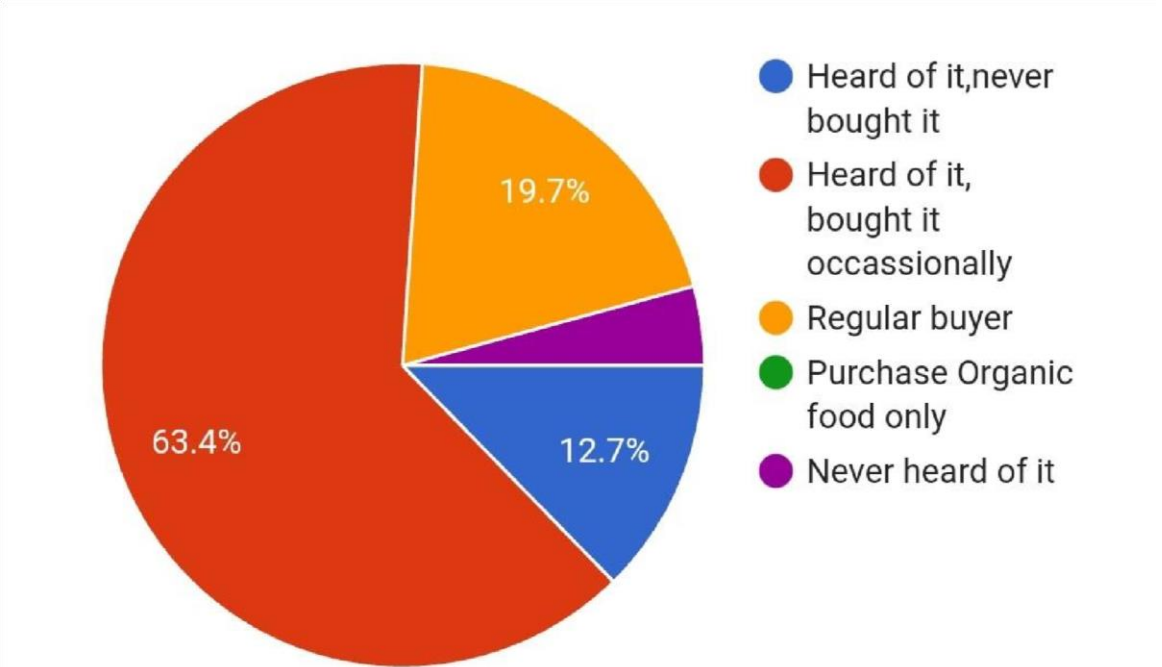
6. Area of locality

Out of total,67% respondents are from urban areas 33% people belongs to rural areas.



7. Awareness about organics

This pie chart depicts the awareness of respondents towards organic food products. Amongst all, 63.4% have heard about it and bought it, 19.7% are regular buyers, 12.7% had never bought and 4.2% people have never heard of it.



8. Factors influence buying behavior of customers

1. Health consciousness

This factor has a major impact in buying behavior of customers. After the pandemic people have become more aware about health and prefer to add more and more healthy food to their diet. As from below graph it is clear that around 60 out of 70 respondents have shown the consciousness towards health which indicates that they will only purchase the organic products if it will have a positive response towards their health. On the other hand, very small portion of population have answers in "NO" and "Can't say", who are least conscious for their health and don't consider this factor as influencer of their buying behavior.

2. Brand status

Brand value and status has now become the essential part for the sale of any product. People now trust the product with their brand value. But according to the graph, the factor of brand status is showing diversity amongst respondents. There is approximately an equilibrium condition between YES and NO. It shows that some people tend to purchase organic products according to its brand status and for rest it is not the mandatory factor. It might be because they prefer health consciousness, products nature and authenticity much more than its brand status

3.. Chemical Free Nature

The best and essential feature of organic products are their chemical free nature as they avoid usage of synthetic and chemical inputs. The below graph also shows that this factor has a great influence towards buying behavior of customers. More than 90% of people give emphasis on its chemical free nature in order to buy the organic food product.

