



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(9): 2362-2366
© 2023 TPI
www.thepharmajournal.com
Received: 15-07-2023
Accepted: 19-08-2023

Rahul Dhurandhar

Department of Agri-Business and Rural Management, College of Agriculture, Raipur, Indira Gandhi Krishi Vishwavidyalaya, Raipur, Chhattisgarh, India

Sanjay Kumar Joshi

Department of Agri-Business and Rural Management, College of Agriculture, Raipur, Indira Gandhi Krishi Vishwavidyalaya, Raipur, Chhattisgarh, India

Aman Kumar Gupta

Department of Agri-Business and Rural Management, College of Agriculture, Raipur, Indira Gandhi Krishi Vishwavidyalaya, Raipur, Chhattisgarh, India

To examine the factor influencing consumers buying of major organic products in Raipur city of Chhattisgarh

Rahul Dhurandhar, Sanjay Kumar Joshi and Aman Kumar Gupta

Abstract

The present investigation, entitled "A Study on Consumer Preference towards Major Organic Products in Raipur City" was taken from different organic stores in Raipur, Chhattisgarh. The factors influencing the consumer's buying of major organic food products were age, gender, education, family type, occupation, and family income of the selected respondents. A non-significant relationship was found between factors influencing the purchase of organic food products and the age of respondents (cal. $\chi^2 = 8.801 < \text{tab. } \chi^2 = 24.996$) and with the gender of respondents (cal. $\chi^2 = 4.610 < \text{tab. } \chi^2 = 11.070$). Thus, the age and gender of respondents are not dependent on factors influencing the purchase of organic food products.

The level of education of the respondents influenced the purchase of organic food products. The calculated χ^2 value was greater than the tabulated χ^2 value (cal. $\chi^2 = 25.302 > \text{tab. } \chi^2 = 24.996$). Hence, a significant relationship was observed between the level of education of respondents and factors influencing the purchase of major organic food products. The occupation and income of respondents are not dependent on the factors influencing the purchase of organic food products. The calculated χ^2 values 10.078 and 14.013 were less than the tabulated χ^2 values 24.996 and 18.307 of occupation and income. Thus, both the occupation and income of respondents were not found to be statistically significant among the factors influencing the purchase of major organic food products.

The family type constitutes both nuclear and joint family. The table showed that majority of the respondents (80 percent) belonged to nuclear family and remaining 20 percent belonged to joint family, which showed that joint family system is gradually disintegrating from the society.

Keywords: Organic food products, consumer buying behavior, consumer preference

Introduction

The Definition of the word "Organic", an ecological management production system that promotes and enhances biodiversity, biological cycles and soil biological activity. It is based on the minimal use of off-farm inputs and on management practices that restore, maintain and enhance "ecological harmony".

Organic food, fresh or processed food produced by organic farming methods. Organic food is grown without the use of synthetic chemicals, such as human-made pesticides and fertilizers, and does not contain genetically modified organisms (GMOs).

At global level, organic grain production has a continuous growth trend, reaching an area of 3.3 million hectares. The largest organic grain production takes place on the European continent, where the dominant types of grain are: wheat, corn, rice, barley, oats, rye, sorghum, millet, triticale and buckwheat. World leaders in the production of organic grain are China and the United States.

This discrepancy between consumers' favorable attitude and actual purchase behavior of organic products is referred to as 'attitude-behavior gap'. It indicates that consumer positive attitude towards organic products does not always translate into action. It is essential to examine why favorable attitudes have a weaker influence on purchase intention and actual purchase of organic food products; there might be possible factors such as price and availability of the product, and social influences among others that lead to the discrepancy among consumer attitude, purchase intention and actual buying behavior.

Materials and Methods

1. Sampling design and methodology

Selection of district

The Chhattisgarh state has 32 districts. Out of 32 district of Chhattisgarh state only, Raipur city of Raipur district was selected as more of major organic food products consumers are

Corresponding Author:

Rahul Dhurandhar

Department of Agri-Business and Rural Management, College of Agriculture, Raipur, Indira Gandhi Krishi Vishwavidyalaya, Raipur, Chhattisgarh, India

presented in Raipur city.

Selection of site

Based on the field survey of the sale points, it was found that there are around 12 sale points engaged in organic food trade out of there 6 retail points was selected on the basis of covering different regions of the district.

