



A Study On Consumers Purchasing Behavior Towards Organic Foods Among Consumer Of Lucknow District

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ABSTRACT

The study aims to determine the frequency with which organic items are purchased in the research area. Nowadays, there is an increasing demand for organic products. This component of the study contains information on the respondents' purchasing frequency of organic food. To learn about the respondents' consumption patterns, parameters such as duration, preference for organic foods, expenses on organic foods, and so on were considered for the study. And examining the factors that influence consumers' preferences for organic foods in the research area. This research also highlights the aspects that are primarily attracting consumers to organic foods. The research is motivated by the level of acceptability of the quality of the organic food, the benefits derived primarily from the organic foods, and the elements that primarily attract customers to the organic food in the study area. The result of the study is clearly shows that the consumer does not make regular purchases to organic food products. The foods most preferred are fresh fruits, vegetables, and cereals.

Keywords: Organic foods, consumer purchasing behavior, purchase frequency, preference etc.

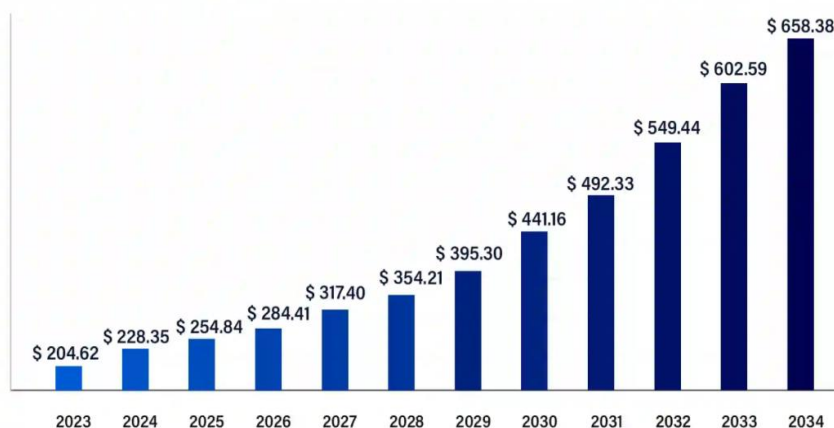
INTRODUCTION

Consumer behaviour may be defined as the study of a person's psychology when deciding whether or not to purchase a product. It focuses on why someone chooses to use or refuse a product. Consumers are drawn to organic food items due to social pressure, lifestyle changes, population expansion, environmental degradation, and potentially harmful health impacts. Customers' preference for organic food is based on their perception of its overall usefulness. A few item attributes, including as nutritional value, flavour, novelty, appearance, and other tactile features, as well as human health, food handling, and ecological relationships, influence consumer preferences. Some analyses distinguish between tangible and nutritional aspects, whereas others make meaning of item quality in terms of both. For people who are concerned about the negative effects of excessive levels of synthetic ingredients in food products, both in terms of their own consumption and the negative impact on the environment, organic food is a viable alternative. A person's preference for using organic food items is highly dependent on their degree of consciousness, their financial constraints, and their amount of accessibility. A total of 1,978,460.38 million tons (mt) of organic products valued at \$2,480.24 million were shipped between 2019–20 and 2021–22. Approximately 37% of these products were sent to the European Union (EU), while 50% were sent to the United States. The two largest commodity objections to Indian organic vegetables were Canada and Incredible England. Together, the US and EU hold 87% (in esteem) of the market. Oddly, over the course of these three years, India traded 1,062.15 mt of organic produce worth \$2.37 million with China.

Nowadays, 'organic' is an unquestionably snappy enunciation that appears near anything from food to clothing. Regardless, instead of many suggested plans, organic food, planting, and other things provide enormous benefits that cannot be ignored. A growing number of people recognize the benefits of using natural products that do not rely on manufactured ingredients to achieve the greatest results. Organic products reduce overall success risks to foster workers, their families, and clients by decreasing their exposure to harmful and consistent manufactured substances on the ranch and in food, the dirt in which they work and play, the air they breathe, and the water they drink. Organic foods and drinks are the primary components of the organic food market. Organic food is produced with the goal of supporting ecological

balance and protecting biological variety. There are no chemical pesticides used in the manufacture, processing, or storage of these food items, nor are there any industrial solvents utilized.

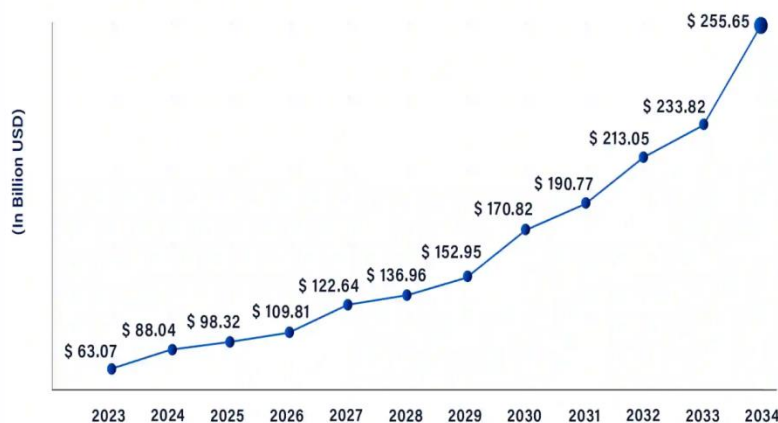
The organic food market category includes traditional organic merchants, supermarkets, organic farmer's bazaars, online organic stores, specialty stores, hypermarkets, and so on. The organic food industry is predicted to rise dramatically from \$201.77 billion in 2020 to \$221.37 billion in 2021, with a compound annual growth rate (CAGR) of 9.7%. The worldwide organic food industry is estimated to reach \$380.84 billion by 2025, growing at a CAGR of 14.5%. The organic food industry is predicted to increase at a CAGR of over 20.5% between 2021 and 2026, reaching around USD 2601 million. (Indian Organic Food Market Outlook, 2020). North America is predicted to have the largest market share in organic food by 2027. The global organic food market size was USD 204.62 billion in 2023, estimated at USD 228.35 billion in 2024 and is anticipated to reach around USD 658.38 billion by 2034, expanding at a CAGR of 11.17% from 2024 to 2034.



