

“COMPONENTS DETERMINING ON CONSUMERS TO BUY ORGANIC FOOD PRODUCTS IN BENGALURU- A STUDY”

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ABSTRACT

This present study is done is to analyze the factors affecting consumers to shop organic food products in Bangalore. Primary data with a sample size of 50 consumers were employed using structured questionnaire to analyze the important key factors influencing them to use organic food. The survey data were analyzed with the help of statistic tool, From the percentage and reliability test, the results show that key factors viz., health concern, safety, freshness, store location, labels, environmental concern, brand advertising, accessibility, affordability influenced customers to shop for organic food. Among the above factors, Health and safety are the most important key factors for consumers while buying organic food products.

An environmental concern always has a correlation with the buying behavior. The analysis predicts that the consumers buy organic food products, keeping in mind that the health and safety factors an organic product is produced from the natural fertilizers and not by using any chemically synthetically compounded fertilizers, conventional pesticides or other artificial additives.

The present study aims to determine whether there's any correlations and/ or differences between the demographic variables (educational level, income level, age, gender, and presence of children) with that of non-demographic variables (taste, quality, effects on health on longer period organic certification) and thus the behavior of consumption of organic products. This research is conducted by employing a questionnaire for data collection. The result shows clearly that there is a cordial relationship and also the difference between willingness to pay, capacity to purchase depending on the income, gender and also the consumption of organic products.

KEYWORDS: Organic Food Products, Consumers, Bengaluru City