"A STUDY ON ANALYSING CONSUMER BEHAVIOUR TOWARDS ORGANIC PRODUCE AND INFLUENCE ON ORGANIC FARMING WITH REFERENCE TO AGROTIE"

Project submitted in partial fulfilment of the requirements for the award of the

Degree of

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BANGALORE UNIVERSITY

By

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2023–2024

DECLARATION BY THE STUDENT

I hereby declare that **"A Study on Analysing Consumer Behaviour towards Organic Produce and Influence on Organic Farming"** is the result of the project work carried out by me under the guidance of ***Ms. Kavitha T M*** in partial fulfilment for the award of Master's Degree in Business Administration by Bangalore University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

Place: **Name: M Nandhini**

Date: **Register Number: P03MT22M015105**

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ACKNOWLEDGEMENT

First and foremost, I would like to thank the God Almighty for providing me with the strength and grace to complete my research project successfully.

I feel honored to express my sincere gratitude, **Dr. Nikitha Alur,** our esteemed principal, and the management for giving me an opportunity to pursue my studies.

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DATE: **NAME: M Nandhini**

PLACE: **REG. NUMBER: P03MT22M015105**

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EXECUTIVE SUMMARY

The way that consumers behave while purchasing organic products has a big impact on the organic food industry and organic agricultural methods. The objective of this research is to examine the complex dynamics of consumer behavior concerning organic products and how it impacts the organic agricultural industry as a whole. Growing health and environmental concerns have led to a growing trend of customers choosing organic products. Nonetheless, there is still a significant knowledge void on the variables influencing consumer decisions and how they affect farming practices. This study aims to close this gap by examining the factors that impact consumers' attitudes towards organic products through an in-depth analysis. To understand the fundamental motives driving consumer decisions, the research explores several theoretical frameworks, including the Theory of Planned Behaviour and the Theory of Reasoned Action. The study also looks at how pricing dynamics, sustainability concerns, and demographic changes affect customer choices in the organic food sector. The sampling method used here is a mixture of both judgemental and snowball sampling. Hypothesis testing included a Chi-Square test and a One-way ANOVA test. In the end, this study's conclusions are well-positioned to guide tactics for raising consumer awareness of organic food and encouraging environmentally friendly farming methods.

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AgroTIE
teach | inspire | enhance

29th February 2024

Project Permission Letter

To Whom It May Concern:

This is to confirm that M. Nandhini (register number P03MT22M015105), currently pursuing her MBA at The Oxford College of Business Management in Bangalore, is undertaking her project at AgroTIE Services LLP. The project is centered on the topic "A study on analysing the consumer behaviour towards organic produce and it's influence on organic farming."

I kindly request your approval to grant her permission to carry out this project at our esteemed organization.

Thank you for considering this request. Please feel free to reach out if you have any questions or need further information.

Sincerely,

Namita Gurudas
Chief Executive Officer
AgroTIE Services LLP

AgroTIE Services LLP ★ Bangalore ★

Children's Education Society (Regd.)

The Oxford College of Business Management (TOCBM)

Recognised by Govt. of Karnataka, Permanently Affiliated to Bangalore University
Approved by AICTE, New Delhi and Recognised by UGC under Section 2 (f) & 12 (B)
Accredited by National Assessment and Accreditation Council (NAAC)

Ref. No: TOCBM/MBA-PROJECT/13/2023-24 Date: 27.05.2024

CERTIFICATE OF ORIGINALITY

This is to certify that the project titled "A STUDY ON ANALYSING CONSUMER BEHAVIOUR TOWARDS ORGANIC PRODUCE AND INFLUENCE ON ORGANIC FARMING WITH REFERENCE TO AGROTIE" is an original work of MS. M NANDHINI bearing University Register Number P03MT22M015105 and is being submitted in partial fulfilment for the award of the Master's Degree in Business Administration of Bangalore University. The report has not been submitted earlier either to this University/Institution for the fulfilment of the requirement of a course of study or any other Degree.

Signature of Guide

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Signature of Principal

Date:

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1.1 Detailed Theoretical background of the study

During the initial stages of its development, the field of consumer behavior was commonly known as 'buyer behavior', which emphasized the interaction between consumers and producers during the time of purchase. Consumer behavior is the study of the processes involved when individuals or groups choose, purchase, utilize, or dispose of products, services, ideas, or experiences to fulfill their needs and desires (Michael Solomon, 2013). The study of consumer behavior includes how consumers think (their decision-making processes and decisions), feel (their emotions), and behave (their physical actions that result from those decisions and feelings).

In the context of marketing, the term 'consumer' does not just refer to buying a product. It also includes the entire buying process, which involves pre-purchase and post-purchase activities. Pre-purchase activity may involve identifying a need or want, searching for information about products and brands, and evaluating them. Post-purchase activities include evaluating the purchased item and reducing anxiety associated with the purchase of expensive or infrequently bought items. Each of these activities has implications for both purchase and repurchase and can be influenced by marketers to varying degrees (Leon Schiffman, 2014).

The study of consumer behavior began in the 1960s and gained recognition in the mid-20th century. However, its roots can be traced back to ancient times. Consumers tend to make purchasing decisions based on their basic needs and desires. The Industrial Revolution marked a significant shift in consumer behavior. In the early 20th century, psychology emerged as a field of study, and it was employed to better understand consumer behavior. Sigmund Freud's theories on the unconscious mind and motivations had a profound effect on early marketing efforts. Advertisers started using techniques that appealed to consumers' emotions and desires.

Over time, consumers have developed diverse and extensive behaviours influenced by societal, economic, and technological changes. To ensure the future growth of this field, it is important to conduct a systematic analysis of the current status of knowledge development in consumer behaviour (Brian C. Williams, 2007). In the last four decades, a gradual increase in ecological awareness as a subject of sustainability has shifted from becoming a niche to a widespread one (C Cherniss, 2007).

Various studies have identified many factors that attract consumers to the environment. Consumer awareness efforts have encouraged consumers to take responsibility for reducing environmental damage. A study by (Coddington, Environmantal marketing's new relationship with corporate environmental management, 1993) mentioned the changes in the perceptions of consumers. They were worried about the impact of environmental damages that directly affect their health and safety. Two important behaviours i.e., confidence in food and health consciousness became the main attributes of the consumers towards organic food. Consciousness was also interrelated with the increase in age.

In recent years, there has been a significant increase in the popularity of organic produce. This has captured the attention of consumers, policymakers, farmers, and researchers alike. Organic produce is defined by the USDA Organic regulations, 7CFR part 205, as agricultural products that are grown and processed according to specific standards set by organic certifications or government regulations. These standards specifically forbid the use of chemical pesticides and fertilizers, genetically modified organisms (GMOs), irradiation, and sewage sludge in the production process.

The emergence of organic agriculture started in the late 19th century, by introducing synthetic fertilizers, pesticides, and other components to increase crop yield. Gradually in the 20th century, various agricultural pioneers such as Sir Albert Howard, Rudolf Steiner, and J.I. Rodale advocated for natural farming methods that emphasized biodiversity, and ecological balance (Paull, 2011). Increasing consumer demand for natural, healthy, and sustainably produced food has driven

significant growth in the global organic food market over the past few decades (Willer, 2020).

From very modest beginnings in the first half of the century, organic farming has grown the importance and influence worldwide. Organic farming is an all-encompassing approach to agriculture that prioritizes sustainability, biodiversity, and environmental stewardship while minimizing the impact on ecosystems and natural resources. By sequestering carbon in soils, reducing greenhouse gas emissions, and enhancing soil resilience to extreme weather events, organic farming practices can help to mitigate climate change (Lockeretz, 2007).

Organic farming developed almost independently in German-speaking and English-speaking countries in the early 20th century. The world market for organic food products increased from 17.9 million US Dollars in 2000 to 81.6 billion US Dollars in 2015. There were almost 2.4 million organic producers worldwide. More than three-quarters of the producers are in Asia, Africa, and Latin America. The country with the most organic producers is India, followed by Ethiopia and Mexico (Lernoud, 2017).

India has emerged as a new player in the export trade for organic food products, with the potential to generate billions in revenue. However, the market for such products within India is characterized by limited availability across sales outlets, a small number of certified organic brands, and a limited variety of products available (Vedha, 2019).

In India, the organic food products market has evolved from the below-mentioned conditions which are:

1. To tap the lucrative export markets for organic products in developed countries. Organic processed food products represent higher ‘added value’.
2. Producers’ and Consumers’ general concern for environment-related ideologies. Conducting a study on consumer behavior and psychological factors such as motivation, attitude, and product knowledge can provide valuable insights into the purchase intentions of organically produced food products. (Vedha, 2019).

1.2. Theories of Consumer Behaviour that apply to Organic Produce

1.2.1 Theory of Reasoned Action (TRA)

Understanding consumer behavior is crucial for explaining the factors that influence the demand for organic produce and developing strategies to promote sustainable food choices. Various consumer behavior theories offer valuable frameworks for investigating consumers' attitudes, motivations, and decision-making processes concerning organic products. These theories are based on the assumption that behavior is rational. Two theories developed by Ajzen and Fishbein in 1980, namely "The Theory of Reasoned Action" and "The Theory of Planned Behavior," are an extension of the theory of reasoned action formulated by Ajzen in 1991. According to the theory, behavior is determined by the behavioral intention to emit the behavior. Two major factors determine behavioral intentions:

- A personal or "attitudinal" factor
- A social or "normative" factor

It appears that the most salient behavioral beliefs regarding the perceived consequences of engaging in the behavior and the individual's appraisal of these consequences (the result) determine the first component, which is the person's attitude toward a particular behavior (fig.1) (Vallerand, Cuerrier, Pelletier, & al, 1992).

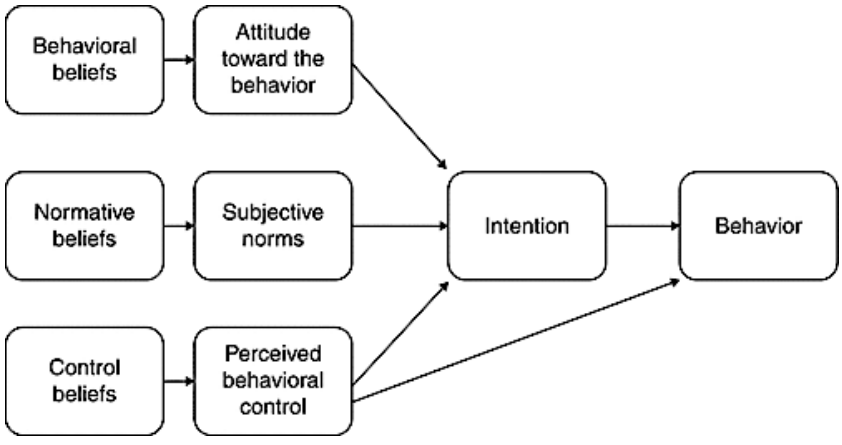

Fig.1. Theory of Reasoned Action

The theory of reasoned action proposes that consumption is directly influenced by purchase intention, attitude, and subjective norm. It also suggests that behavior is voluntary. The theory establishes a connection between belief and purchase intention through attitude and subjective norms. Therefore, consumption behavior, which is implied as purchase intention leading to purchase action, is a function of attitude towards behavior and subjective norm, as well as the motivation to comply with a particular behavior. Subjective norm refers to the extent to which consumers are influenced by their views and those of others toward behavior. It is observed that belief plays a significant role in shaping an individual's attitude (Ajzen & Fishbein, Attitudes and the Attitude-Behavior Relation: Reasoned and automatic processes., 2000).