4. Easy availability

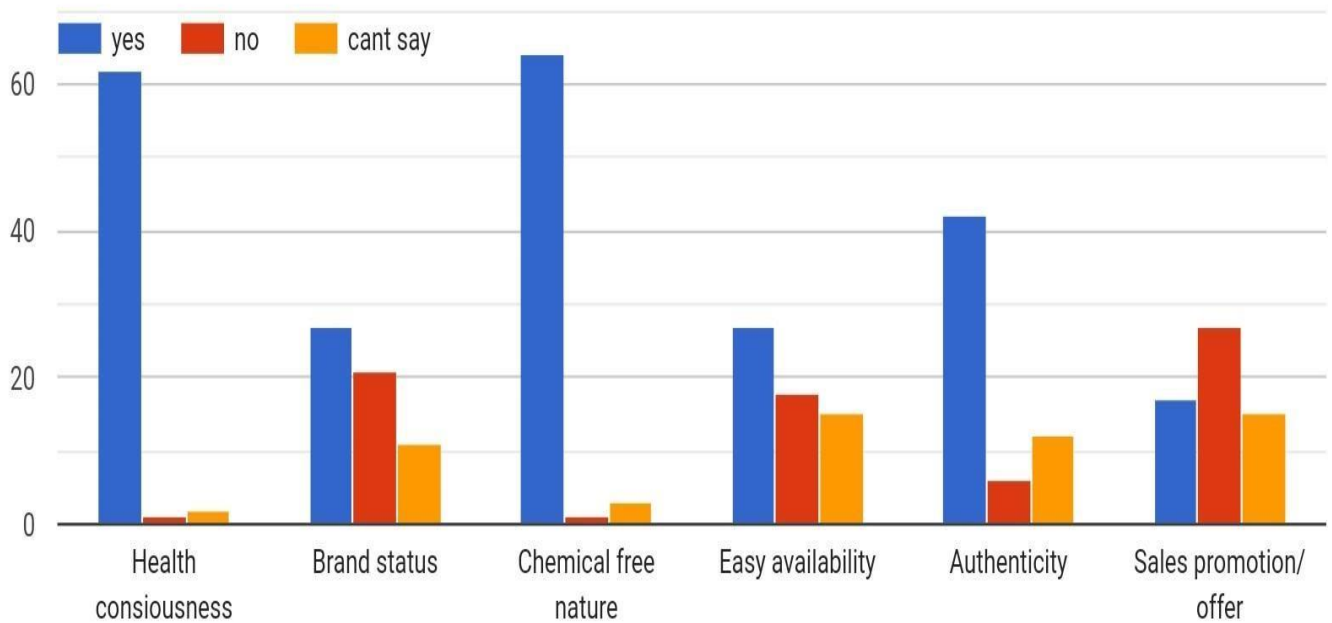
Again there is diversity in this factor. Around 30 respondents prefer to buy the organic food products if it is easily available, around 20 are not bothered with availability and rest can't say about this.

5. Authenticity

Around 42 respondents are directly influenced by this as they are bothered with the authenticity of products and want full proof of the authenticity. 5 respondents are not influenced by authenticity, might be because they consider all organics authentic, or they purchase any brand on which they have trust or it might be because they have less knowledge about real and fake products in market.

6. Sales and Promotions

Major portion of respondents are not influenced by sales and promotions. 18 are those who are influenced by sales, promotion and advertisement, 28 are not influenced and 13 can't say about this. 11 has not responded for this category.

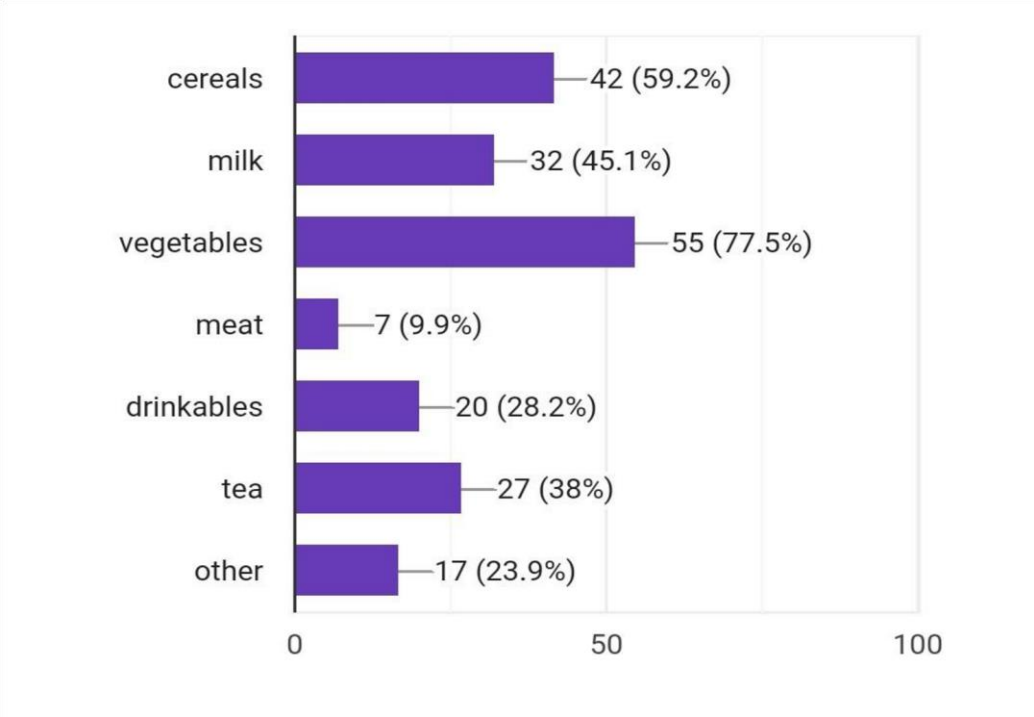


9. Which organic products consumers will prefer to buy most?

According to the graph, the major portion of item which consumer want organic are vegetables for which 77.5% of respondents had shown interest,59.2% had shown preference towards cereals and 45.1% for milk which is third most preferred.