Source: <https://www.precedenceresearch.com/organic-food-market>

FIGURE 1: ORGANIC FOOD MARKET SIZE 2023-24 (USD BILLION)

The U.S. organic food market size was valued at USD 63.07 billion in 2023 and is expected to be worth around USD 255.65 billion by 2034, at a CAGR of 11.17% from 2024 to 2034.



Source: <https://www.precedenceresearch.com/organic-food-market>

FIGURE 2: U.S. ORGANIC FOOD MARKET

The India organic food market size reached US\$ 1,582.2 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 8,918.5 Million by 2032, exhibiting a growth rate (CAGR) of 21.19% during 2024-2032. According to the latest report by IMARC Group, titled "India Organic Food Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2032," the India organic food market is expected to exhibit a CAGR of 21.19% during 2024-2032.

CONSUMER PURCHASING BEHAVIOUR

Consumer behaviour in relation to organic goods may be understood by analyzing the many postulates and theories presented to explain the phenomena and psychological and social pressures that consumers face while making a purchase choice, purchasing, and utilizing the items. The ideas apply equally to organic food items. The concept was completely economic in nature, meaning that all purchase decisions made by

customers are based on the projected advantages. This strategy is based on the assumption that all consumers are well-informed about the product, market, pricing, and rivals, as well as its benefits. Thus, a rational buyer with complete knowledge (full disclosure) will make a purchase decision when he or she is about to maximize utility at the lowest possible cost. It is claimed that customers can accurately forecast the perceived usefulness of a product and purchase those things that are most suited to their current demands and welfare at the lowest possible cost. The idea of consumer behaviour, which is based on utilitarian economic theory, has attracted several critiques, with some contending that customers are not always rational when making purchasing decisions. It has also been found that customers are inconsistent in their purchasing habits, and that they are frequently influenced by social relationships, values, and emotions (Simon, 1997).

Consumers frequently chose what appears suitable to them, which is virtually always below the ideal line. Herbert Simons presented Satisficing Theory to account for satisfying and optimum behaviour, whereas Prospect Theory Two (Kahneman and Tversky) was supplied for optimal utility, and both models accepted the buyer's rationality as a vital input. Other theories of consumer behaviour were proposed in 1960, and the phase was referred to as the Formative Phase by Ekstrom (2003), who studied consumer behaviour as a separate field of marketing. Until 1980, consumer behaviour was seen to be a sub-discipline, and its study was always linked to psychology, marketing, and anthropology. However, the concept of consumer behaviour eventually arose as a distinct field. Consumer attitude, consumer participation, customer satisfaction, reference group influence, and individual personality were all more emphasized throughout the 1970s, which is also known as the information processing phase. During this phase, consumers focused more on receiving information from diverse sources, analyzing and interpreting it, and storing processed information from short and long memory. That is why this phase is known as the information interpretation phase (Ekström 2003).

LITERATURE REVIEW

Shafie and Rennie (2012) conducted a study of consumer preferences for organic food and discovered that cleanliness, human well-being, and environmental concern, as well as tactile attributes such as nutritional value, flavour, freshness, and appearance, influence organic food customer preferences. The high cost of organic food continues to limit its use. comprehending the reasons for increasing the degree of organic food use, such as inspiration, is fundamental in comprehending organic food's capacity to become a really standard market.

Shalini Srivastava (2013) investigated variables impacting customers' purchase behaviour in unauthorized provinces. The designer identified unapproved states as those where people with lower incomes live in large numbers. The study found that the lower-income group accepts consistent quality and product attributes. Numerous research zone respondents pledged their loyalty to the brand, and youths and families evaluate the developments and offers that accommodated the chosen FMCG.

Kumar NA and Joseph J (2014) conducted an analysis on buyer behaviour toward FMCG products among Suburban and Country customers using segment profiles, wide communications, family spending needs, and deal progress. This study indicated that purchasers are influenced by the quality, brand name, and benefits obtained from the individual consideration goods purchased by them.

Hsu, et.al. (2015) evaluated the effect of "natural content and food safety" on organic food purchasing behaviours. According to the experts, the relevance of food safety events has risen globally in recent years, elevating consumer health awareness and propelling organic food to the forefront of public attention. The researchers performed a survey of 700 people and asked them about the food safety hazards of both conventional and organic food products. They discovered that the food safety risks connected with organic food were significantly lower than conventional food. Their findings described "natural content as food without any artificial colouring or chemical additives added during being processed, thus conserving the original essence of raw materials, and manufactured without prolonged processing conditions."

Pittawat Ueasang komsate (2016) examined customers' attitudes toward organic food goods. It was shown that the health aspect had the greatest influence on the purchasing of organic food items, followed by community involvement, environmental concern, and cleanliness. Through quantifiable devices (Pearson relationship), a strong beneficial association was discovered between nearby inception and purchase aim, followed by creature government aid and ecological worry, and finally wellbeing and cleanliness.