The "Theory of Reasoned Action" (TRA) is designed to explain behaviors that are done by choice. In the context of TRA, an attitude is a positive or negative emotional response towards a general object. TRA is presented as a causal model (Fig.2.) that can be used to guide persuasive communication (Jerold L.Hale, 2002). Given its ability to pinpoint precise targets that might impact the execution of volitional behaviors, Fig. 2, a sophisticated version of TRA, is both practically and intuitively attractive.

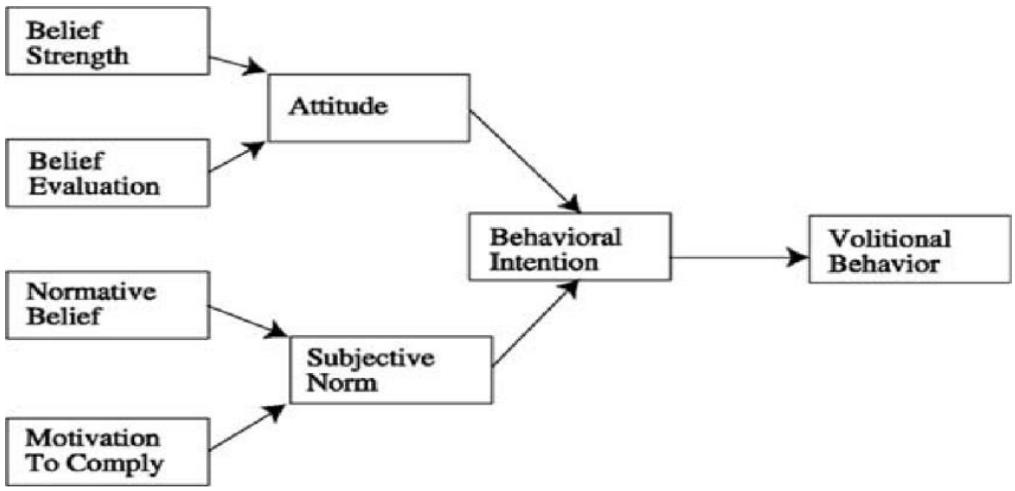

Fig2. Causal Diagram of Complete Components of the Theory of Reasoned Action.

The key points taken from the Theory of Reasoned Action that are highly applicable to understanding consumer behavior toward organic produce are:

1. **Attitude towards Organic Produce:**
    - Consumer attitudes towards organic produce are shaped by health, environment, and ethics.
    - Positive attitudes towards organic produce increase the intention to buy and consume organic products.
2. **Subjective norms:**
    - Subjective norms in organic produce refer to the influence of family, friends, peers, and societal norms on consumers' decisions.
    - If valued individuals support organic produce, people are more likely to consume it themselves.
3. **Intentions to Purchase and Consume Organic Produce:**
    - Consumer intentions to buy organic products depend on their attitudes and subjective norms.
    - Positive attitudes and subjective norms favoring organic consumption lead to intentions to buy and consume organic produce (TRA).
4. **Actual Behaviour:**
    - Consumers who intend to purchase and consume organic produce are more likely to follow through by choosing organic options in the marketplace.

Therefore, the Theory of Reasoned Action (TRA) is a useful framework for understanding how attitudes and subjective norms shape consumer behavior towards organic produce.

1.2.2. Theory of Planned Behaviour (TPB)

The theory of planned behavior is an extension of the theory of reasoned action (Ajzen & Fishbein, Attitudes and the Attitude-Behavior Relation: Reasoned and automatic processes., 2000) made necessary by the original model's limitations in dealing with behaviors over which people have incomplete volitional control. The theory of planned behavior suggests that individuals may face difficulties when dealing with behaviors that they have incomplete control. The theory emphasizes the importance of an individual's intention to carry out a particular behavior, which is considered a reflection of their motivation. Essentially, intentions represent how much effort people are willing to put in to perform a behavior (Ajzen, The Theory of Planned Behavior, 1991).

Consumption is directly influenced by the intention to purchase and indirectly influenced by one's attitude, subjective norm, and perceived behavioral control. This implies that behavior is not entirely voluntary, but rather controlled by one's motivation toward the desired behavior and the resources available to fulfill one's behavioral goal (Vedha, 2019).

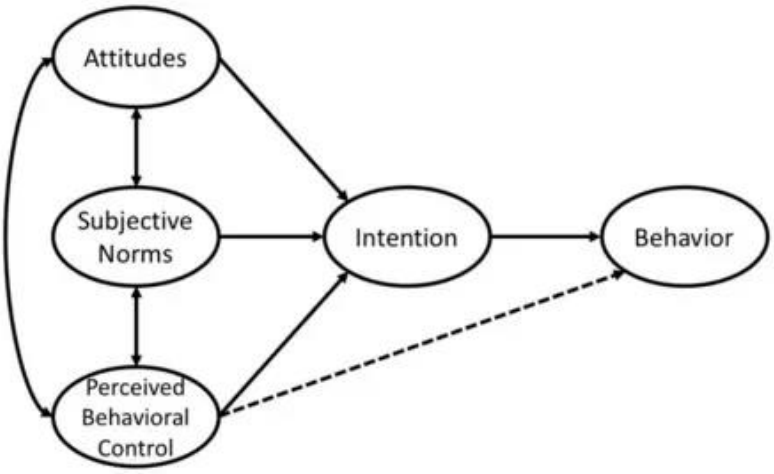

Fig.3. Theory of Planned Behaviour

The idea of planned behavior states that behavioral performance may be directly predicted by behavioral intention and perceived behavioural control (Fig.3). First, perceived behavioural control is likely to raise the amount of effort needed to carry out a course of behavior successfully, maintaining intention constant. Perceived

behavioural control is frequently employed as a stand-in for a measure of actual control, which is the second reason to anticipate a direct correlation between perceived behavioural control and behavioural accomplishment (Ajzen, The Theory of Planned Behavior, 1991).

The key points taken from the Theory of Planned Behaviour that is highly applicable to understanding consumer behaviour towards organic produce are:

1. **Attitudes towards Organic Produce:**
    - According to the Theory of Planned Behavior (TPB), a person's attitude towards a certain behavior has a significant impact on their intention to engage in that behavior.
    - In the context of purchasing and consuming organic products, consumers' attitudes reflect their evaluations of the associated benefits and drawbacks.
2. **Subjective norms:**
    - In terms of organic produce, subjective norms refer to the influence of family, friends, peers, and societal norms on consumers' decisions.
    - People are more likely to experience social pressure to purchase and consume organic food if they believe that influential people support and encourage it, which will strengthen their intentions to do so themselves.
3. **Perceived Behavioural Control:**
    - Consumers who feel more in control of their ability to purchase and consume organic produce are more likely to form stronger intentions to do so.
4. **Behavioral Intentions:**
    - Behavioural intentions are seen to be one of the best indicators of actual behaviour as they show people's willingness to participate in a certain activity.

Applying the Theory of Planned Behavior to organic produce provides valuable insights into factors influencing consumer intentions and behaviors.

1.2.3. Social Cognitive Theory

Social cognitive theory, developed by Albert Bandura, is a theory of human behavior that emphasizes learning from the social environment. From its inception, the social cognitive theory has accentuated the importance of motivation in human behavior. The theory states that internal motivation involves self-efficacy, social comparisons, goals, outcome expectations, values, and attributions.

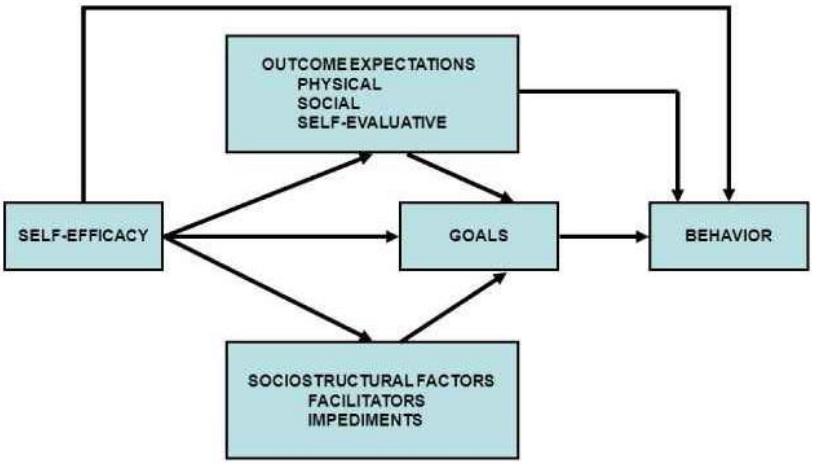

Fig.4. Social Cognitive Theory

The key points taken from the Social Cognitive Theory (Fig.4.), that is highly applicable to understanding consumer behavior towards organic produce are:

1. **Observational Learning:**
    - In the realm of organic produce, individuals might notice acquaintances, family members, public figures, or social media influencers purchasing and consuming organic items.
2. **Modelling Imitation:**
    - SCT suggests that people adopt behaviors they see being rewarded. For instance, if consumers see others enjoying organic produce, they're more likely to start incorporating it into their diets.
3. **Self- Efficacy:**
    - Self-efficacy is the term used to describe people's confidence in their capacity to carry out a certain behavior.

- When it comes to organic produce, people's self-efficacy may have an impact on how confident they are about making and buying organic foods, reading organic food labels, and including organic choices in their diets. Increased intention to buy and use organic products is correlated with higher levels of self-efficacy.

4. **Environmental Influences:**
    - SCT recognizes the influence of environmental factors, including social norms, cultural values, and economic constraints, on individual behavior.
    - In the case of organic produce, consumers' attitudes and choices can be influenced by social norms that emphasize health consciousness, environmental sustainability, and ethical consumption.

Applying Social Cognitive Theory to consumer behavior towards organic produce can provide insight into processes that influence attitudes, perceptions, and choices regarding organic foods.

1.2.4. Diffusion Theory (DT)

Organic Farming practices are wide-ranging and necessitate the development of socially, ecologically, and economically sustainable food production systems. The theoretical foundation used by the farmers is:

Another fundamental theory utilized to expand the Theory of Planned Behaviour is the Diffusion Theory. The primary purpose of the diffusion theory's development was to explain why farmers adopted advances.