Tea and other drinkables had 38% and 28.2 % respectively and 23.9 % are miscellaneous products. Least percentage are for meat which is almost 10 percent of total respondents who will prefer to buy organic meat.

From this graph, it has been found that people are developing more interest towards organic food products and wants to invest in different range of organic food products in order to make it a part of their daily diet.



10. Factors that will make customers to buy organic food products

1. Lower price

Approximately 55 respondents agreed that lower prices of organic food products will encourage them to buy it more. In market, the price of organic food is comparatively higher which restrain customers to buy it. Hence, decrease in price is significant factor to increase market for it. Apart from this,. Around 15 are those who don't agree that lower price will make them to buy organics.

2. Advertisement

52 respondents says that advertisement and information related to organic food products will be a factor which will increase their interest to purchase the same while 18 are in contrary of this.

3. Wide range Products

Around 51 respondents says that if there will be wide range in the organic food products then they will be encouraged to go with the same. If there will be more options in product and wide range of brands then it will give them a wider scope to choose among the best alternative.

19 respondents don't agree with that wider range of products will influence them to purchase the product.

4. Influence from others

People are more influenced by other while purchasing any products and mostly who resides in rural areas are more influenced. In Varanasi also there are numerous villages and people live out there agreed that they are influenced by others while purchasing organic food products.

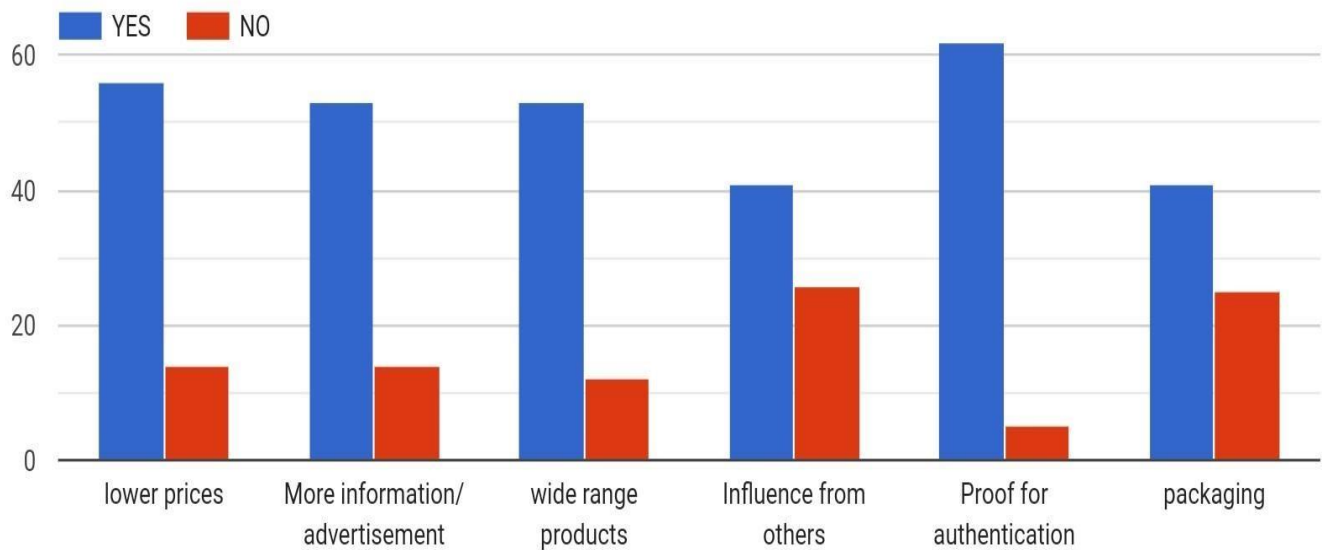
Out of 70 respondents, 41 agreed with this and 29 don't agree. Those who won't agree are mostly the students who have other factors that is responsible to purchase organic products.

5. Proof of Authentication

The major concern is that the product available market are really organic products or not and that's why the major population (61) believe that proof of authenticity is much needed factors to buy the product. They always look at FSSAI mark and **Indian organic (APEDA)** certification before purchasing the organic food products.

6. Packaging

40 respondents says that better packing is essential factor while 30 disagree. In this case there is diversity in thought process as some think that extraordinary packaging increase the rate of product and make it expensive while other find it essential for hygiene and safety. So we can conclude by this that there should be both types of products in order to fulfill demand of Versatile customer range.



11. Consumers perception towards organic food products

1. They are healthier

More than 65 respondents says that they are healthier. This shows that consumers have a perception that organic food products will add healthy nutrients in their body and consider it as healthy diet for them. This help us to analyze that health benefits of organic products is one of the major reasons for its Marketing.