Singh and Verma (2017) investigated the many elements that influence customers' real buying behaviour for organically cultivated food. According to the authors, organic food items are perceived as a healthier option to conventional food products in the "Asia Pacific region with emerging economies like India." As a result, the study focused on the factors that influence Indian customers' intentions to acquire these items. According to the study, customers' inclination to purchase organic foods is determined by the health advantages connected with these items. The health factor has been proven to have a "significant and positive influence on the attitude of consumers towards the purchase of organic food" in practically all Asian nations. Health awareness has been regarded as the most important element influencing consumer purchasing behaviour, as customers are more ready to buy a product if it is healthy.

Meike Janssen (2018) sought to determine the factors influencing organic food purchases. In his study, he discovered that naturalness, healthiness, protecting the environment, preference for local and domestic food,

high quality food, and enjoyment of eating all had a positive influence on demand for organic food, but price concern and expediency oriented have a negative effect.

Wang et.al. (2019) performed a study to examine the many elements that impact consumers' buying behaviour towards organic foods, with a focus on the moderating function of knowledge in driving their intention. According to the report, the increase in organic agricultural techniques and organic food production, particularly in areas such as Africa, is due to growing concern about improving the standard and quality of life in developing nations. Another key cause for the rise in consumption of these foods in emerging nations is increased public awareness of the need of maintaining a healthy diet. For example, the paper described a situation in Tanzania where "11% of milk powder samples" purchased by customers contained such high quantities of melamine that they were deemed unsafe to human health.

Fleseriu, et.al. (2020) investigated the "different factors that influence the Buying Behaviour and behaviour of consumers towards organic products from the perspectives of TPB." According to the report, organic food demand has begun to rise among consumers in European countries, and this trend is predicted to continue. Several reasons contribute to this, including "Europe's growing economy, a higher focus on organic products among retailers, and consumer awareness." According to the study, there is a great deal of complexity in customer purchasing decisions, and their purchasing behaviour is an important factor in consumer evaluations of products. As a result, while predicting the purchase process, purchase Behaviour is regarded as an important element. If customers want to acquire a given product, they are prepared to pay a greater price than those who do not want to buy it. Furthermore, "price, quality, and value perception" has the ability to affect customers' purchasing decisions.

Anamika Chaturvedi (2021) recognized organic food as a fresh possibility despite the covid-19 pandemic. According to their findings, demand for organic food items has increased throughout India's urban states. Online retailers in India, such as Indiaorganic.com, pure & eco India, Rajasthan Natural and organic, Gujarat Saurian organic, and others, have seen a 100% growth in demand for organic food due to its nutritional and immunity-boosting benefits. Organic food is becoming the preferred choice for consumers in India, particularly in areas with high literacy rates and purchasing power, such as New Delhi, Maharashtra, and Tamil Nadu. This is due to the growing demand for chemical-free food that promotes health and immunity.

Priyabrata Roy et al. (2022) investigate how customers choose what to buy and how they make those selections. The goal of this study is to better understand how customers make decisions about what to buy for personal use. It also delves into fundamental studies on consumer buying behaviour, models of consumer buying behaviour, variables influencing buying behaviour, categories of consumer buying behaviour, and consumer decision-making processes. The information was obtained from secondary sources such as databases, trustworthy publications, books, and websites. As a result, the study summarizes the research on consumer behaviour for easier comprehension and aids in developing the research subject. If you are interested in marketing, this type of study might help you better understand your customers' requirements and preferences.

Gurpreet Kaur, B.S. et al. (2024) can help organic product producers and marketers better understand the aspects that influence customer behaviour toward organic products. The current study used a descriptive study design, which outlines the nature of the variables under investigation and their connection. The study examines consumer purchasing behaviour towards organic food products in a specific area in Punjab (India). The organic food sector has expanded rapidly in recent decades. In comparison to wealthy countries, the sector is still in its early stages. Given India's capacity to manufacture organic products, it is critical to investigate the elements that impact customers' willingness to purchase them. The current investigation was developed and carried out with this goal in mind. In this cross-sectional survey, 600 customers were chosen from Amritsar, Jalandhar, and Ludhiana in Punjab.

Madan Gowda KJ et al.'s (2024) assess customers' purchase habits for online shopping in Lucknow City, by studying the elements that influence their purchasing decisions and gauging their overall satisfaction levels with online items. The study incorporates descriptive research methods and a judgmental sample approach. The study's sample size includes 101 people from the Chinhat and BBD campuses in Lucknow. The survey found that purchasing items online is growing increasingly common in Lucknow. Consumers are drawn to internet buying because of the convenience, time savings, prestige, and ease of purchasing. The survey also found that most online buyers choose safety and security-oriented websites, while others believe that internet marketing is risky and may result in financial theft. Overall, the survey shows that Lucknow City shoppers are typically happy with their online shopping experience.

RESEARCH METHODOLOGY

The aim of this study is to properly describe the consumer purchasing behavior towards organic foods among Lucknow districts' customers. In light of the review's findings, efforts are made to determine the disposition and purchasing expectations of organic food consumers. In this study, a descriptive research design has been used. It is a type of research which describes the actual state within the population and its characteristics without looking into the reasons why something is happening or say without establishing any casual relationship. The participants in this study were all those individuals aged above 20 years and a resident of Lucknow district, Uttar Pradesh state. The sample size was taken for study 385. Purposive random sampling

technique was used as sampling technique for this study. The primary source of the information utilized to conduct the examination is vital information. To meet the objectives, an example research was used, along with a well-defined poll, to ensure that they were correctly filled out. Other sources of information include distributions and reports, unpublished reports from various non-legislative organizations, unpublished examination reports, PhD proposals from various institutions, books, journals, articles, websites, and so on. The software used to carry out this research study was Microsoft Excel & IBM SPSS 29.v.