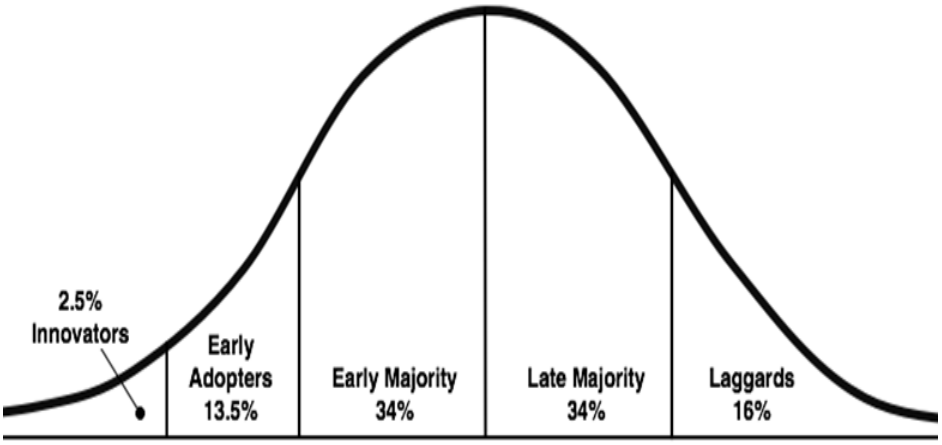

Fig.5 Structure of Diffusion Theory

1. **Innovators and Early Adaptors:**

Diffusion Theory states that innovators and early adopters who aren't afraid to take chances and attempt new things are usually the ones who start the adoption of organic agricultural techniques. These people might be driven by things like health consciousness, environmental concerns, or philosophical agreement with organic ideas. They are important role models in their communities and are crucial in getting others to use organic practices (Fig.5.)

2. **Early Majority:**

The first wave of widespread adoption of the invention is represented by the early majority. When making decisions, they are thoughtful and circumspect, wanting to see what early adopters have gone through before committing. The early majority started using organic practices on a bigger scale as organic farming picked up steam and became more widely accepted.

3. **Late Majority:**

People who accept the invention after the bulk of the population has already done so are known as the late majority. They are often cautious and skeptical, embracing new concepts only when they are certain of their demonstrated efficacy and dependability. Before they are willing to switch to organic agricultural practices, these people might need more persuasion since they are more likely to be doubtful or resistant to change.

4. **Laggards:**

The last to embrace new behaviors are the laggards, who frequently exhibit reluctance to change, skepticism, or deeply held views. They could need a lot of convincing or incentives to think about switching to organic farming since they might be hesitant to abandon traditional agricultural practices. Although laggards could ultimately embrace organic methods, they usually do so later in life and more slowly than other groups.

1.2.5. Conceptual Framework

A conceptual framework is a theory-based structure that serves as the basis for comprehending and evaluating a specific phenomenon or subject. It delineates the fundamental concepts, variables, relationships, and suppositions that steer a study or research undertaking. In essence, it acts as a guide for researchers to structure their ideas, delineate their research queries, and generate hypotheses.

The concepts focused in this research are:

- **Consumer behavior:** Consumer behavior refers to the actions and decision-making processes of individuals or households when selecting, buying, using, or disposing of products, services, ideas, or experiences (Michael Solomon, 2013)
- **Organic Produce:** Organic produce refers to "agricultural products that are grown and processed without synthetic pesticides, fertilizers, genetically modified organisms (GMOs), or irradiation"(USDA,n.d.).
- **Organic farming:** Organic farming is "a production system that sustains the health of soils, ecosystems, and people. It relies on ecological processes, biodiversity, and cycles adapted to local conditions, rather than the use of inputs with adverse effects"(IFOAM -Organics International)

The perceived potential hazards of modern agricultural practices, such as the use of pesticides and their residues in food, are perceived to be associated with long-term and unknown effects on health (Chen, 2007). This led to the reflection of an increasing demand for organic produce, which is perceived as less damaging to the environment and healthier than conventionally grown foods. Based on the

precautionary principle alone, choosing organic foods appears to be an entirely rational decision. Consumers then perceive foods labeled as organic to be healthier than conventional foods.

The aforementioned theories are utilized to construct a conceptual framework, which primarily centers on the theory of planned behavior. This theory elucidates the direct, mediating, and moderating correlations amidst factors like environmental knowledge, attitude, subjective norm, and purchase intention for environmentally sustainable products. (Bipul Kumar, 2017).

This study focuses on the factors that influence the intention of consumers to purchase organic produce. These elements raise consumer knowledge of environmental issues and shape their ecological choices, which affects their propensity to make purchases. Ecologically conscious customers find it simple to include organic food in their daily shopping routines and find it satisfying. In actuality, people buy organic food if they are generally happier with it than they are with inorganic food, however, their pleasure varies depending on several factors (Justin Paul, 2012).

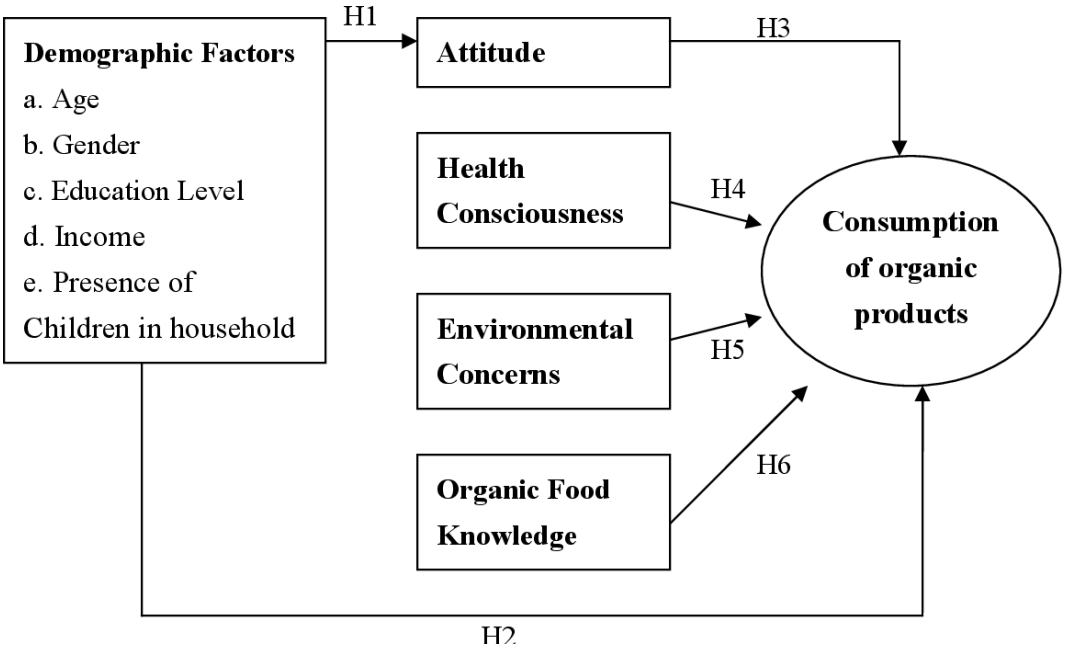

Fig.6. Conceptual Framework

a. Demographic Factors

According to a 2012 study by Justin Paul, demographic factors play a significant role in determining the importance of organic food and its frequency of purchase. Younger households and women tend to consider organic food more important and purchase it more often. Females aged 30-45 with children are more likely to buy organic food with a high income level. Additionally, income is another important factor in the purchasing of organic food, with higher-income households purchasing organic produce more frequently. Consumers with higher levels of education are also more interested in purchasing organic food than those with less education.

In the Northern Ireland Region, It has been found that the majority of people who buy organic produce are women, with 38% of female respondents stating that they purchase organic food. Additionally, 10% of female respondents reported that organic food makes up more than 30% of their food purchases. In terms of willingness to pay more for organic food, 41% of men said they would pay more compared to 44% of women. Previous market research has shown that younger age groups are generally more interested in green matters (Cochrane, 1995).The presence of children has also been regarded as one that positively influences green activity. However, when we look at those purchasers of organic food who have children, overall, they are only slightly more prepared to pay more for organic food.

b. Health Benefits

One of the major factors that is responsible for purchase intention is the health concern which gives more weightage than other factors. They consider it more dominating to pay a higher price. Deterioration in human health was the main reason to influence consumers to think about organic food. Its nutritive attribute gave a competitive advantage to organic food over conventionally produced goods. Several studies also suggest that health concerns are a key motivator for consumers to purchase organic food.

Indian consumers used to spend 90% of their food spending on home food which has fallen to 80%. This is mainly due to changes in the attitude and lifestyle of Indian consumers, where eating out is becoming more prevalent than ever before. These consumers do not mind paying a premium price for food products that provide benefits of both food and health (Anupam Singh, 2017).

c. Environmental Concerns

Increased environmental awareness is believed to result in more favorable attitudes towards environmental protection and sustainability. According to a study, only 20% of environmental attitudes can be linked to ecological behavior, as per the framework of the theory of reasoned action and the theory of planned behavior. On the other hand, the attitude toward the environment usually pertains to environmental concerns (FLORIAN G. KAISER, 1999). 70% of German consumers buy organic produce due to health concerns related to environmental issues (Diane Bourn, 2002).

d. Organic food knowledge

Organic food knowledge encompasses the understanding and awareness individuals have regarding organic food production methods, certification standards, health benefits, environmental impacts, and other relevant information. Higher levels of organic food knowledge are expected to be positively associated with perceived benefits of organic consumption, such as health benefits and environmental sustainability. Positive perceptions of organic food benefits are likely to increase individuals' intentions to purchase organic products.

e. Attitudes and Behaviour

The Theory of Reasoned Action (Vallerand, Cuerrier, Pelletier, & al, 1992) and the Theory of Planned Behavior (Ajzen, The Theory of Planned Behavior, 1991), suggest that our attitudes have a significant impact on our intentions, which in turn predict our actual behaviors. However, the relationship between attitudes and behaviors can be influenced by various factors such as perceived control, social norms, and situational constraints. When it comes to consumer behavior, attitudes towards products or brands can strongly influence purchase decisions. Positive

attitudes are often associated with increased purchase intentions and actual buying behavior (Eagly, 1993).

f. Willingness to pay

The greatest quantity of money or value that a customer is willing and able to spend on a certain good or service is referred to as their willingness to pay. One crucial characteristic is price perception, which describes how customers view the worth of a good or service about its cost. Customers' willingness to pay is strongly influenced by how they view the price of a product concerning its perceived worth.