2. Are environment friendly

Dominant number of respondents are there who find organic food products environment friendly. Now a day's people are becoming more aware about environment and are cautiously use product. Organic food products use sustainable practices which not only protect environment but also add a lot to it which have an emotional feeling too in consumer to purchase such products.

3. Superior in quality

More than 50 respondents find it superior in quality, 20 are neutral or in doubt and rest don't agree with that.

4. Easy availability

Most number of respondents are those who don't agree with that and 30% can't say about this. This shows that the availability of organic food products in market is not sufficient and steps should be taken to make it easily available to all the consumers. Generally, organic food products are available in super market and big stores which restrict many consumers to find it easily in small shops. Only superior customers are able to avail the product

5. Pocket friendly

Only 30 respondents find it pocket friendly who generally belongs to creamy layer with higher house income and rest find it expensive as compared to traditional food products.

6. Chemical free nature/Have no pesticide effect

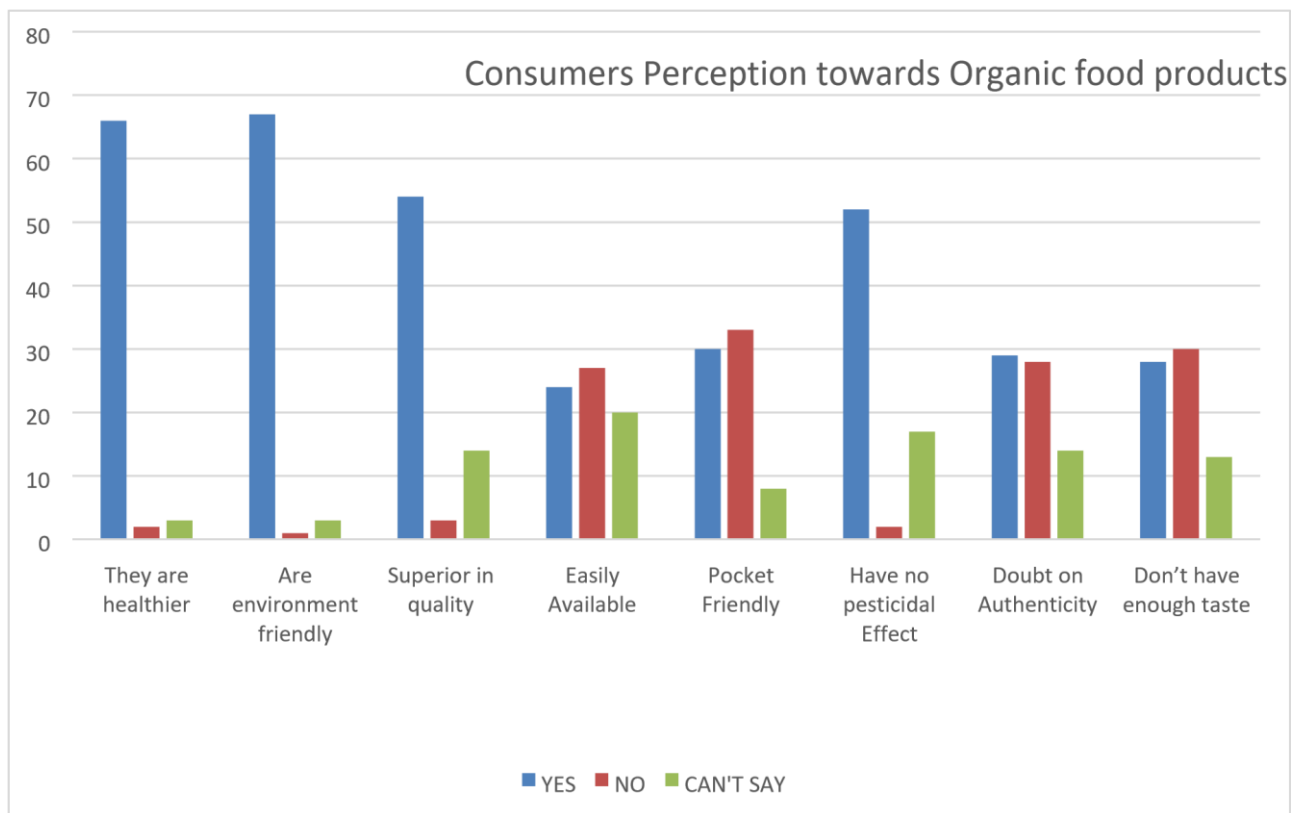
Nearly whole population of respondents find organic products chemical free as this is the major factor which organic products claim to be hence it shows a good position of organic products in minds of consumers and mostly for all of them, chemical free nature is the must needed factor.