DATA ANALYSIS AND DATA INTERPRETATION

1. PURCHASE FREQUENCY:-

Table 1: labels for buying organic foods

RESPONSES	N	%
My self	175	45.45
My parents	116	30.13
My partner	78	20.26
cook/maid	16	4.16
TOTAL	385	100.00

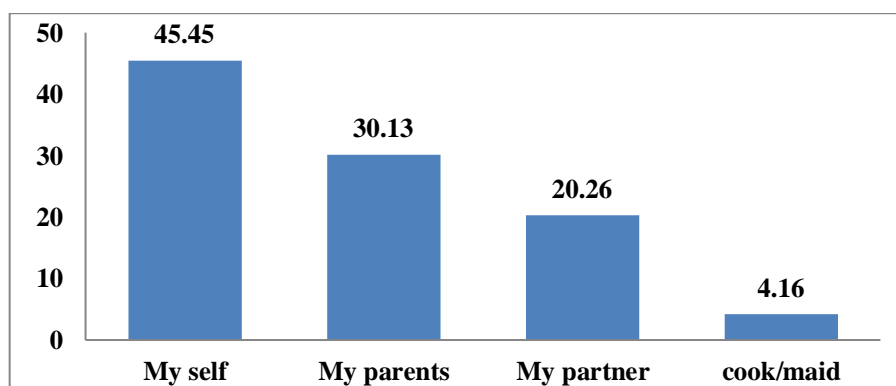


Figure 3: % of responses on labels for buying organic foods

Table 1 describes the people in charge of procuring organic foods. Nearly 46 percent of respondents make their own purchases. 30.13 percent of respondents said their parents do the shopping, 20.26 percent said their life partners do the shopping, which covers both males and females, and the remaining 4.16 percent said their cook or maid does.

Table 2: period operation organic foods

RESPONSE	N	%
Everyday	30	7.79
Weekly once	133	34.55
Weekly twice	150	38.96
Monthly once	39	10.13
Monthly twice	33	8.57
TOTAL	385	100.00

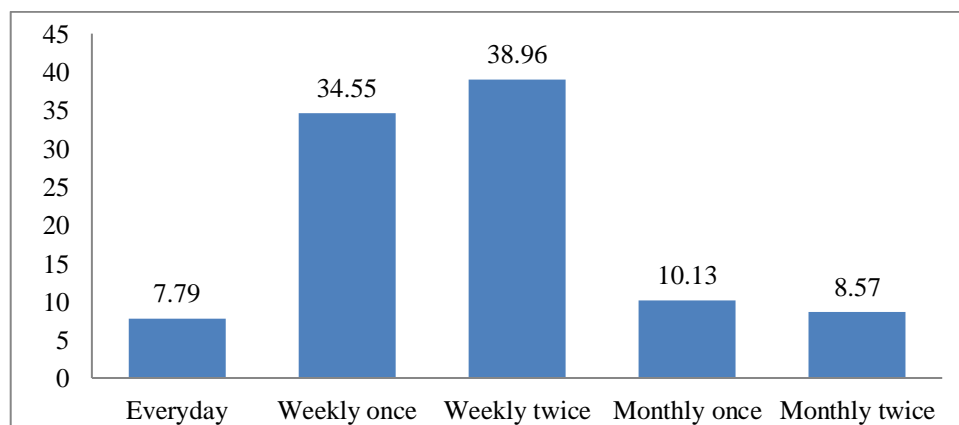


Figure 4: % of respondents on period operation organic foods

Table 2 shows the distribution of respondents based on how long they had been buying organic foods. 7.79% of respondents buy organic foods every day, 34.55% buy organic foods once a week, 38.96% buy organic foods twice a week, and 10.13% and 8.57% buy organic foods once and twice a month, respectively. The data clearly shows that the respondent does not make regular purchases.

Table 3: preferences items of purchasing organic foods

ITEMS	N	%
Cereals	67	17.40
Vegetables	156	40.52
Fruits	83	21.56
Pulses	30	7.79
Herbs & spices	38	9.87
Dry fruits & nuts	11	2.86
Total	385	100.00

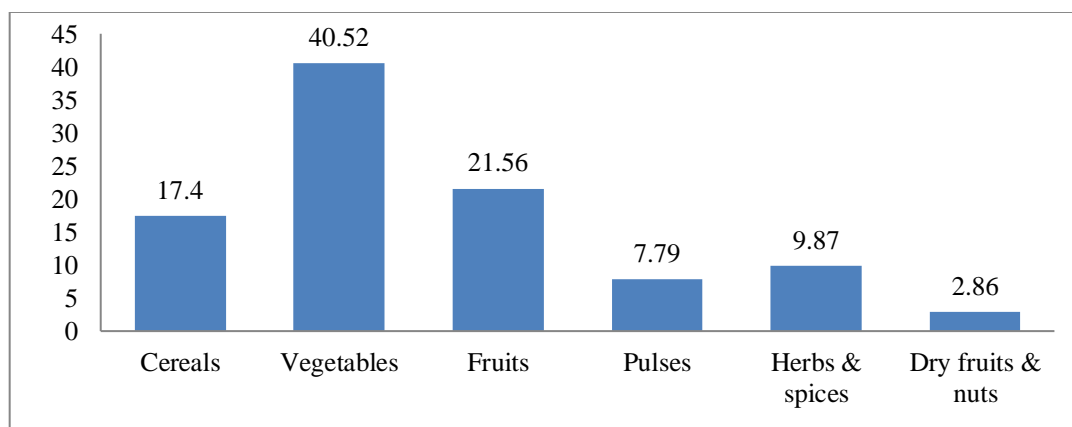


Figure 5: % of respondents on preferences items of purchasing organic foods

Table 3 demonstrates the distribution of preferences among respondents in the research area. In terms of organic food preferences According to the preferences list, 17.40% prefer cereals, 40.52% prefer fresh veggies, and 21.53% prefer fresh fruits. 7.79 percent of respondents prefer to buy pulses, 9.87 percent prefer to buy herbs and spices, and 2.86 percent prefer to buy dried fruits and nuts. To summarize table 3, the foods most preferred by respondents in the study area are fresh fruits, vegetables, and cereals.