A study by (Grewal, Monroe, & Krishnan, 1998) says that consumers are more likely to pay higher prices for products they perceive as offering greater value. In addition, organic consumers are willing to sacrifice some money, appearance, and ease of preparation when purchasing organic produce (Diane Bourn, 2002).

g. Overall Satisfaction with Organic Produce

Consumers do not have the same satisfaction level with every type of food, organic as well as inorganic. It varies due to some factors. Overall satisfaction from organic food can be more than inorganic food. Consumers have different perceptions about organic products and inorganic products. It is purchased because of its superior perception, due to these unique attributes (Justin Paul, 2012). Overall satisfaction with organic produce depends on other attributes such as taste, freshness, visual appeal, quality, and the availability of the produce.

Consumers consider several factors such as quality, freshness, visual appeal, availability, and origin of the produce before making a purchase. These factors have a significant impact on consumer attitudes and buying decisions. By analyzing how these factors interrelate, we can gain valuable insights into consumer preferences for organic produce.

h. Quality

Quality is a vast term and its definition depends based on its context. Quality is the key attribute that corresponds to consumer expectations. According to (Steenkamp, 1990), quality attributes are the functional and psychosocial benefits provided by the product. Quality attributes refer to the functional and psychosocial benefits provided by a product, which correspond to consumer expectations. A major trait that buyers frequently connect with organic goods is quality (Hughner, McDonagh, Prothero, & Clifford J. Shultz, 2007). This perception is rooted in the belief that organic farming practices prioritize soil health, biodiversity, and natural processes, resulting in produce that is fresher, tastier, and more nutritious.

i. Freshness

Consumers value freshness because it is often associated with superior taste, texture, and nutritional content. Organic produce, particularly when sourced locally or purchased from farmers' markets, is perceived to be fresher due to shorter transportation distances and minimal processing. Food products in the European Union are required to have a label indicating either a 'use by' date or a 'best before' date. A study conducted among consumers in Japan, the USA, Germany, China, and Thailand revealed that the significance of food attributes such as taste and freshness varied considerably across different food types. While freshness was perceived as an important characteristic of milk, taste was considered crucial for wine across all countries (Urszula Samotyja, 2020).

j. Visual appeal

Research by (Joris Aertsens, 2009), found that consumers place a high value on the appearance of fruits and vegetables when making purchasing decisions. Organic produce is often visually appealing, with vibrant colors, uniform shapes, and minimal blemishes, which enhances its perceived value and attractiveness to consumers. The appearance of fruits and vegetables significantly influences consumers' purchasing decisions, as it reflect freshness, ripeness, and overall quality. The visual appeal, quality, and willingness to pay are interrelated to each other and the consumer makes decisions accordingly. In Australia, for organic consumers, price is just as important, but health and the natural content of food

appear slightly more important while animal welfare and sensory appeal are of similar importance (Stewart Lockie, 2002).

k. Taste

Taste as manifested preferences can be viewed as an expression of social competence that seems to be socially constructed and determined by culture. Individuals very often follow taste conventions that are, to a certain extent, driven by inherited cultural values, such as ethnic and religious aspects, or social class. taste is an ideal measure for distinguishing between those who belong to a "good" society and those who do not. Thus, it is obvious that generally acceptable "standards of taste" have been developed over time (Stokburger-Sauer, 2012). This perception of better taste contributes to consumers' willingness to pay a premium for organic produce and drives repeat purchases.

l. Availability of organic produce

Customer choices and behavior are affected by the availability of organic products. Customers looking to incorporate organic ingredients into their meals may encounter difficulties due to a limited or irregular supply. Expanding the availability and accessibility of organic produce through a variety of distribution channels, including farmers' markets, supermarkets, and online platforms, can help satisfy the increasing demand from consumers and encourage a higher intake of organic food. According to research, expanding the availability and accessibility of organic produce through a variety of customer bases seems to have little or no knowledge of organic products and their unique attributes. Importing organic products from overseas with long transit distances may still have a favorable ecological impact (Leistner, 2012).

Many factors, such as quality, freshness, appearance, flavor, and accessibility, affect how consumers feel about organic goods. To satisfy consumer preferences and encourage sustainable food choices, producers, retailers, and policymakers may all benefit from an understanding of how these characteristics interact.

1.2.6. Attitudes and beliefs towards organic produce and farming

The expectancy-value theory states that (Ajzen & Fishbein, Attitudes and the Attitude-Behavior Relation: Reasoned and automatic processes., 2000), attitudes result from multiplying beliefs with their evaluations. The study conducted by Saba and Messina (2003) focused on a representative sample of 947 Italian consumers, who were generally supportive of eating organic fruits and vegetables. A high contribution was made to the prediction of attitudes by the summed products of beliefs towards these products. The intention to eat organic fruits and vegetables was found to be a significant predictor of the attitude.

Attitudes contain both cognitive (thinking) and affective (feeling) components. It is possible to distinguish between "thinkers" and "feelers" based on an individual's propensity to base their opinions on emotion or cognition. When it comes to certain items, attitudes may depend more on impact than on knowledge. Numerous research has established the significance of "attitude" as a predictor of "behavioral intention," as suggested by the theory of reasoned action (TRA). (Ajzen, The Theory of Planned Behavior, 1991) (Ajzen & Fishbein, Attitudes and the Attitude-Behavior Relation: Reasoned and automatic processes., 2000), show that "behavioral intention" may be predicted in large part by "attitude," and this has been supported by several research. A favorable attitude towards organic products regarding their health and environmental advantages, better (perceived) behavioral control (higher levels of money and education), and the purchase of organic food are all positively and substantially correlated. Additionally, Tarkiainen and sundqvist's 2005 study found a strong and favorable correlation between the intention to purchase organic food and one's attitude toward doing so (Joris Aertsens, 2009).

Positive views were not reflected in real buying behavior or intentions to buy in Sweden and Europe. Merely 4% to 10% said that they are highly likely to select the organic option in the future, whereas 8% to 16% said they frequently or always purchase the four meals under investigation. As a result, attitudes and self-reported behavior don't match. The attitude-behavior gap is exemplified by the fact that

almost half (49%) of the respondents said they avoid purchasing organic goods frequently or never because they think they are too costly. Besides, the majority of respondents (63%) stated that the affordability of organic foods relative to conventional foods is essential (Richard Shepherd, 2005).

It has been demonstrated that one of the honorable approaches to sustainable agriculture is organic farming. In addition to managing and enhancing biodiversity, it supports and preserves human and soil health. Organic farming has been practiced by farmers in Nepal utilizing locally sourced, chemical-free ingredients that are readily available. It is among the priceless sustaining customs that rural communities have carried down through the years. Some organizations, people, and farms have recently surfaced and are active in this field. National Organic Standards and the National Coordination Committee for Organic Agriculture Production and Processing System (NCCOAPPS) were created in 2008. One significant agricultural tactic to adjust to the changing climate is organic agriculture, as noted in the National Adaptation Plan of Action to Climate Change (NAPA), (Violeta Radulescu, 2021).

A farmer is influenced in his actions by five types of considerations: social elements, environmental aspects, benefits of organic farming, cost, and understanding of organic farming. Organic farming is a more comprehensive approach to farming and uses fewer external inputs. Based on the achievements of significant Western nations, he narrates the global success tales of organic farming. A person's perceived ability to regulate how they behave is known as their TRA. This variable is called "Perceived Behavioural Control," and it describes how easily or hard a behavior is seen to be performed (Dr. Suresh Patidar, 2015). Perceiving organic farming to be more ecologically friendly than conventional agriculture had the most impact on opinions towards conventional sustainability (Singh & George, 2012).

1.2.7. Growth of the organic food market

Since the emergence of organic products, we are witnessing the formation of a new market, which, in the future, due to favorable economic, social, and technological

factors, will lead to the emergence of a global organic food market. The organic food market around the world has developed in four distinct phases throughout its history. The principal stage (18^{th}–20^{th} centuries was described by the development of the "natural mindfulness" essentials. In addition, a concept of organic production was developed during the period 1920–1946, stage two, when the organic farming movement and the idea of organic production first emerged in Japan, the United States, and Europe. Demand grew and infrastructure was built as organic farming became increasingly popular (Oleg Bazaluk ORCID, 2020).

At this stage (1946–1990, stage three), we witnessed the first system of organic food certification being developed, the emergence of the organic sector, and the growth of demand for organic food in the 1960s and 1970s, the foundation of international organic organizations such as IFOAM in 1972 and Research Institute of Organic Agriculture (FiBL) in 1973 and the development of organic standards and a legal basis for organic production by the world's countries (Oleg Bazaluk ORCID, 2020).

The implementation of a legal basis for the production and trade of organic food in the United States, EU countries, Australia, Japan, etc.; the development of state programs for organic production support; and a dynamic increase in the number of organic farms, importers, and exporters of organic produce all contributed to the formation of the global organic food market (stage four, 1990–present), (Oleg Bazaluk ORCID, 2020).

The majority of Indian produce is exported to developed nations, indicating that the organic food market is still in its infancy. The global trade in organic agribusiness is currently worth USD 69 billion, and the market for organic agribusiness has reached 2500 crores. Between 2016 and 2021, the global organic food industry is expected to expand at an average CAGR of more than 16% due to increased disposable income and growing consumer knowledge of the health advantages of eating food produced organically (Dr.A.Jayakumar, 2018). India has the most organic producers in the world, but more than 80% of them are small and insignificant (Anupam Singh, 2017).

The 2017 India Organic Food Market Forecast & Opportunities report projects a 19% compound annual growth rate in demand for organic food products in India from 2012 to 2017. Between 2021-2026, the Indian organic food market is set to grow at a CAGR of 16.6%. There is a growing interest among Indian consumers in organic food products in Delhi, Bangalore, Chennai, and Pune. Numerous retailers that sell organic food products and operate in the aforementioned four cities have emerged as a result of this growing interest among consumers. Accessibility of natural food items on the web-based stage across these urban areas additionally has added to the expansion in buyer interest (Vedha, 2019).

In the modern agricultural sector, consumer choices play a pivotal role in shaping farming methodologies, impacting various aspects such as crop choices and production techniques. As consumers become more mindful of health, sustainability, and ethical factors, farmers are compelled to adjust their strategies to align with these requirements. A clear trend is observed towards embracing organic farming techniques, non-genetically modified organisms (GMO) crops, and sustainable farming approaches in line with consumer preferences.

Consumer preferences for sustainable production methods in agriculture: a choice experiment" Janssen. The study examines consumer preferences for sustainable production methods such as organic farming, integrated pest management, and conservation agriculture. It highlights the growing importance of sustainability in agricultural production, and how consumer preferences lead to change in agricultural practices.