7. Doubt on authenticity.

29 people say "Yes" about it as they have doubt in authenticity and 28 says "No" as they don't have doubt. 13 respondents can't say about this. In order to make the products more reliable there should be proper certification to gain consumers' confidence. Collaboration with trusted brands will also benefit the same

8. Don't have enough taste

27 respondents agree that it don't have enough taste and 30 find it tasty. Remaining 13 have no strong perception about this.



12. Prevailing Brands of organic food products in market consumed by respondents

1. **Organic India-** 30 respondents have mentioned the name of this brands which top the tally among all brands. It is one of the most prestigious natural-based nutrition companies. They provide Ayurveda-based items for a more comfortable and healthy existence. This distinguishes them as a major organic company among India's top ten organic food brands. They provide a completely organic range of products, including Moringa powder, Triphala, herbal tea, and immunity-boosting tablets.

2. **24 Mantra-** More than 20 have mentioned 24 Mantra. One of the organic brands developed in India is 24 Mantra. They provide clients with handcrafted, high-quality organic products that are rich in nutrients and minerals. 24 Mantra strives to provide a sustainable living for farmers, a sustainable lifestyle for people across the country, and ultimately a sustainable environment through the use of old but proven healthy lifestyle methods.

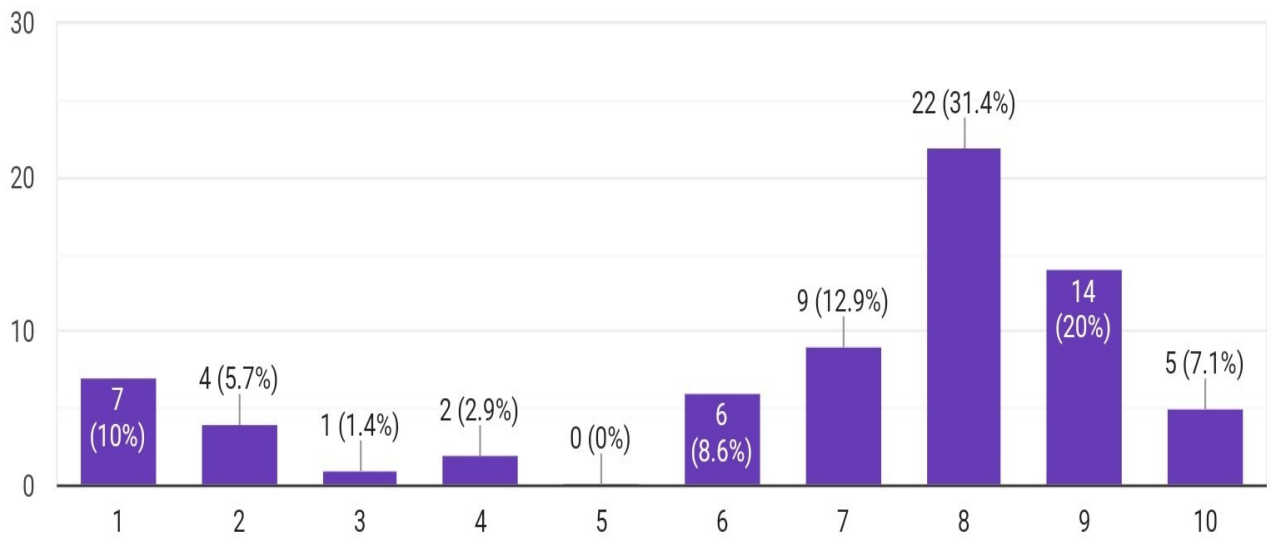
3. **Dabur-** 15 mentioned for Dabur. It is one of the oldests and certified company which have most trusted customer base because of their genuine products

4. **Organic tattva-**Organic Tattva is an organic line of nourishing goods that are free of synthetics. The company provides a diverse selection of organic grains, legumes, and cereals without sacrificing quality or quantity. These items contain natural nutrient ingredients that will improve your life and health. There are no adulterated items used, such as pesticides, composts, or additional nutritious elements. All of the nutrient impacts are regular, natural, and completely safe to consume.

There are some other brands mentioned which are as follows- , **Patanjali, praakritik, Nutriorg, Pratibha etc.**