Selection of consumers

From each organic food sale point 20 consumers was selected randomly totaling of at least 120 consumers.

2. Method of enquiry and data collection

The study was conducted in Raipur city of Raipur district. The study was based on both primary and secondary data. The primary data was collected through personal interview method using a well- structured interview schedule. Details on demographic characteristics, perception, attitude, belief and intention of the sampled respondents towards organic food products was included in the interview schedule.

The secondary data on location, demography and other details about study area was also be collected from the government websites, publication, journals and annual reports like APEDA, FIBL and Maps of India etc.

3. Analytical tools and framework

Chi-squared test

A chi-squared test is a statistical hypothesis test used in the analysis of contingency tables when the sample sizes are large. In simpler terms, this test is primarily used to examine whether two categorical variables are independent in influencing the test statistic.

$$\chi^2 = \sum \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}}$$

or

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

where O_i is the observed value and E_i is the expected value.

Discussions

Examine the factor influencing consumers buying of major organic products.

This part deals with the various factors which are influence the consumer to purchase the major organic food products.

General information of selected respondents

In the present investigation the general profile studied included age, gender, education, family type, occupation and family income.

The table 1 revealed that 14.16 percent of the sample belonged to the age group of 20 to 30 years, 39.16 percent belonged to 30 to 40 years, 38.3 percent belonged to 40 to 50 years and remaining 8.3 percent were in the age group of above 50 years.

According to the study majority of the respondents 62.0 percent were female and rest 38.0 percent of them were male.

As revealed from the table 1 maximum number of respondents (39.0 percent) were graduate followed by 28 percent were secondary education, 32 percent were intermediate. Very less i.e. 1 percent of the respondents were completed primary school education.

The family type constitutes both nuclear and joint family. The table 1 showed that majority of the respondents (80 percent) belonged to nuclear family and remaining 20 percent belonged to joint family, which showed that joint family system is gradually disintegrating from the society.

Table 1: General information of selected respondents

(N = 120)			
Variables	Categories	Frequency	Percentage
Age	20-30	17	14.16
	30-40	47	39.16
	40-50	46	38.3
	Above 50	10	8.3
Gender	Female	74	62.0
	Male	46	38.0
Education	Primary	2	1.0
	Secondary	33	28.0
	Intermediate	38	32.0
	Graduation and above	47	39.0
Family types	Nuclear	96	80.0
	Joint	24	20.0
Occupation of respondent	Housewife	52	43.0
	Students	12	10.0
	Service	36	30.0
	Business	20	10.0
Monthly income of family	10,000-20,000	59	49.0
	20,001-30,000	53	44.0
	30,001-Above	8	7.0

Out of total sample 43.0 percent were housewives and only 10.0 percent were students and engage in business both. Around 30.0 percent of them were service holders by occupation

The table also showed that 49.0 percent of the sample belonged to the income range Rs 10,000/- to 20,000/- followed by 44.0 percent belonged to income range Rs 20,001/- to 30,000/- and 7.0 percent belonged to the income range 30,001/- to 40,000.

