

## BUYING BEHAVIOUR OF URBAN RESIDENTS TOWARDS ORGANICALLY PRODUCED FOOD PRODUCTS

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### ABSTRACT

Consumer behaviour refers to the actions of consumers in the market place and the underlying motives for those actions. There has been a growing awareness of the fragility of the environment. Marketers saw increasing consumer interest in the environment as a marketing opportunity to target organically grown produce concerned consumers. Hence, this study conducted on the behavioral aspect of the consumer. Organic foods are made according to certain production standards. The Government of India has set up a NIOF. The formulate rules, regulations, and certification of organic farm products in conformity with international standards. All this arguments leads the marketers to find answer, to whether their socio economic studies helps the residents to buy organic food products and whether the attitude about organic food product is positive and influences to buy organic food products and in order to know the above queries, the present study has been carried out during 2012 in Bangalore Karnataka. An empirical study entitled "Buying Behaviour of Urban Residents towards Organic Food Products" has been carried out. The study was carried out in Bangalore City with the sample size of 200 household respondents who are familiar with Organic Food Products by adopting multistage sampling technique. The data collected were analysed using descriptive statistics.

**KEYWORDS:** NIOF- National Institute of Organic Farming, NPOP- National Program for Organic Production