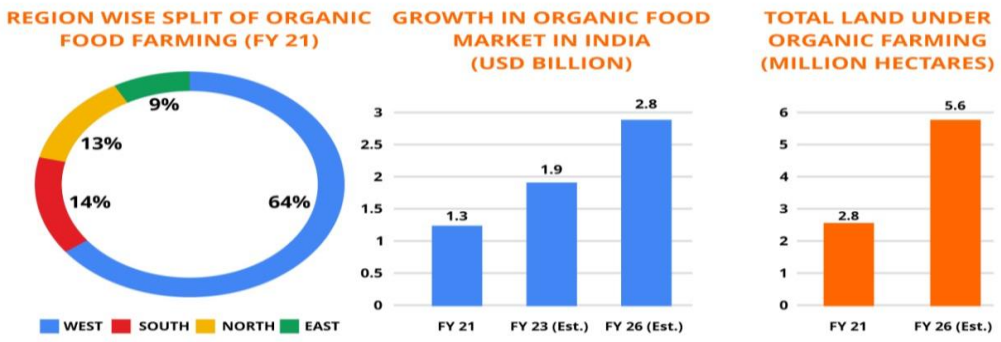

Fig.7. Growth of the Indian organic food market

1.2.8. Challenges and Barriers to Organic Produce Consumption

a. Challenges-

The growth of the organic food industry is a part of the much more intricate phenomena of ecological consumption and the upholding of the "green marketing" paradigm (Sandile Mkhize, 2020). The obstacles connected with marketing differed according to farm size; bigger farms were more likely to mention competition as a concern, while smaller farms mentioned staff time constraints related to marketing. Crop type had some bearing on marketing obstacles; respondents who grew vegetables, berries, and orchard crops reported the most challenges, while those who grew varied crops reported the fewest issues.

A problem impeding the organic industry's overall expansion is a steady supply of organic products. additional than 50% of producers of organic products have stated that their company's ability to market additional organic items has been hampered by a lack of certified organic products. Growing consumer interest in food qualities like "local" and "sustainable" is another problem for organics. The desire of consumers for food that is grown locally is increasing, and they frequently prefer local and organic foods when they can (Alida Cantor, 2009).

b. Barriers-

Consumption of organic products can be hindered by a variety of variables, such as attitudes, knowledge, perceptions, and external limitations held by consumers.

1. **Price premium:**

Customers with limited resources or conflicting financial goals may believe that organic items are too expensive or inefficient. (Hughner, McDonagh, Prothero, & Clifford J. Shultz, 2007) discovered that customers' decisions to buy organic fruit were significantly influenced by price sensitivity.

2. **Limited Availability and Accessibility:**

It may be more difficult for customers to locate and buy organic products if there are inadequate distribution networks, a shortage of shelf space in retail establishments, and fewer selections in traditional grocery shops. Certain consumer groups' decreased consumption of organic foods was linked to limited accessibility.

3. **Lack of Awareness and Information:**

Customers are sometimes discouraged from selecting organic products due to misconceptions or false information on the benefits of organic products for health, safety, and the environment. There's a chance that a large number of people are ignorant of organic agricultural methods, certification requirements, and the possible advantages of eating organic products.

4. **Lifestyle and Convenience Factors:**

Busy lifestyles, time constraints, and convenience considerations may hinder organic produce consumption.

Convenience was shown to be a key factor affecting customers' decisions between conventional and organic goods, according to a survey published by the Organic Trade Association in 2019. Convenience-related elements including availability, simplicity of purchase, and preparation time were mentioned by customers as deterrents to eating organic food. Targeted interventions and tactics that improve affordability, accessibility, and availability, and enhance consumer education and awareness are needed to address these barriers. Additionally, measures that accommodate consumers' convenience demands and lifestyle choices must be implemented.

1.2.9. Emerging trends and future directions

In addition to hunger satisfaction and nutritional intake, flavor and cost are significant factors in consumer food selection. Consumers are now thinking more carefully about the ingredients in the food items they consume on a daily basis due to the health and sustainability trends (Euromonitor International, 2016). A new trend in food products has evolved, which many in the food business have adopted and is commonly summed up under the term "clean label"
(Daniele Asioli, 2017) .

Customers are looking for more traceability and transparency in the supply chain for organic products. Studies showing this tendency include one by (Hughner, McDonagh, Prothero, & Clifford J. Shultz, 2007), which indicated that consumers view organic food as more transparent and reliable than conventional food items.

The study emphasizes how crucial it is to provide consumers with information on organic agricultural techniques and accurate labeling in order to affect their attitudes and purchase decisions.

Given the current state of the environment, science, and media, which are raising consumer knowledge and concern for environmental concerns, it is extremely important to understand green purchasing behavior. The government has started taking steps to expand the range of environmental laws. According to Global Industry Analysts (2012), the combination of these reasons increased the percentage of customers to 71%. Consequently, businesses have been modifying their service and product offerings to be more environmentally friendly. If not for environmental grounds, businesses may want to market green products to a wide customer base for competitive reasons (Christopher Groening, 2018).

Research from the study by (W.R. Teague, 2016), which illustrates the possible environmental advantages of regenerative farming techniques in terms of soil health, biodiversity, and carbon sequestration, supports consumer interest in regenerative agriculture. This trend shows a move away from monopolistic and towards more sustainable methods of producing food, motivated by consumer understanding of the relationship between farming methods and environmental effects.

The agricultural landscape is being significantly shaped by emerging trends and future directions in organic farming. These changes are being driven by customer demand for more sustainable and healthier food alternatives, technological improvements, and environmental sustainability concerns. An important development in organic farming systems is the growing integration of agroecological concepts, which prioritize ecological balance, biodiversity, and healthy soil.

Throughout the past 20 years, there has been a steady increase in consumer interest in organic and locally grown foods. From $1 billion in 1990 to $17 billion in 2006, the US market for organic food increased at a pace of nearly 20% annually, accounting for 2.5% of total food sales. India can advance organic agriculture and has an abundance of natural resources. India's organic farming industry has grown significantly since 2017 in terms of both total output and production areas. In India, the percentage of land used for organic farming increased from 0.97 to 2.38% during the fiscal years 2016 and 2021, according to Statista Research Department (2022).

Furthermore, the idea of "carbon farming"—using organic agriculture as a means of reducing climate change—is becoming more and more popular. Organic farmers may significantly contribute to the reduction of greenhouse gas emissions and the improvement of ecosystem resilience by using methods that improve soil carbon sequestration, such as agroforestry, composting, and the use of biochar.

With assistance from the federal and state governments, the Indian government intends to expand the overall area used for organic farming in the upcoming years (Heinze 2012). The Indian government, together with state governments, have implemented several missions, projects, and programs aimed at promoting and assisting organic farming. The Ministry of Agriculture, Government of India, has the following goals and initiatives to promote organic farming:

- Rashtriya Krishi Vikas Yojana (RKVY; National Agriculture Development Plan)
- National Centre for Organic Farming (NCOF)
- Organic Farming Scheme, National Horticultural Mission (NHM)

The field of organic farming has seen the invention of many newer technologies, such as the use of nano bio stimulants and mycorrhizal fungi to increase agricultural productivity in an environmentally friendly way, the use of sensor technology and spatial geodata to map cultivation areas more carefully, the use of 3D printers to assist smallholders in the nation, the production of goods from waste and side streams in addition to primary commodities, and the promotion and advancement

of sustainable The Bee (Ajzen, The Theory of Planned Behavior, 1991)Scanning App is another milestone in the evolution of organic farming; it allows beekeepers to combat the Varroa destructor parasitic mite and serves as a foundation for population modeling and breeding initiatives (Suryatapa Das, 2020).

1.3. The Chapter Scheme

CHAPTER-1: INTRODUCTION

Introduction to consumer behavior, organic produce, and organic farming. It also includes theoretical and conceptual frameworks and the growth trends in organic produce were discussed.

CHAPTER-2: COMPANY PROFILE

It deals with the history/ inception of the company, vision and mission, organizational structure, competitor analysis profile, product and service profile are discussed.

CHAPTER-3: RESEARCH DESIGN

It deals with the design of the study, the title of the study, the statement of the problem, the objectives of the study, the scope of the study, tools or sources of data collection, methodology, limitations of the study, plan of analysis, and overview of the chapter.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

It deals with the analysis and interpretation of data collected from respondents and statistical tools to interpret the data.

CHAPTER 5: FINDINGS, SUGGESTIONS, AND CONCLUSION

This chapter includes the findings, suggestions, and conclusion of the study.

BIBLIOGRAPHY & ANNEXURE

This chapter deals with all the references cited for the research study and questionnaire.

2.1 Company History/Inceptions

The inception of AgroTIE may be traced to the fervor and devotion of Dr. Ashoka Gurudas, a third-generation nurseryman with a strong affinity for agriculture. Dr. Gurudas and his spouse have been engaged in floriculture and horticulture for more than 20 years, encountering many obstacles along their journey. AgroTIE was founded as a result of their first-hand knowledge of the subject and their commitment to addressing the urgent need for capacity building in the agriculture industry.

AgroTIE became a recognized international standard practical training institution after years of expert debates and collaboration with PUM Senior Experts. AgroTIE was formally founded as a practical training facility adhering to international standards. AgroTIE set out to significantly improve the lives of farmers and the agricultural sector in general, motivated by a goal to empower women and youth, particularly in rural India. Since its founding, AgroTIE has dedicated itself to offering vocational training taught by Dutch and Indian professionals, utilising technology and craftsmanship appropriate for Indian circumstances. The partnership with PUM Netherlands served as another evidence of AgroTIE's commitment to incorporating global standards and best practices into its training initiatives.

Fig.8. Logo of AgroTIE

AgroTIE has developed steadily over time, broadening its product line and audience within the farming industry. An important turning point in the company's history was the creation of the AgroTIE campus, which is divided into three unique zones: Academic, Kitchen & Dining, and Nursery & Greenhouses. The facility, built using locally sourced materials and designed for natural ventilation and lighting, is a testament to AgroTIE's dedication to environmental care and sustainability.

AgroTIE mainly focuses on three categories:

- Farmers
- Retailer
- Consumer

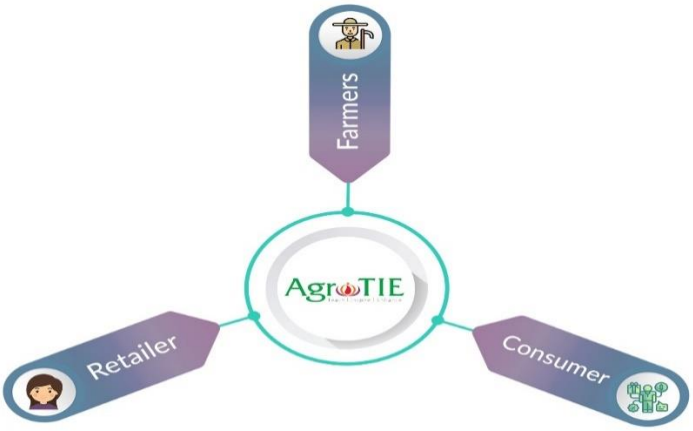

Fig.9. Linking local farmers to the local community

The primary goal of AgroTIE is to support agriculture, which is a significant economic sector in India. Our modest goal is to contribute to the organisation of an unorganised industry. AgroTIE provides practical, hands-on training in horticulture. We approach training holistically, including a wide range of subjects; as a result, our programme is integrated. The goal is to give small farmers more control. In addition to serving as a hub for student incubation, AgroTIE will provide managers and supervisors of greenhouses and farms refresher courses. AgroTIE was founded as a result of our horticultural passion and experience, as well as our positive working connection with PUM Netherlands, which dates back over ten years.