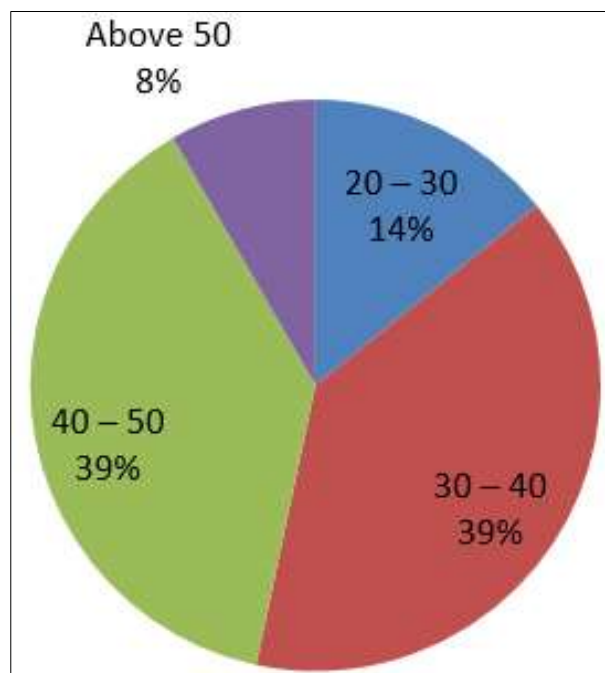


Fig 1: Age of selected respondents

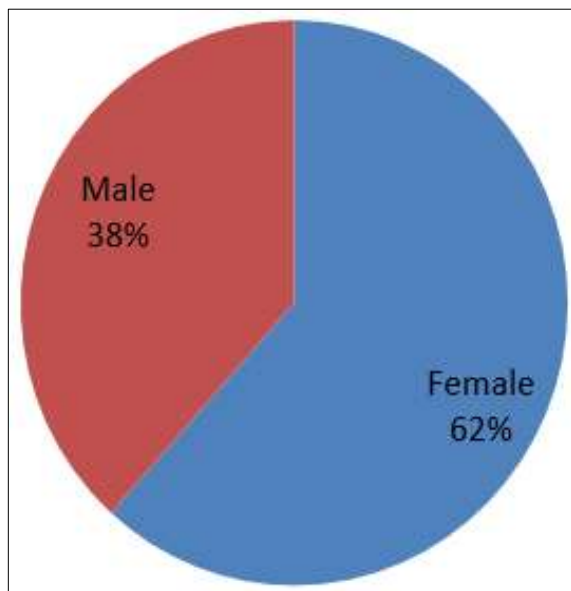


Fig 2: Gender of selected respondents

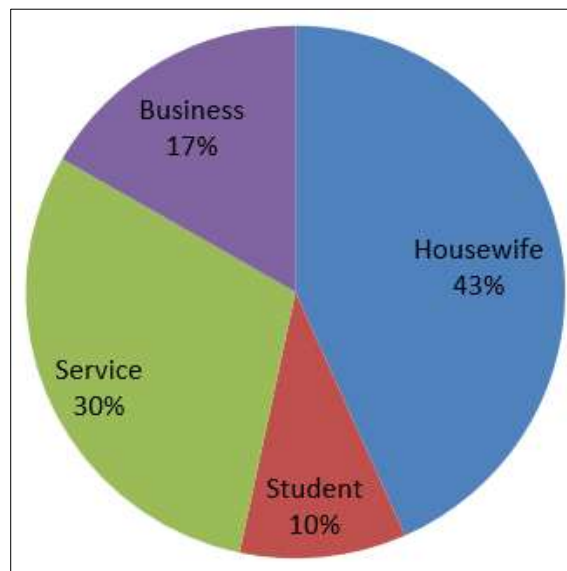


Fig 5: Occupation of selected respondents

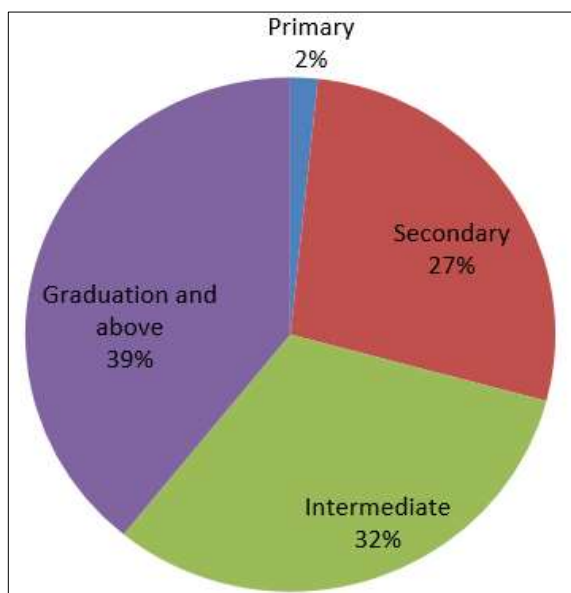


Fig 3: Education of selected respondents

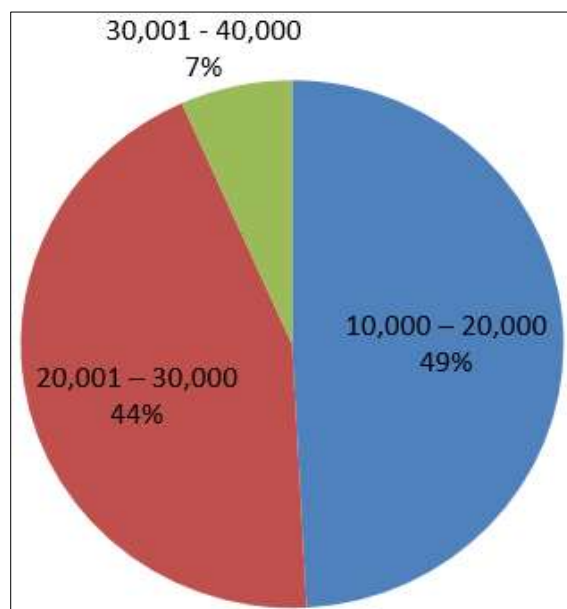


Fig 6: Monthly income of selected respondents

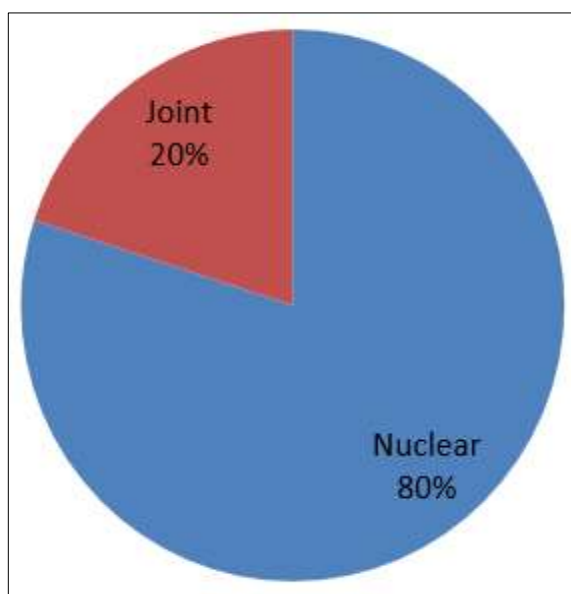


Fig 4: Family types of selected respondents

Table 2: Factors influencing purchase behavior of major organic food products (N=120)

Factors	Frequency	Percentage	Rank
Quality	37	30.83	I
Price	23	19.16	II
Taste	20	16.6	III
Readily available	18	15	IV
Advertisement	13	10.83	V
Brand image	9	7.5	VI

A consumer’s purchasing decision is influenced by cultural, social, personal and psychological factors. Consumer perception on choice of organic foods based on some factors or reasons. Few of them are taken for analysis and those are quality, readily availability, taste, brand image, price and advertisement.

It was inferred from table 2 that one third (30.83%) respondents considered the quality of food items was very important and ranked one. Price was also seen as a very important factor and ranked two 19.16% respondents agreed on this. Similarly to price, 16.6% respondents opined taste as

an influencing factor while purchase of organic food products which was ranked as three. Ready availability, advertisement, brand image were also the influencing factors while purchasing the organic food product as perceived by the respondents.

Table 3: Sources of information (N=120)

Sl. No.	Sources	Frequency	Percentage (%)
1	Social media	51	42.5
2	Newspaper, pamphlet	15	12.5
3	Friends and relatives	30	25
4	Food labels	24	20

An information source is a person, thing, or place from which information comes, arises, or is obtained. That source might then inform a person about something or provide knowledge

about it. Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. It is communicated through various mass media including traditional media such as newspapers, magazines, social media and outdoor advertising.

Related to awareness and knowledge, respondents reported (Table 3) that they actively seek out information about organic food products with the most common source of information being social media 51 (42.5%), newspaper and pamphlet 15 (12.5%), food labels 24 (20.0%) and friends and relatives 30 (25%).

The findings of Gupta and Jain (2014) was in agreement with the findings of the researcher that audiovisual advertisement was the most accepted source of information.