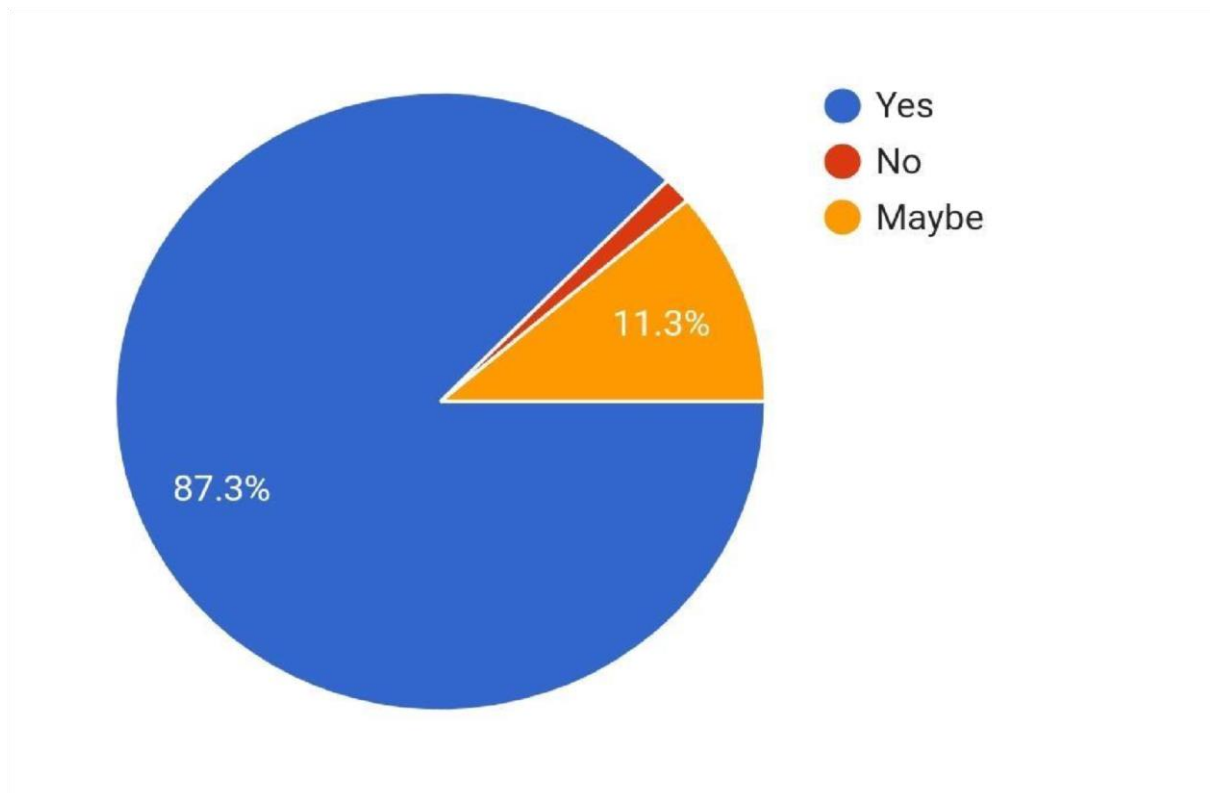
13. Consumers' ranking after complete experience of organic food products

Most of the respondents have ranked the products between 7 to 9 which shows that perception of consumers towards it is satisfactory and they prefer to eat organic products.



14. Will consumers suggest organic food products to others?

When asked from respondents that will they suggest others to buy organic food products, 87.3% had replied Yes, 1.4% said No and 11.3% were not sure about that. From this we can analyze that consumers find the products very reliable and good for consumption and they are confident about recommending it to others too.



SWOT ANALYSIS

1. Strength

1. Varanasi is one of the big cities of UP and investment in many areas is increasing. Therefore, it will probably increase the market for organic food products.
2. Organic agriculture may provide a wide range of fruits, vegetables, and other goods.
3. In comparison to developed countries, India consumes a little amount of chemicals. These spaces could be transformed into natural habitats and will further increase the market of organic food products in Varanasi as well as India.
4. In different sections of the Varanasi city, there are organic pockets.
5. It's simple to generate differentiation.
6. Organic farming is gaining popularity among farmers as well as the government.

Weakness

1. Variety with a short shelf life
2. There is lack of awareness about organic food products and less number of regular customers are there. Consumers are not aware about prevailing organic products in market.
3. Cost is high as compared to conventional products.
4. Confusion in customers about authenticity of organic products due to improper certification. They are not sure whether the product is really organic or not.
5. Organic food production suffers from a lack of research and development.

Opportunities

1. Government with a favorable outlook
2. As Varanasi comes under PM constituency and agencies like APEDA are working effectively, so there is much scope of exports of organic products from Varanasi to other places
3. WTO opens doors to the world for export so there should be export of organic products from Varanasi region too
4. Different pricing for different section of society by providing organic products in different size of packets will increase customer base.
5. New product/market export opportunities.
6. Differentiation can be achieved through branding.
7. There are going to be a lot of big retail stores/chains.
8. Post-harvest technologies are advancing in new ways.
9. The private sector is interested in being a part of the organic value chain, hence there should be various processing units in Varanasi in future which will increase the market size also.
10. Demand is increasing day by day.

Threats

1. Domestic industry is a competitor.
2. Problem in certification of organic food products.
3. Imported products pose a threat.
4. Higher prices.

Summary and conclusion

SUMMARY AND CONCLUSION

In recent years, demand for organic good products has been increasing because of increase in consumption as well as per capita income of people. In past two years, people has emphasized on adding healthy supplements in their diet and so moving towards organically grown food products. The surge in organic food products is a way forward in achieving the target of sustainable development of agriculture till 2030 as it involves all the agricultural practices that is sustainable to environment (APEDA).