India ranks second globally in terms of production of vegetable crops. But compared to what is needed if every person is given a healthy meal, vegetable production is far lower. AgroTIE is passionate about cultivating culinary herbs and vegetables, as evidenced by its proponents. Modern polyhouses for propagating seedlings and climate-controlled greenhouses for protected vegetable and culinary herb growing are features of AgroTIE. The company is knowledgeable about "What, When, Where, and Why" to produce safe, wholesome, and high-quality veggies for human consumption.

AgroTIE is a Practical Training Centre that uses open-field cultivation, a display greenhouse, and a highly qualified team of specialists to provide practical hands-on training. The way fruits and vegetables reach people's plates has altered because of our made-in-India technologies and solutions that are specifically tailored to the needs of India, significantly bettering the lives of both producers and consumers.

2.2 Vision and Mission

Vision

The purpose of AgroTIE is to empower women, youth, and agri-enthusiasts in rural areas while also promoting skill development in the field of horticulture. Thus, unemployment and urban migration will decline.

Women's Empowerment and Entrepreneurial Skills:

The youthful and dynamic staff of AgroTIE is headed by a group of very talented women who are dedicated to succeeding in the horticultural industry and who share the following vision: Establishing a culture that prioritizes quality and food safety; assembling a group of people who share a passion for achieving the organization's goals; and assisting and educating women to advance their careers.

Mission

Teach, Inspire, and Enhance in the field of horticulture.

The goal of AgroTIE is to make fresh, clean, and healthy produce easily accessible. By linking and developing cooperatives with other farmers, we hope to elevate and make farming a successful industry. In addition to teaching farmers how to grow greens and vegetables in a sustainable and sanitary manner, we also run consumer awareness campaigns to persuade people to eat more fresh, wholesome food. As a result, we link nearby farmers with nearby towns.

We Serve

- Making fresh, hygienic, and healthful produce easily available is the aim of AgroTIE.
- Creating and strengthening cooperatives with other farmers is how we want to improve and turn farming into a prosperous business.
- We not only train farmers on sustainable and hygienic ways to raise greens and vegetables, but we also conduct consumer education campaigns to encourage people to eat a greater amount of fresh, healthful food. We thus connect local producers with local towns.

2.3 Organisational Structure of the Company and Departments

Fig.10. Organisational Structure

AgroTIE is run by a strong organisational framework that supports its goal of revolutionising India's agriculture industry. Strategic direction and operational

efficiency are overseen by the company's senior leadership team, which is led by CEO Namita Gurudas and includes a committed Board of Directors, including Chairman Dr. Ashoka Gurudas.

AgroTIE guarantees thorough coverage of every facet of its operations by the establishment of discrete divisions including Training and Education, Research and Development, Operations, Marketing and Outreach, Finance and Administration, and Human Resources. To guarantee the best crop output and quality, the production units—including Nursery Operations and Greenhouse Operations—are carefully supervised. Additionally, compliance with industry standards and best practices is ensured by supporting departments including IT, Legal and Compliance, Quality Assurance, and Environmental Sustainability.

Collaboration with partners like PUM Netherlands and government agencies further strengthens AgroTIE's position as a leader in agricultural innovation. With a network of regional offices and an advisory board comprising industry experts, AgroTIE is well-equipped to fulfill its mission of empowering farmers, advancing agricultural sustainability, and contributing to the economic development of rural India.

2.4 Product and Service profile

- **Vocational Training Programs:** AgroTIE provides hands-on vocational training programs in horticulture, catering to agricultural graduates, rural youth, women, agri-entrepreneurs, and extension officers of horticultural departments. These programs cover a wide range of topics essential for agricultural skill development.
- **Technical Expertise:** AgroTIE offers access to technical expertise from both Indian and Dutch experts, ensuring participants receive comprehensive training tailored to Indian conditions while incorporating international best practices.
- **Practical Training Facilities:** The company provides access to state-of-the-art training facilities, including demonstration greenhouses, open field

cultivation areas, and nursery facilities, enabling participants to gain practical experience in horticulture techniques.

- **One-Stop Solution for Agri-Needs:** AgroTIE serves as a one-stop solution for all agricultural needs, offering a combination of skill development, practical training, technical expertise, and financial resources to empower small farmers and agri-enthusiasts.
- **Community Engagement and Awareness Programs:** AgroTIE conducts awareness programs to educate consumers about the importance of consuming fresh, healthy, and nutritious food, thus connecting local farmers with local communities and promoting sustainable food consumption practices.

2.5 Competitor profile and analysis

A competitor analysis, additionally referred to as a competitive analysis, is the process of locating rival companies in your market and learning about their various advertising approaches. By comparing this data to that of each rival, you may determine the advantages and disadvantages of your business.

- **HAPPY HARVEST FARMS**

Happy Harvest Farms is a leading organic farming company in India, focusing on sustainable agriculture and farmer empowerment. They offer premium, chemical-free fruits and vegetables, ensuring authenticity and quality through relationships with organic farms and farmers. The company aims to improve communities and the environment by promoting sustainable food choices. Happy Harvest Farms

offers extensive training programs and a commitment to customer happiness, promoting a healthier future for India's agricultural environment.

- **FARMIZEN**

A vibrant new company called Farmizen is committed to giving urban residents easy access to organic produce delivered right to their homes. Farmizen, which was established to make organic produce more widely available in cities, provides a distinctive and communal method of obtaining premium food straight from nearby farms and suppliers. Farmizen makes sure that consumers may have safe and nutritious food every day by putting thousands of households in touch with nearby farmers who are dedicated to using natural agricultural methods. Farmizen offers a diverse range of organic fruits, vegetables, essentials, and other items, including microgreens, all delivered before dinnertime, with an emphasis on freshness and convenience.

- **BHOOMI FARMS**

Bhoomi Farms is a pioneer in organic farming, focusing on regenerative techniques and producing high-nutrient, chemical-free fruits and vegetables. They use no-till farming to reduce soil disturbance and promote carbon storage. Bhoomi Innovation Center develops organic farming methods, and they deliver fresh, premium vegetables directly to customers. Their commitment to sustainable farming and product quality promotes healthy living and environmental stewardship.

3.1. Statement of the problem

Consumer behavior towards organic produce has been a subject of interest due to the growing awareness of health and environmental concerns. This research aims to explore the various factors influencing consumer behavior towards organic produce and how these behaviors create an impact on organic farming practices.

Consumers are influenced by a multitude of elements while making decisions about organic products, including social and personal issues. The aim of this study is to obtain a better understanding of consumer behaviour in the organic food market by exploring the intricate interactions between these variables. This research seeks to uncover the various factors that influence consumer purchasing patterns in the organic produce market. Price sensitivity, product availability, and convenience are among the factors that impact consumer decision-making. While some consumers may be willing to pay a premium for organic produce, others may prioritize affordability or accessibility, particularly in underserved communities.

3.2. Need of the Study

There is a growing interest in organic produce among consumers worldwide, driven by concerns for health, environmental sustainability, and consumer behaviour. however, there is still a lack of understanding about the consumer behaviour towards organic produce and its influence on organic farming practices.

Therefore, there is a pressing need for this study to:

- Bridge the gap in knowledge by investigating consumer attitudes, purchasing patterns, and influencing factors towards organic produce.
- Conduct an analysis of the demographic trends influencing the purchasing patterns of consumers in the market for organic food.
- Investigate how consumer choices affect market demand, production techniques, and sustainability activities when it comes to organic farming practices.

3.3. Scope of the Study

This study will focus on analyzing consumer behavior towards organic produce and its impact on organic farming practices. Specifically, it will investigate consumer attitudes, purchasing patterns, and influencing factors related to organic produce. Additionally, the study will assess demographic trends shaping consumer behavior and explore the implications of consumer preferences on organic farming, including market demand and sustainability initiatives. The scope of this research does not extend to examining non-organic produce or broader agricultural practices unrelated to organic farming.

The scope of the study contains:

1. **The population or sample of the study**

The study will primarily focus on consumers of organic produce in range of demographic categories, such as age, gender, income level, education, and geographic location.

The sample will encompass urban and suburban populations to ensure a deep understanding of consumer behavior.

2. **Duration of the Study**

The duration of the study was about 5 months, giving ample time to gather information, conduct analyses, and draw meaningful conclusions.

3. **The topics or theories that will be discussed**

The study will cover a wide range of topics related to consumer behavior on organic produce, including attitudes, purchasing patterns, influencing factors, consumer knowledge, and the impact on organic farming practices.

Theoretical frameworks such as the Theory of Planned Behavior, Theory of Reasoned Action, and the Diffusion Innovation Theory, are applied to interpret findings and provide deeper insights into consumer decision-making processes.

4. **General Purpose of the study**

The general purpose of the study is to analyze consumer behavior toward organic produce and its influence on organic farming practices. By exploring consumer attitudes, preferences, and purchasing patterns, the study aims to provide valuable insights for stakeholders in the organic produce market, including farmers, retailers, policymakers, and consumers themselves.

5. **The geographic location covered in the study**

The study will cover a range of geographical locations to capture consumer behavior toward organic produce. This includes urban and suburban areas in Bangalore, ensuring a comprehensive analysis of consumer preferences in the organic produce market.

3.4. Review of Literature

The way individuals or groups choose, pay for, use, or discard goods, services, concepts, and interactions to fulfill their wants and desires is known as consumer behavior. The way people behave towards food produced organically reveals an intricate framework shaped by historical, psychological, and environmental factors (Michael Solomon, 2013).

Early developments in consumer psychology, influenced by figures like Sigmund Freud, laid the groundwork for understanding how consumer decisions are driven by subconscious motivations and desires. Over time, societal shifts towards sustainability and ecological awareness have propelled organic farming and consumption into the mainstream. Studies by (Coddington, environmantal marketing's new relationship with corporate environmental management, 1993)and (Vedha, 2019), underscore the significance of environmental concerns and health consciousness in shaping consumer attitudes towards organic food. Moreover, the growth of the global organic food market, as evidenced by statistics from (Willer, 2020), and (Lernoud, 2017), highlights the increasing demand for natural, healthy, and sustainably produced food products.