Table 4: Association of age of respondents with factors influencing purchase of organic food products

Factors: Age	Readily available	Quality	Taste	Advertisement	Brand image	Price	Total	χ^2 value
20-30	1 (0.8)	7 (5.8)	5 (4.2)	1 (0.8)	1 (0.8)	2 (1.7)	17 (14.2)	8.801 ^{NS}
31-40	10 (8.3)	12 (10.0)	5 (4.2)	6 (5.0)	3 (2.5)	11 (9.2)	47 (39.2)	
41-50	6 (5.0)	14 (11.7)	9 (7.5)	5 (4.2)	4 (3.3)	8 (6.7)	46 (38.3)	
Above 50	1 (0.8)	4 (3.3)	1 (0.8)	1 (0.8)	1 (0.8)	2 (1.7)	10 (8.3)	
Total	18 (15.0)	37 (30.08)	20 (16.7)	13 (10.8)	9 (7.5)	23 (19.2)	120 (100.0)	

Note: NS- Not significant
Numbers in parenthesis indicates percentages

Table 4 shows that calculated χ^2 value is less than table χ^2 value (cal. $\chi^2 = 8.801 < \text{tab. } \chi^2 = 24.996$). This implies that

factors influencing purchase of major organic food products is not dependent of age.

Table 5: Association of gender of respondents with factors influencing purchase of organic food products

Factors: Gender	Readily available	Quality	Taste	Advertisement	Brand image	Price	Total	χ^2 value
Female	12 (10.0)	20 (16.7)	14 (11.7)	7 (5.8)	4 (3.3)	17 (14.2)	74 (61.7)	4.610 ^{NS}
Male	6 (5.0)	17 (14.2)	6 (5.0)	6 (5.0)	5 (4.2)	6 (5.0)	46 (38.3)	
Total	18(15.0)	37 (30.08)	20 (16.7)	13 (10.8)	9 (7.5)	23 (19.2)	120 (100.0)	

Note: NS- Not significant
Numbers in parenthesis indicates percentages

It can be concluded from the table 5 that the calculated χ^2 value (4.610) is less than the table χ^2 value (11.070).

Therefore factors influencing purchase of major organic food products is not dependent of gender.

Table 6: Factors influencing purchase of organic food products in relation to their education level

Factors: Education	Readily available	Quality	Taste	Advertisement	Brand image	Price	Total	χ^2 value
Primary	0 (0)	2 (1.7)	0 (0)	0 (0)	0 (0)	0 (0)	2 (1.7)	25.302*
Secondary	5 (4.2)	4 (3.3)	6 (5.0)	6 (5.0)	1 (0.8)	11 (9.2)	33 (27.5)	
Intermediate	8 (6.7)	8 (6.7)	7 (5.8)	4 (3.3)	4 (3.3)	7 (5.8)	38 (31.7)	
Graduation and above	5 (4.2)	23 (19.2)	7 (5.8)	3 (2.5)	4 (3.3)	5 (4.2)	47 (39.2)	
Total	18 (15.0)	37 (30.08)	20 (16.7)	13 (10.8)	9 (7.5)	23 (19.2)	120 (100.0)	

Note: *Indicates significant
Numbers in parenthesis indicates percentages

Table 6 shows that calculated χ^2 value is greater than table χ^2 value (cal. $\chi^2 = 25.302 > \text{tab. } \chi^2 = 24.996$). This implies that level of education had statistical significant on factors

influencing purchase of major organic food products. So factors influencing purchase of major food products was dependent on education.

Table 7: Association of occupation of respondents with factors influencing purchase of organic food products

Factors: Occupation	Readily available	Quality	Taste	Advertisement	Brand image	Price	Total	χ^2 value
Housewife	8 (6.7)	15 (12.5)	9 (7.5)	5 (4.2)	3 (2.5)	12 (10.0)	52 (43.3)	10.078 ^{NS}
Student	2 (1.7)	2 (1.7)	3 (2.5)	3 (2.5)	0 (.0)	2 (1.7)	12 (10.0)	
Service	4 (3.3)	11 (9.2)	6 (5.0)	4 (3.3)	4 (3.3)	7 (5.8)	36 (30.0)	
Business	4 (3.3)	9 (7.5)	2 (1.7)	1 (0.8)	2 (1.7)	2 (1.7)	20 (16.7)	
Total	18 (15.0)	37 (30.8)	20 (16.7)	13 (10.8)	9 (7.5)	23 (19.2)	120 (100.0)	

Note: NS- Not significant
Numbers in parenthesis indicates percentages

It can be concluded from the table 7 that the calculated χ^2 value (10.078) is less than the table χ^2 value (24.996).

Therefore factors influencing purchase of major organic food products are not dependent of occupation.