In the study area Varanasi, there is diversity in demographic profile of people and hence in consumption pattern too. Out of total respondents, 64% were students and because of student dominating area, demand of products in market usually affected by them and so goes for the organic food also. Beside this, old age group also have a great influence in marketing of organic food products as they are much more aware and conscious about their health. Hence, marketing of organic food products will only flourish if there will be collective attention towards all the demographics and then choosing price of products like wise.

The purpose of this study was to identify the consumers behavior towards organic food products in Varanasi and to identify the factors that will play a major roles in influencing the market of organic food products here. The research shows that the environment factor and health consciousness is the major factor that influence the buying behavior of the consumers. The major problems are higher prices of products.

According to respondents, lower prices of products and proof of authenticity is one of the major factors that will be the influencing factors to make them buy organic products.

Consumers typically make decisions based on product information, product qualities, and a consideration of the product's potential repercussions. Consumers believe health to be a significant factor before purchasing a product. Organic food is preferred by consumers for a variety of reasons. Due to certain of their demographic characteristics, customers prefer organic food. Graduated households were less likely to purchase organic vegetables, whereas households with children under the age of 18 were more likely to purchase organic produce. Females and those with higher levels of education and money are more aware of and knowledgeable about food that is harmful to their health. According to the study, demographic factors, lifestyle choices, and environmental beliefs all contribute to the organic consumer profile. The average organic food buyer is welleducated, wealthy, and from a higher socioeconomic level. It was discovered that there is a substantial link between increased organic food consumption and having a higher degree of formal education. The customer desire for organic food items is influenced by a number of factors.

Consumers buy organic products because they believe they are healthier than other options, according to the report. When it comes to purchasing organic food goods, people are healthconscious and place less emphasis on food safety issues and religious factors, according to the study. According to a survey of organic food customers, the most important reasons for purchasing organic food were health and children. Consumers choose organic food for a variety of reasons, including food safety, sensory factors, environmental concerns, ethical issues, and value structure, according to numerous research.

The health aspect is the most important reason for eating organic food, followed by environmental and animal welfare concerns. Some customers choose organic food because they believe there is a difference in the food's quality and nutritional content. Sensory parameters are among the few particular parameters mentioned, followed by safety and nutrients.

Organic goods purchases have increased due to a variety of variables including the fact that organic food is tastier than conventionally produced food, health concerns, nutritional value, and environmental concerns. Concerns about the use of herbicides and pesticides in conventional farming, soil erosion, and animal welfare are all aspects to consider.

Alternative lifestyles include environmentalism, alternative medicine, and vegetarianism, as well as organic eating. Herbicides, pesticides, antibiotics, chemical fertilizers, and growth hormones are not used in the production of organic food.

Because of their environmentally conscious behavior, consumers are willing to pay higher rates for organic food goods that are environmentally favorable. According to the study, consumers believe that genetically modified foods have no specific benefits, are deemed to be meddling with nature, and pose a high risk. Organic food, on the other hand, serves a useful purpose: it is healthful and environmentally friendly.

According to a study, characteristics like food quality and safety, faith in certification, and, in some circumstances, brand name showed a stronger relationship with willingness to pay than price or sociodemographic variables. High premium pricing, a lack of information, and a lack of trust in organic certification quality and schemes are the main barriers to purchasing organic food. In addition, the lack of availability of organic food contributes to the absence of organic food purchases.

One of the most significant impediments to customer purchasing is the lack of organic food in stores. Because of the scarcity and high cost of organic food, consumers have a negative attitude about it. Consumers are deterred from purchasing organic food for a variety of reasons, including high prices, satisfaction with conventional food, limited choice and availability, lack of perceived value, and lack of confidence.

One problem is the awareness about organic food products especially in rural areas where people has exposure to limited products and hesitate to try new one, for this there should be proper advertisement and promotions of the products to expand the customer base. Brand status also has a vital role because people try to purchase products from trusted brand much so the well established companies should also collaborate with organic food producers to increase the sale.

Market is focusing on very limited amount of product range which resulted in limited customer base as many customers do not get the required product so there should be wide range of organic food products and focus should be on producing different types of food organically in order to fulfill demand of people.

At the end, the conclusion of this study was that consumers' preference towards organic food products is increasing day by day as they are becoming much more aware about their health and looking for healthy and chemical free diet supplements.

Health consciousness and chemical free nature came out to be the prominent factor that will influence buying behavior of customers. Apart from this, lower prices of products and proof of authenticity are the major factor that will make people to go with organic food products. Hence, from this study it has been found that market of organic farming is been increasing but there should be need of certain essential changes and additions to the product so that it will attract more customers which will simultaneously increase the demand and preference of customers towards organic food products.