India's emergence as a key player in the organic food market, as noted by (Vedha, 2019), underscores the economic potential of tapping into both domestic and international markets. Therefore, conducting further research on consumer behavior, focusing on motivational factors, attitudes, and product knowledge, holds promise for understanding and leveraging purchase intentions towards organically produced food products (Vedha, 2019).

(Yiridoe, 2005), offered an in-depth analysis of consumer perceptions, highlighting the significance of health concerns, environmental sustainability, and price sensitivity in shaping preferences for organic foods. Their study emphasizes the role of trust in organic certification and demographic influences on consumer behavior.

(Sarah Hemmerling, 2015) extends this discussion from a marketing perspective, examining consumer behaviors, interests, and buying habits regarding organic food. Factors such as product attributes, labeling, pricing strategies, and marketing communication are explored, along with the impact of socio-demographic variables on consumer choices and the role of loyalty and credibility in the organic food market.

Qualitative research by (Tsakiridou, 2008), further delves into consumer attitudes towards organic products, highlighting perceptions of health benefits, environmental concerns, and ethical considerations, as well as the influence of product attributes like price, quality, and availability on purchasing decisions. (Rödiger, 2015), contributes insights into the impact of organic food prices on consumer behavior, revealing varying preferences regarding willingness to pay a premium for health and environmental benefits versus prioritizing affordability, while also discussing the significance of labeling, certification, and marketing strategies in shaping consumer perceptions. Together, these studies provide a nuanced understanding of the complexities underlying consumer behavior in the organic food market, informing both researchers and practitioners in agriculture, food, retail, and distribution sectors

Drawing from the expectancy-value theory (Ajzen & Fishbein, Attitudes and the Attitude-Behavior Relation: Reasoned and automatic processes., 2000), Saba and Messina's study in 2003 found that attitudes towards organic fruits and vegetables were significantly influenced by both beliefs and evaluations. This aligns with the theory of reasoned action (Ajzen, The Theory of Planned Behavior, 1991)which posits that attitudes strongly predict behavioral intentions. However, despite positive attitudes towards organic products, there is often a gap between attitudes and actual purchasing behavior, as evidenced by (Richard Shepherd, 2005).

Economic factors, such as perceived affordability, play a significant role in this attitude-behavior gap. Additionally, organic farming is recognized as a sustainable agricultural practice with benefits for biodiversity and human health (Violeta Radulescu, 2021), and factors influencing farmers' adoption of organic practices include social, environmental, and economic considerations (Dr. Suresh Patidar, 2015).

The review emphasizes the growing consumer demand for transparency and sustainability in food production, as evidenced by the rise of clean label products (Daniele Asioli, 2017), and consumer perceptions of organic food as more transparent and reliable (Hughner, McDonagh, Prothero, & Clifford J. Shultz, 2007). With increased awareness of environmental concerns, there's a notable shift towards green purchasing behavior (Christopher Groening, 2018),supported by consumer interest in regenerative agriculture practices (W.R. Teague, 2016). This trend reflects a broader movement towards more sustainable and healthier food alternatives driven by consumer preferences and concerns about environmental impact.

India's organic farming industry is also experiencing significant growth, supported by government initiatives like the Rashtriya Krishi Vikas Yojana and the National Centre for Organic Farming (Statista Research Department, 2022; Heinze, 2012). Additionally, advancements in organic farming technologies, such as nano biostimulants and sensor technology, are enhancing agricultural productivity while minimizing environmental impact (Suryatapa Das, 2020).

3.5. Research Questions

1. What factors influence consumers to choose organic produce over conventional-grown alternatives?
2. What demographic factors correlate with a preference for organic produce?
3. What role does price play in consumer choices between organic and conventional produce?
4. How do consumer attitudes towards sustainability and environmental impact influence their preference for organic produce?
5. How does consumer awareness of organic farming practices impact their purchasing decisions?

3.6. Objectives of the study

- To analyze consumer behavior toward organic foods.
- To study the relationship between consumer behavior and organic farming.
- To study the satisfaction level of consumers towards organic produce

3.7. Operational Definitions (Concept) of the Study

A detailed explanation of the technical phrases and measures used during data gathering is referred to as an operational definition of terms. The purpose of this is data standardization. Anytime data is being gathered, it is imperative to specify the data collection process in detail.

By providing a clear operational definition, researchers ensure consistency and reliability in their measurements, allowing others to replicate their work and understand exactly what is being studied.

The operational definitions used in this research project are:

Consumer Behaviour: According to (Michael Solomon, 2013), "Consumer behavior involves the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideals to satisfy their needs and wants".

Organic produce: Organic produce is defined by the USDA Organic regulations, 7CFR part 205, as agricultural products that are grown and processed according to specific standards set by organic certifications or government regulations. These standards specifically forbid the use of chemical pesticides and fertilizers, genetically modified organisms (GMOs), irradiation, and sewage sludge in the production process.

Organic Farming: Organic farming, as defined in the final rule establishing the U.S Department of Agriculture (USDA) National Organic Program (NOP), is "a production system that is managed under the [Organic Foods Production] Act and regulations ... to respond to site-specific conditions by integrating cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity."

3.8. Research Methodology

The systematic method of organizing, carrying out, and evaluating research to address research questions or meet research goals is known as a research methodology. It comprises a detailed assessment of ethical standards, the validation of research findings, and the selection of acceptable procedures, instruments, and techniques for data collection and analysis.

The study of consumer behavior toward organic produce and how it affects organic farming is a dynamic and complex field that requires a careful approach to understanding consumer preferences, attitudes, and behaviors as well as how these behaviors affect organic farming methods. The study approach that will be used to look at these related occurrences will be described in this introduction.

3.9. Data Collection

Data collection methods will include both primary and secondary data sources.

Primary data collection:

- The primary data was collected through a questionnaire, conducted with consumers of AgroTIE and people who consume organic produce.
- Surveys gathered on consumer behavior and attitudes towards organic produce and how they are influenced by organic farming.

Secondary data collection:

- Extensive literature reviews were extracted for the theoretical and the conceptual framework, and also for empirical findings on consumer behavior and influence on organic farming
- Consumer demographics in the organic produce sector.

3.10. Sampling Design

3.10.1. Sampling Plan:

A sampling plan is a holistic approach or structure that describes how a researcher will choose a subset of people or objects for inclusion in a study from a wider population. Since it is sometimes difficult or impossible to investigate a whole population, sampling plans are crucial to research since samples are used to make inferences about the population as a whole.

3.10.2. Sampling Method:

The sampling methods are important because they establish the representativeness of the sample and the degree to which the findings can be applied to the population at large. A sampling method is the process or strategy used to choose a subset of people or things from a larger population for inclusion in a study.

The sampling method chosen for the research project is non-probability sampling. Non-probability sampling is a sampling strategy where samples are chosen by the researcher based on their subjective assessment rather than by chance.

1. **Judgemental sampling:**

Judgmental sampling involves handpicking specific individuals or cases that are believed to be representative or informative for the research objectives. In this context, I chose consumers who use organic produce (from AgroTIE), utilizing the customer lists and panels maintained by the company, and have a deep understanding about it, which provided insightful perspective on consumer behvaiour.

2. **Snowball sampling:**

Snowball sampling is used to identify and recruit participants, particularly when the population of interest is difficult to reach. In this context, I chose consumers apart from the company who consumes organic produce.

Therefore, there is a mixture of both judgemental and snowball sampling methods.

3.10.3. Sampling frame:

Consumers who purchase organic produce from AgroTIE Company and other online grocery stores, and online platforms.

3.10.4. Sampling Unit:

A sample unit refers to an individual entity or element selected from a larger population for research or analysis purposes. In various fields such as statistics, market research, and sociology, researchers often study a subset of a larger group, known as the population, to draw conclusions or make inferences about the entire population. This subset, or sample, is composed of sample units, which can be people, objects, events, or any other entities under study. The selection process for sample units aims to ensure that they are representative of the population, allowing researchers to generalize their findings with some degree of confidence. The Sample unit in this project were all those who consume the organic products.

3.10.5. Sampling Size:

For the study, 5% los was selected and a margin of error of 5%. The Solvin's formula was used to calculate the sample size.

$$n = \frac{N}{(1+Ne^2)}$$

where n is the sample size, N is the total population and e is the margin of error (0.05). Here the total population who were consuming the organic products was 62. By using Solvin's formula the sample size came to 54 at a 95% of confidence level.

$$n = \frac{62}{[1+62(0.05)^2]}$$

n=54

3.10.6. Plan of Analysis:

Planning the analysis for a project report involves several key steps to ensure that you effectively analyze the data and present your findings coherently.

The project was planned through the following steps:

1. **Define Research Objectives:** the objectives of the study were clearly articulated. There are three research objectives with hypotheses as well.
2. **Data Collection:** The data was collected using Google Forms by preparing a set of questions. The data collected was reliable and valid for your research objectives because the data was tested for reliability where it got a Cronbach Alpha above 0.6.
3. **Data Cleaning and Preparation:** Before analysis, the data was to cleaned to prepare it for data analysis. There were no missing values and outliers in the data. The researcher used a box plot and a scatter plot to find the outliers in the data. The data was tested for all the assumptions like normality test, presence of outliers, heteroscedasticity, etc.
4. **Inferential Analysis:** Depending on the research objectives, inferential techniques like ANOVA, and Chi-Square were used to analyze relationships in the data.
5. **Interpretation of Results:** The results were interpreted.
6. **Limitations and Assumptions:** The researcher confronted multiple limitations like constraints in the data, and sample size selection due to limited population size.

7. **References:** All the literature used was cited in the study. The sources cited were academic literature, data sources, and methodological guides.

3.11. Limitations of the study:

This study has some limitations which are:

1. Sample Size and Selection: A limited sample size of only 54 was not enough to representativeness of the population.
2. Confounding Variables: Uncontrolled or unmeasured confounding variables can obscure the relationship between the variables of interest, leading to spurious or misleading results. The data wasn't collected on these variables.
3. Time Constraints: The time allotted for the project was limited and the other resources also constrained the scope of the study, impacting the depth of analysis or the ability to conduct follow-up investigations.

4.1. Introduction

There has been an apparent shift in consumer preferences in recent years towards more sustainable and nutritious food alternatives. The increasing demand for produce that is organic is one notable example of this trend's realisation. unravelling the intricacies of consumer behaviour towards organic products and how it affects organic farming requires the use of data analysis. This implies gathering and analysing a variety of data, such as purchasing patterns, psychographic profiles, demographic data, adoption of organic agricultural methods, and perspectives on sustainability and health. Key consumer categories may be identified, significant variables can be identified, and future trends can be projected with the use of sophisticated analytical tools including segmentation, regression analysis, and predictive modelling.

4.2. Profile of the Respondents

4.2.1 Age Group of the Respondents

Age Group	No. of Respondents	Percentage
20-29	38	70.37%
30-39	5	9.25%
40-49	4	7.40%
50-59	5	9.25%
60-70	2	3.73%
Total	**54**	**100%**

Table 4.2.1 Showing the Age Intervals of the respondents.