Table 8: Factors influencing purchase of organic food products in relation to their income

Factors: Monthly household income	Readily available	Quality	Taste	Advertisement	Brand image	Price	Total	χ^2 value
10,000- 20,000	11 (9.2)	16 (13.3)	10 (8.3)	9 (7.5)	1 (0.8)	12 (10.0)	59 (49.2)	14.013 ^{NS}
20,001- 30,000	6 (5.0)	16 (13.3)	9 (7.5)	4 (3.3)	8 (6.7)	10 (8.3)	53 (44.2)	
30,001- 40,000	1 (0.8)	5 (4.2)	1 (0.8)	0	0	1 (0.8)	8 (6.7)	
Total	18 (15.0)	37 (30.8)	20 (16.7)	13 (10.8)	9 (7.5)	23 (19.2)	120 (100.0)	

Note: NS- Not significant

Numbers in parenthesis indicates percentages.

Table 8 shows that calculated χ^2 value is less than table χ^2 value (cal. $\chi^2 = 14.013 < \text{tab. } \chi^2 = 18.307$). This implies that income had not statistical significant on factors influencing purchase of major organic food products. So factors influencing purchase of major organic food products are not dependent on income.

Conclusions

Demographic variables such as age and gender were not found to have a significant association with the factors influencing purchase behavior. However, education level was identified as a significant factor, indicating that consumers' level of education influenced their decision-making process. Occupation and income were not found to have a significant impact on consumer preferences for organic food products. Overall, this study contributes to the existing body of knowledge by providing insights into consumer preferences and factors influencing the purchase behavior of major organic food products. By understanding these factors, businesses and policymakers can meet consumer expectations, promote organic choices, and foster the growth of the organic food market.

References

- Asif M, Xuhui W, Nasiri A, Ayyub S. Determinant factors influencing organic food purchase intention and the moderating role of awareness: A comparative analysis. *Food Quality and Preference*. 2018;63:144150.
- Brosekhan AA, Velayutham CM. An empirical study on consumers buying behavior towards selected home appliance products in Ramanathapuram, *IOSR Journal of Business and Management*; c2013. p. 13-21.
- Chang, Hui-Shung Christie, Garry Griffith, Lydia Zepeda. An overview of the organic food products market in Australia. No. 12928; c2003.
- Gupta R, Jain VK. A study of consumer behavior towards branded food products in urban and rural areas in India, *IJMBS*. 2014;2(4):42-47.
- Hossain MTB, Lim PX. Consumers buying behavior towards organic foods: evidence from the emerging market. *Malaysian Institute of Management*, 2016, 7.
- Jafersadhiq A. A Study on Buying Behaviour on Instant Food products at Coimbatore, *Research Script, International Journal of Management and Humanities*. 2014;1:26-29.
- Joshi SK, Choudhary VK. Performance of Farmer Producer Organizations (FPOs) in Different Regions of Chhattisgarh State: A Case Study. *Indian Journal of Agricultural Economics*. 2018;73(3):399-406.
- Kumudha A, Thilaga S. Buying behaviour of consumers with regard to soft drinks with reference to Coimbatore city. *International Journal of Research Computer*

Application and Management. 2013;3(11):52-57.

- Makatouni Aikaterini. What motivates consumers to buy organic food in the UK? Results from a qualitative study. *British Food Journal*. 2002;104.3/4/5:345-352.
- Nagaraja B. Consumer Behaviour in Rural Areas: A Micro Level Study on Buyer Behaviour of Rural Consumers in Kavali Mandal. *Indian Journal of Marketing*. 2004;34(11):30-36.
- Peter P, Olson C. *Consumer Behavior and Marketing Strategy*, (8th ed.). New York: McGraw-Hill Companies Inc.; c2008.
- Jain RK. A Study on Farmers Perception towards Natural Organic Foods, *Indian Farming*. 2006;52(2):11-14.
- Srinivasan K, Nirmala R. A study on consumer behaviour towards instant food products, *IOSR Journal of Business and Management*. 2014;11(16):17-21.
- Vyas R, Sharma JK, Sharma RB. A study on consumer behaviour towards select branded food items, *IOSR Journal of Business and Management*. 2016;8(18):01-08.
- Yuvarani R. A study on rural consumer behavior towards selected branded food products in Salem district, *International Journal of Scientific Research*. 2013;2(2):44-45.