Table 4: monthly expenses on organic foods

EXPENSES (Rs)	N	%
Below 2000	65	16.88
2001-5000	92	23.90
5001-10,000	120	31.17
10,001- 15,000	76	19.74
Above 15,001	32	8.31
TOTAL	385	100.00

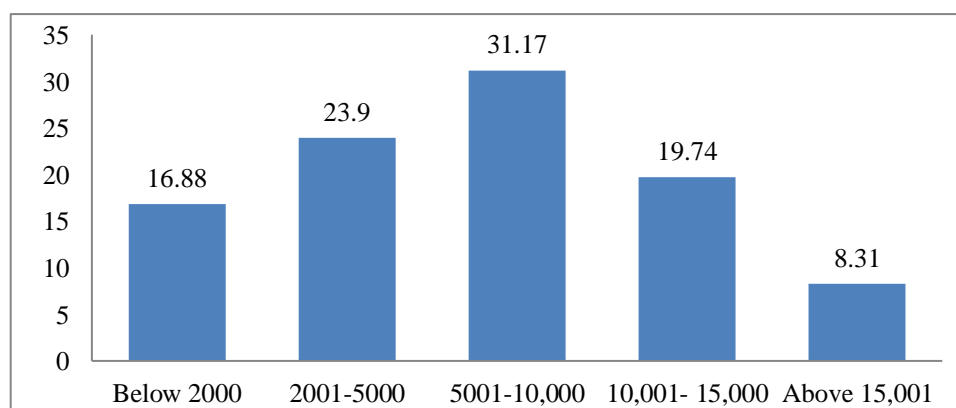


Figure 6: % of monthly expenses on organic foods

Table 4 shows the monthly expenditure on organic food by the respondents in the study area. From table 5.17, 31.17 percent of the respondents spend the maximum amount of 5001-10,001 for organic food products, the next 23.90 percent of the respondents spend 2001-5000 per month for organic food consumption, and 19.74 percent spend 10,001-15,000 for organic food per month and the remaining 8.31 percent spend above 15001 for the organic consumption. Table 4 concludes that out of their monthly expenses on food, the majority spend on organic consumption.

Table 5: satisfaction level towards the price of the organic products

LEVEL	N	%
Strongly agree	21	5.45
Agree	44	11.43
Impartial	97	25.19
Disagree	151	39.22
Strongly disagree	72	18.70
TOTAL	385	100.00

Table 5 describes consumers' satisfaction with the price of organic food products. According to the table, 39.22% of respondents are dissatisfied with the product's price, 25.19% are neutral about the price of the organic product, 18.70% strongly disagree with the price, 11.43% can buy the product at the current price, and 5.45% fully agree with the price, stating that it is reasonable. To summarize table 5, the price represents the product's value; if demand for the product increases, the price must fall. This could attract more people to the goods.

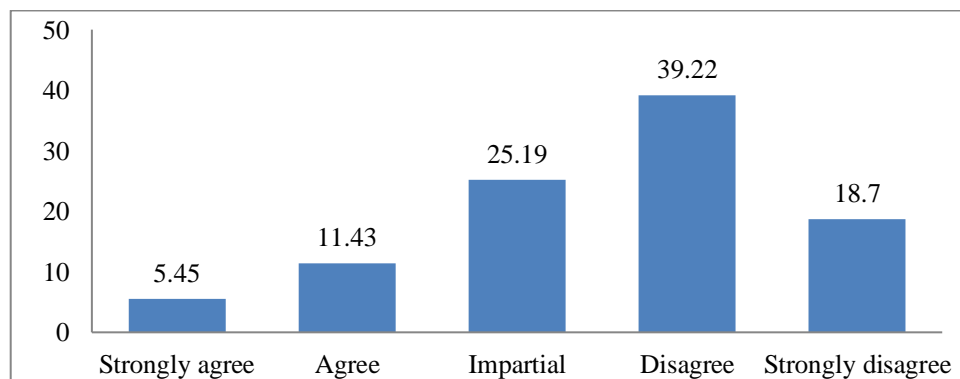


Figure 7: % of respondents on satisfaction level towards the price of the organic products

2. FACTORS WHICH INCLINE CONSUMERS:-

Table 6: level of acceptance towards the quality of organic food

LEVEL	N	%
Strongly agree	43	11.17
Agree	169	43.90
Impartial	157	40.78
Disagree	10	2.60
Strongly disagree	6	1.56
TOTAL	385	100.00

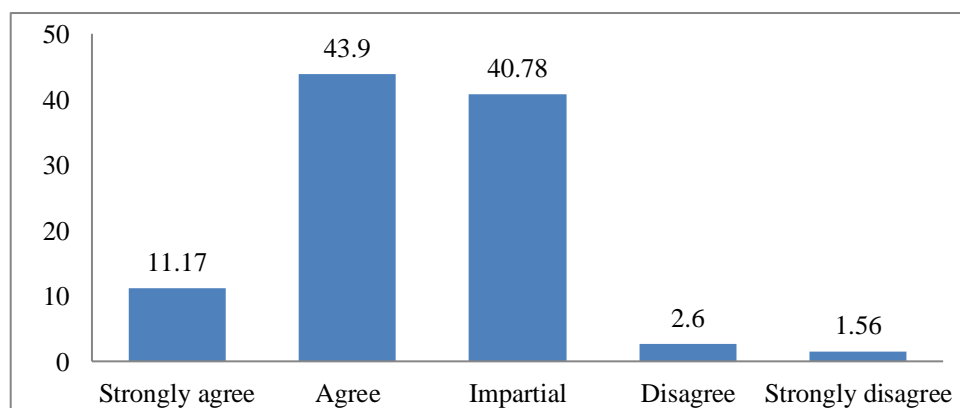


Figure 8: % of responses on level of acceptance towards the quality of organic food