RECOMMENDATIONS

1. Vegetable growers should be encouraged to grow organic vegetables to fulfill the demand of consumers.
2. More advertisement of organic products to make people aware about it.
3. Regular supply of organic food products should be maintained at retail stores.
4. Since price of organic products are high so government should make efforts to lower the prices so that they can easily be purchased by consumers.
5. There should be proper information on the packets of organic products such as certification of authenticity, proof of chemical free nature, contact number of processing unit to contact in case of any query or complaint etc. so that so that consumers can easily contact them and beware about all the facts related to product.

Bibliography

BIBLIOGRAPHY

Shivthanu (2015). Factors Affecting Consumer Preference towards the Organic Food Purchases, *Indian Journal of Science and Technology*, **8**(33):6-7

Aertsens, J and Verbeke (2009). Personal Determinants of Organic Food Consumption, *A Review British Food Journal* **111**(10):11-12

Kumar, M and E. Muthukumar (2016). Effect of Influential Factors on Consumers Attitude towards Organic Food Products, *International Journal of Business and Management*, **4**(3):11-15

Chandrashekar, H (2014). Consumers Perception towards Organic Products, A Study in Mysore City, *International Journal of Research in Business Studies and Management*, **1**(1):3-4

Martínez (2020). Consumer Behaviour towards Organic Products: The Moderating Role of Environmental Concern, *Journal of Risk and Financial Management*, **12**(2):4-8

Douglas, H (2010). Overcoming the Barriers to Organic Adoption in the United States, A Look at Pragmatic Conventional Producers in Texas, *Journal of production and marketing*, **25**(5):23-26

Rana, J and Paul (2017). Consumer behavior and purchase intention for organic food: A review and research agenda, *Journal of Retailing and Consumer Services*, **38**(4):157-160

Marangoz, H (2014). Modeling attitude towards organic foods, A research on adolescents, *International journal on maw management and humanities*, **2**(4):112-123.

Raj, V and Jom, I (2014). Factor Influencing Consumers Attitude towards Organic Products, *IUJ journal of management*, **6**(2):12-15

Balaji, V and Injodey (2017). Organic Food Products: A Study on Perceptions of Indian Consumers, *Indian Journal of Marketing*, **47**(1):23-25

Paul, J and Rana (2019). Consumer behavior and purchase intention for organic food, *Journal of Consumer Marketing*, **29**(2):412-422.

References

http://apeda.gov.in/apedawebsite/organic/Organic_Products.htm

<https://www.orgpick.com/> <https://www.organictattva.com/>

<https://www.orgpick.com/> <https://www.organicindia.com/shop/packaged-food> <https://www.foodbuddies.in/list-of-organic-food-products/>

<https://www.googleadservices.com>

Questionnaire

Consumers perception towards organic food products and their buying behaviour.

1.Name

2.Gender

- a. Male
- b. Female
- c. Other: 3.Age

- a. 15-25
- b. 25-35
- c. 35-45
- d. 45-55
- e. 55-above 4.Occupation

- a. Self-Employed
- b. Student
- c. House-wife
- d. Professional 5.Education

- a. Illiterate
- b. Lower Secondary School
- c. Higher Secondary School
- d. Graduation
- e. Post Graduation
- f. PhD

6.House Income(annually)

- a. <2 Lakh
- b. 2-4 Lakh
- c. 4-8 Lakh Above 8 Lakh

7.Area where you live

- a. urban
- b. semi-urban
- c. rural

8. Knowledge about awareness of organic food

- a. Heard of it, never bought it

- b. Heard of it, bought it occasionally
- c. Regular buyer
- d. Purchase Organic food only

9. Had You ever purchased Organic Food Product, if yes could you name any such brand.

10. What make you to buy Organic food products.

yes no cant say

- a. Health consciousness
- b. Brand status
- c. Chemical free nature
- d. Easy availability
- e. Authenticity
- f. Sales promotion/offer
- g. Health consciousness
- h. Brand status
- i. Chemical free nature
- j. Easy availability
- k. Authenticity
- l. Sales promotion/offer
- m.

11. Which type of Organic food products you would prefer to buy (u may select more than one option) a.

cereals

- b. milk
- c. vegetables
- d. meat
- e. drinkables
- f. tea
- g. other

12. Your perception towards organic food

Yes No can't say

- a. They are healthier
- b. Are environment friendly
- c. Superior in quality
- d. easily available
- e. pocket friendly
- f. Have no pesticidal effect
- g. Doubt on authenticity
- h. Don't have enough taste

13. Do you think, the factor given below will encourage you to buy organic products.

YES NO

- a. lower prices
- b. More information/advertisement
- c. wide range products
- d. Influence from others
- e. Proof for authentication
- f. packaging
- g. lower prices
- h. More information/advertisement
- i. wide range products
- j. Influence from others
- k. Proof for authentication
- l. packaging

14. Considering your complete experience with organic product, how likely you would rank it?

□ 1 to 10

15. Would you like to suggest friends and family to buy organic food products?

- I. Yes
- II. No
- III. Maybe

Thank you