Table 6 depicts the level of approval for the quality of organic products in the study area. Consumers fall into several categories, and companies strive to please all of them. Although customers are eager to buy organic, quality varies. That factor is used to assess the level of acceptance for the quality of organic foods. 43.90% of consumers in the study area accept the quality of the product, 40.78% are impartial towards the quality because they differ from the commodity consumed, 11.17% strongly accept the quality without hesitation, 2.60% disagree, and 1.56% strongly disagree with the quality of the product. They do not believe that all organic foods are free of chemicals.

Table 7: health benefits after consuming organic foods

RESPONSE	N	%
Hygienic	44	11.43
Immunes system	80	20.78
Nervous system	31	8.05
Nutritional value	192	49.87
Digestive system	38	9.87
TOTAL	385	100.00

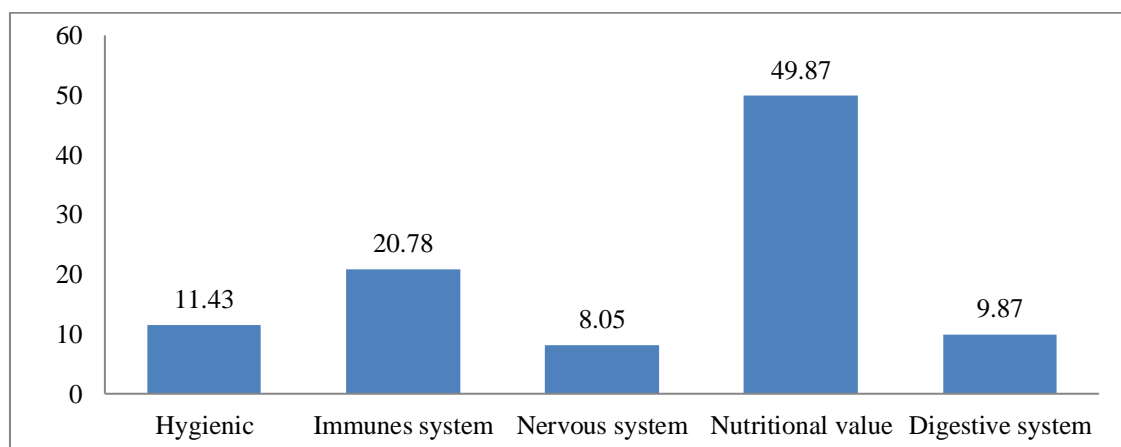


Figure 9: % of respondent on health benefits after consuming organic foods

Table 7 indicates the health benefits that consumers obtain from consuming organic foods in the research location. The respondents reported the greatest health advantage as nutritional value (49.87%), 20.78 percent as higher immunity from consuming organic foods, 11.43 percent as sanitary, 9.87 percent as easy digestion, and 8.05 percent as nervous system strengthening. To end table 7, respondents state that using organic food items yields benefits in addition to those listed in the table. The product is free of chemicals; it strengthens the respiratory system, keeps the commodity fresh, and so on.

Table 8: factors that influence to choose the organic foods

Factors/Rank	FIRST	%	SECOND	%	THIRD	%
Quality	74	19.22	71	18.44	74	19.22
Quantity	82	21.30	73	18.96	57	14.81
Price	54	14.03	60	15.58	90	23.38
Availability	61	15.84	72	18.70	62	16.10
Health	49	12.73	38	9.87	53	13.77
Advertisement	65	16.88	71	18.44	49	12.73
Total	385	100	385	100	385	100

Factors/Rank	FOURTH	%	FIFTH	%	SIXTH	%
Quality	69	17.92	65	16.88	53	13.77
Quantity	56	14.55	65	16.88	63	16.36
Price	58	15.06	67	17.40	58	15.06
Availability	55	14.29	69	17.92	74	19.22
Health	92	23.90	79	20.52	55	14.29
Advertisement	55	14.29	40	10.39	82	21.30
Total	385	100	385	100	385	100

Table 8 displays the rank and proportion of respondents for the characteristics that influence customers to purchase products. The factors are quality, quantity, price, taste, availability, health, package, advertisement, and economical stats. 18.44 percent of the respondents gave the second rank to the quality factor, 21.30 percent of the respondents gave quantity first rank, and 23.38 percent of the respondents are willing to pay for organic products, gave the third rank. 14.29 percent of the respondents say the organic food easy availability and gave the fourth rank, the respondents say they are available in all zones whichever is convenient for the consumer they can opt it. 20.52 percent of the respondents say it provides a health benefit, and 21.30 percent say for their advertisement.

Table 9: the recommendation of the organic foods

RECOMMENDATION	N	%
Yes	342	88.83
No	43	11.17
TOTAL	385	100.00

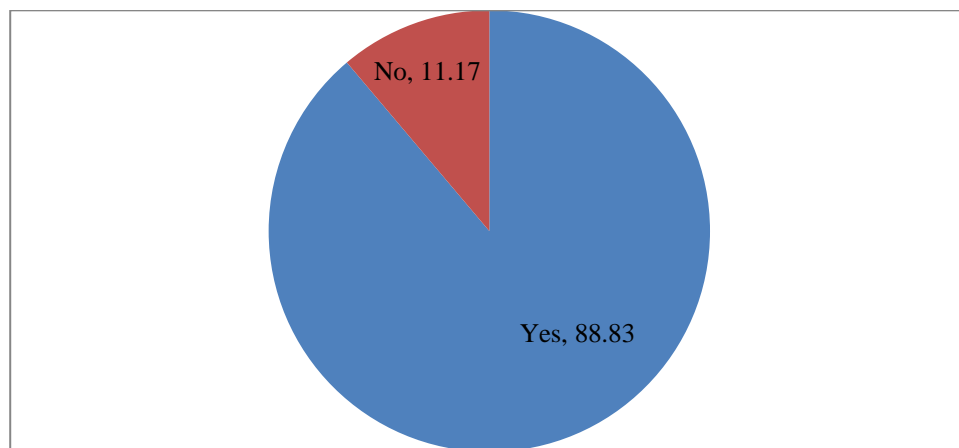


Figure 10: % of respondent on the recommendation of the organic foods

Table 9 shows the distribution of respondents based on their recommendations of organic foods to others in the research area. The data clearly shows that 88.83 percent of respondents advocate organic food goods to others; despite some negative concerns surrounding organic products, respondents continue to promote organic products. The remaining 11.17 percent of respondents say no because they can't accept the price, there aren't enough organic items, and they don't trust organic products. Therefore, they do not advocate organic items to others.

Table 10: reasons for recommending organic foods to others

REASONS	N	%
Good quality& quantity	51	13.25
Healthier	53	13.77
Low Price	31	8.05
Taste	86	22.34
No chemicals	113	29.35
Increases immunity	27	7.01
Variety	24	6.23
TOTAL	385	100.00

The above table 10 displays the distributions of respondents based on the various reasons for recommending organic foods to others. Among the reasons, 29.35 percent of respondents recommend organic foods to others because they are chemical-free, 22.34 percent because they taste good, 13.25 percent because they are of good quality and quantity, 13.77 percent because they are healthier, 8.05 percent because they are inexpensive, 7.01 percent because they increase immunity and 6.23 percent because they are diverse. To summarize, table 10 shows that the majority of respondents recommend organic since it is chemical-free.

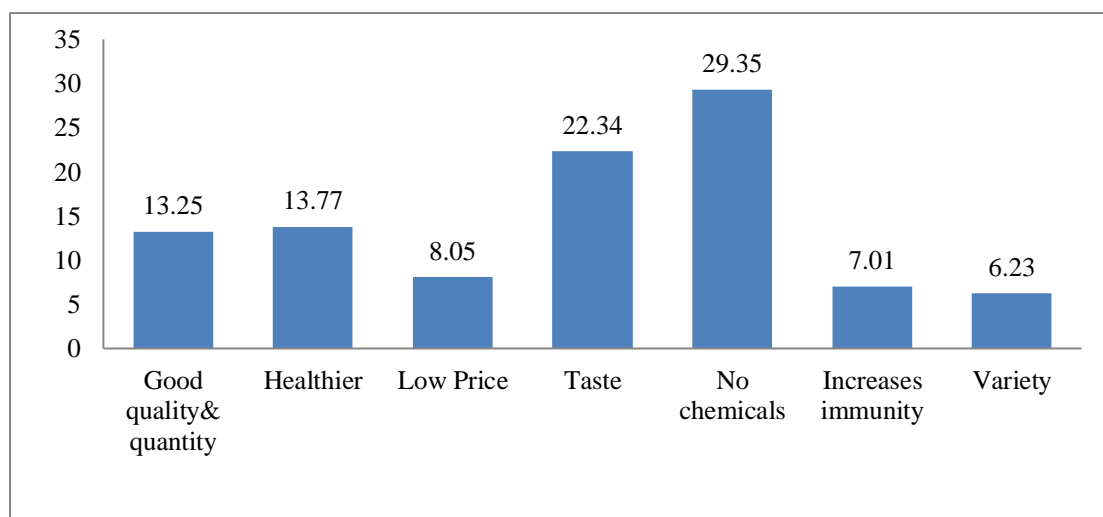


Figure 11: reasons for recommending organic foods to others

Table 11: factors that increase the demand for organic foods

RESPONSE	N	%
If the organic product is cheaper	124	32.21
If it's more available	58	15.06
More of appearance & taste	43	11.17
purchased directly from the farmers	99	25.71
Advertisements	29	7.53
More income	12	3.12
It is rich in nutrients	20	5.19
TOTAL	385	100.00

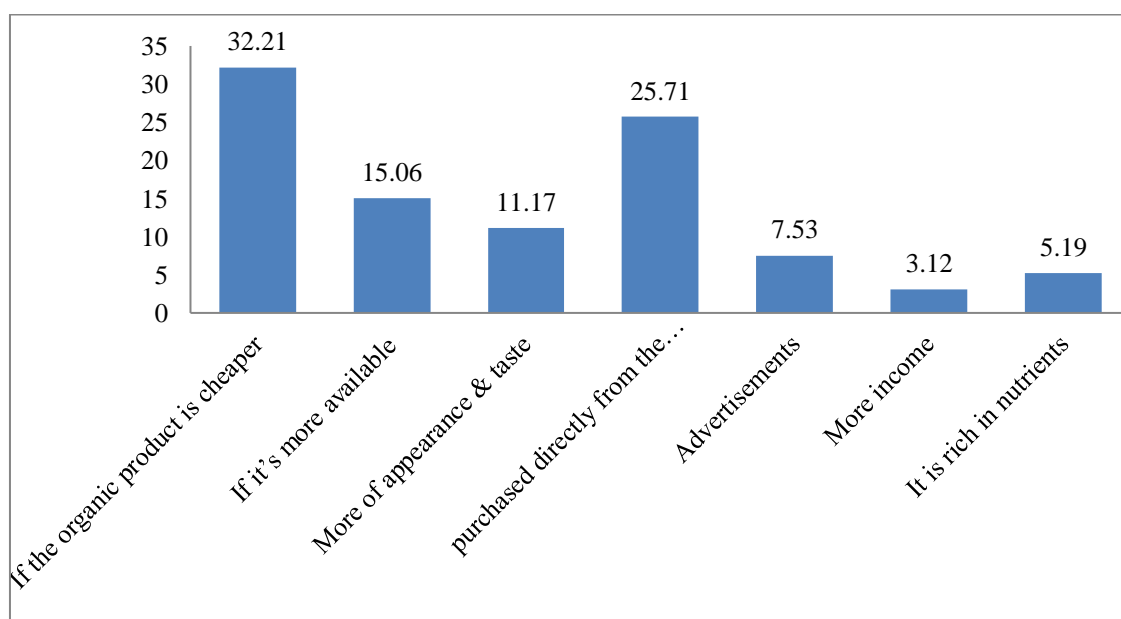


Figure 12: % of respondent on factors that increase the demand for organic foods

Tables 11 describe the factors needed to promote demand for organic products. 32.21 percent of respondents believe that if organic foods are cheaper, demand will rise. 25.71 percent of respondents indicate that the products are obtained directly from farmers. 15.06 percent of respondents emphasize their frequent availability. 11.17 percent of respondents claim they have greater appearance and taste, 7.53 percent say advertising and beautiful packaging, and 5.19 percent believe their nutrition value has increased. To summarize table 11, if demand for organic food items increases, manufacturers of organic products should rise, greater advertising of organic products, raising awareness, and so on are some of the reasons cited by respondents to boost demand.

FINDINGS OF THE STUDY

- Nearly 46 percent of respondents make their own purchases. 30.13 percent of respondents said their parents do the shopping, 20.26 percent said their life partners do the shopping, which covers both males and females, and the remaining 4.16 percent said their cook or maid does.
- 7.79% of respondents buy organic foods every day, 34.55% buy organic foods once a week, 38.96% buy organic foods twice a week, and 10.13% and 8.57% buy organic foods once and twice a month, respectively.
- According to the preferences list, 17.40% prefer cereals, 40.52% prefer fresh veggies, and 21.53% prefer fresh fruits. 7.79 percent of respondents prefer to buy pulses, 9.87 percent prefer to buy herbs and spices, and 2.86 percent prefer to buy dried fruits and nuts.
- 31.17 percent of the respondents spend the maximum amount of 5001-10,001 for organic food products, the next 23.90 percent of the respondents spend 2001-5000 per month for organic food consumption, and 19.74 percent spend 10,001-15,000 for organic food per month and the remaining 8.31 percent spend above 15001 for the organic consumption.
- 39.22% of respondents are dissatisfied with the product's price, 25.19% are neutral about the price of the organic product, 18.70% strongly disagree with the price, 11.43% can buy the product at the current price, and 5.45% fully agree with the price, stating that it is reasonable.
- 43.90% of consumers in the study area accept the quality of the product, 40.78% are impartial towards the quality because they differ from the commodity consumed, 11.17% strongly accept the quality without hesitation, 2.60% disagree, and 1.56% strongly disagree with the quality of the product.
- 20.78 percent as higher immunity from consuming organic foods, 11.43 percent as sanitary, 9.87 percent as easy digestion, and 8.05 percent as nervous system strengthening.
- 18.44 percent of the respondents gave the second rank to the quality factor, 21.30 percent of the respondents gave quantity first rank, and 23.38 percent of the respondents are willing to pay for organic products, gave the third rank. 14.29 percent of the respondents say the organic food easy availability and gave the fourth rank, the respondents say they are available in all zones whichever is convenient for the consumer they can opt it. 20.52 percent of the respondents say it provides a health benefit, and 21.30 percent say for their advertisement.
- 88.83 percent of respondents advocate organic food goods to others; despite some negative concerns surrounding organic products, respondents continue to promote organic products. The remaining 11.17 percent of respondents say no because they can't accept the price, there aren't enough organic items, and they don't trust organic products.
- Among the reasons, 29.35 percent of respondents recommend organic foods to others because they are chemical-free, 22.34 percent because they taste good, 13.25 percent because they are of good quality and quantity, 13.77 percent because they are healthier, 8.05 percent because they are inexpensive, 7.01 percent because they increase immunity and 6.23 percent because they are diverse.
- 32.21 percent of respondents believe that if organic foods are cheaper, demand will rise. 25.71 percent of respondents indicate that the products are obtained directly from farmers. 15.06 percent of respondents emphasize their frequent availability. 11.17 percent of respondents claim they have greater appearance and taste, 7.53 percent say advertising and beautiful packaging, and 5.19 percent believe their nutrition value has increased.

CONCLUSION OF THE STUDY

The findings suggest that a large number of buyers in specific areas value the environment and make deliberate purchasing decisions. Customers choose organic food goods because of their pre-existing presence. This displays purchasers' awareness of environmentally friendly products. As more people become aware of and concerned about green products, there is an opportunity to establish green marketing campaigns that target new audiences. Customers' purchase habits serve as an indicator and have an instant impact on the decision-making process when purchasing organic foods. The outputs provide consistent assistance to all of the guessed links. The study clearly shows that the respondent does not make regular purchases to organic food products. The foods most preferred by consumers in the study area are fresh fruits, vegetables, and cereals. The research concludes that out of their monthly expenses on food, the majority spend on organic consumption. They do not believe that all organic foods are free of chemicals. Consumers state that using organic food items yields benefits.

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