Data Analysis:

The survey sample shows a diverse demographic distribution, with 70.37% of respondents aged 20-29, indicating a significant representation of young adults. The older age groups, 60-70, constitute the smallest segment, indicating a skew towards younger demographics. Understanding this demographic composition can inform targeted engagement and analysis strategies.

Graphical Representation:

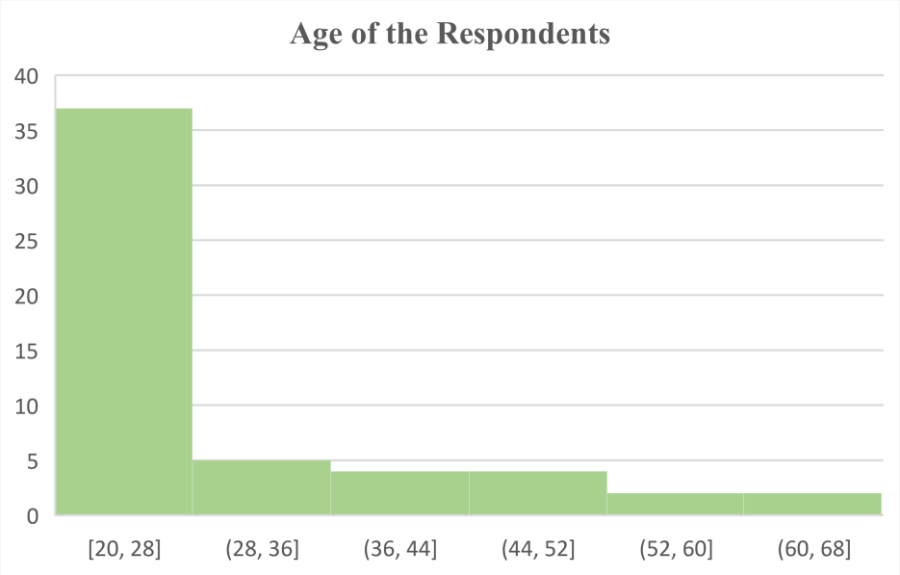

Chart 4.2.1 Illustrating the graphical representation of the age of the respondents.

Inference:

The distribution of responders by age group is shown in the bar graph. The most significant bar on the graph indicates that the majority of respondents are in the 20–29 age range. The age groups that follow—30–39, 40–49, and 50–59—show increasingly lower bars, which suggests that there are fewer responders in these ranges. The age group of 60 to 70 years old is represented by the shortest bar, which indicates the lowest number of responses.

4.2.2 Gender of the Respondents

Gender	No. of Respondents	Percentage
Male	24	44.4%
Female	30	55.6%
Total	**54**	**100%**

Table 4.2.2 showing the Gender ratio

Data analysis:

The gender distribution of respondents shows a minor tilt towards female participants, who make up 55.6% of the sample overall, while male participants make up 44.4%. This shows that the survey population's gender representation is fairly balanced. The higher proportion of female respondents may be an indication of broader societal patterns in which women are more likely to take part in purchasing organic produce.

Graphical Representation:

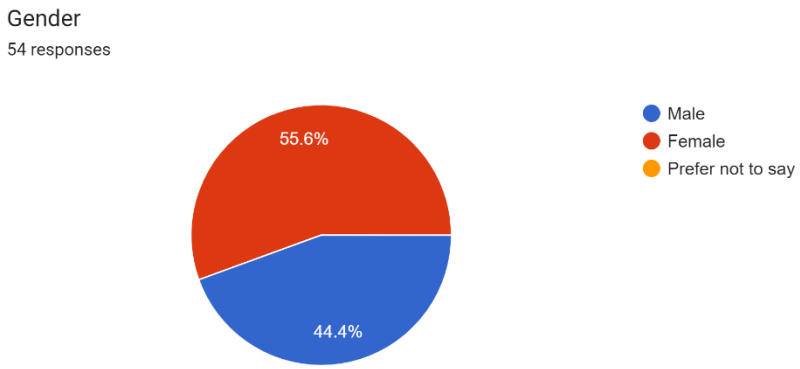

Chart 4.2.2 Illustrating the Gender Ratio

Inference:

The survey's gender distribution shows women participated at 55.6%, indicating a diverse audience. However, potential biases should be acknowledged, and recruiting men as study subjects could improve gender diversity and yield a more comprehensive understanding of the topic.

4.2.3 Education of the Respondents

Education	No. of Respondents	Percentage
High school	1	1.9%
Bachelor's Degree	11	20.4%
Master's Degree	38	70.4%
PhD	4	7.4%
Total	**54**	**100%**

Table 4.2.3. Showing the education of the respondents

Data analysis:

According to the study's statistics, a significant portion of respondents held master's degrees, demonstrating a higher degree of education (70.4%). But just 20.4% of them have bachelor's degrees, which suggests that they are underrepresented. Accurately analysing research on consumers' perceptions and comprehension of organic goods requires a grasp of various educational backgrounds.

Graphical representation:

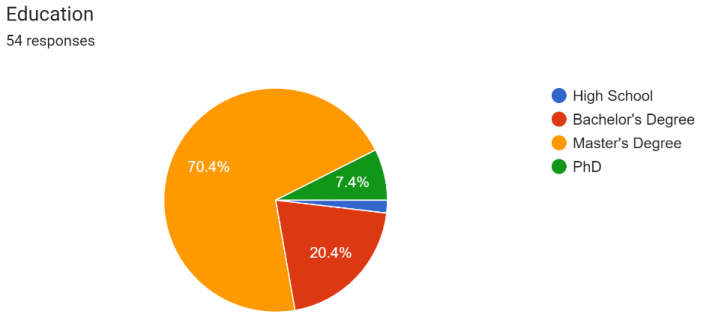

Chart 4.2.3 Illustrating the Education ratio

Inference:

This implies that participants with advanced degrees were the study's main target audience. The low percentage of those with a PhD (7.4%) and only a high school diploma (1.9%) highlights possible prejudice towards a certain educational group. The results provide insightful information about the viewpoints of knowledgeable customers.

4.2.4 Household Income

Household income	No. of Respondents	Percentage
Less than Rs. 2,00,000	18	33.3%
Rs. 2,00,000- Rs.4,00,000	15	27.8%
Rs. 4,00,000- Rs.6,00,000	8	14.8%
Rs. 6,00,000- Rs.8,00,000	4	7.4%
Above Rs.8,00,000	9	16.7%
Total	**54**	**100%**

Table 4.2.4 showing the Ratio of Household incomes

Data analysis:

The distribution of respondents' household income data provides information about how consumers behave while buying organic vegetables. With 33.3% of respondents earning less than Rs. 2,00,000 yearly, the majority of respondents fall into the lower to moderate income category. Those with higher incomes have more purchasing power. It is essential to comprehend this income distribution in order to customise pricing plans, accessibility programmes, and marketing tactics.

Graphical Representation:

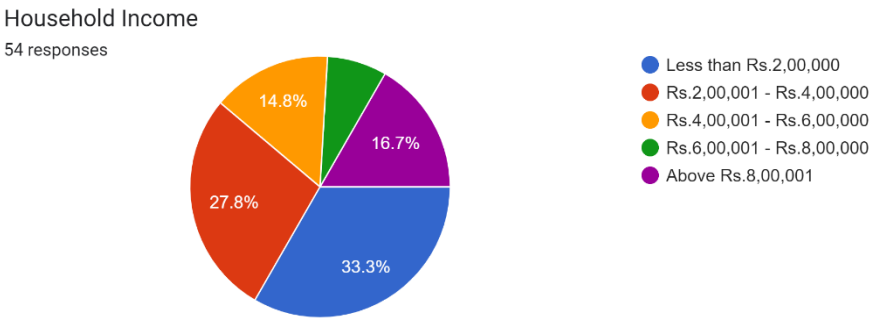

Chart 4.2.4 Illustrating the Household Income Ratio

Inference:

The graph reveals diverse economic backgrounds, emphasizing the importance of considering socioeconomic factors in understanding consumer preferences, accessibility, and adoption of organic products, which can inform marketing campaigns and sustainable consumption strategies.

4.2.5.Organic produce spending habits

Particulars	No. of Respondents	Percentage
Rs.0-Rs.2000	32	59.3%
Rs.2000-Rs.4000	16	29.6%
Rs.4000-Rs.6000	5	9.3%
>Rs.6001	1	1.9%
Total	**54**	**100%**

Table 4.2.5. showing the spending habits for organic produce

Data analysis:

The statistical data reveals that respondents' expenditure on organic food products varied. The majority of people (59.3%) spend between 0 and 2000 rupees, while 29.6% spend between 2000 and 4000 rupees. Just 1.9% of respondents spent more than Rs. 6000, while a smaller fraction (9.3%) spent between Rs. 4000 and Rs. 6000. This illustrates a range of priorities and affordability.

Graphical Representation:

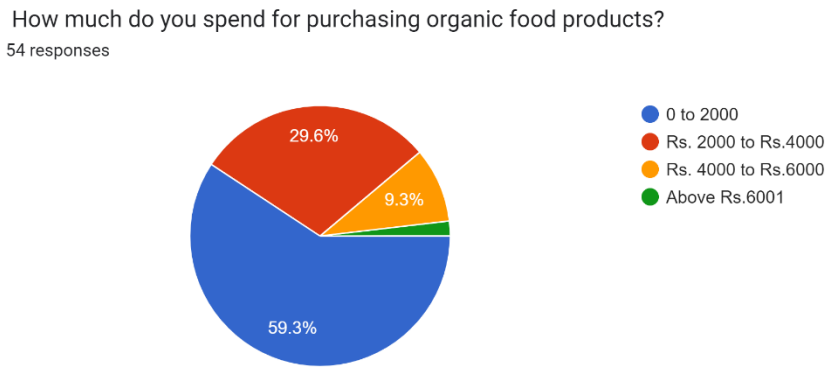

Chart 4.2.5. Illustrating the spending habit for organic produce

Inference:

Most (59.3%) set aside a small amount of money, while 29.6% invest moderately and 9.3% spend more. The distribution emphasises the necessity for organic food goods and the significance of price strategies and product options catered to various spending preferences.

4.2.6 Accessibility

Attributes	No. of Respondents	Percentage
Highly disagree	1	1.9%
Disagree	2	3.7%
Neutral	28	51.9%
Agree	18	33.3%
Highly Agree	5	9.3%
Total	**54**	**100%**

Table 4.2.6 showing the Organic Availability

Data analysis:

51.9% of respondents are reluctant about how consumers behave while buying organic food, according to the statistics, with a tendency towards agreement, 33.3% agreeing, and 9.3% strongly agreeing. A small percentage of respondents, meanwhile, strongly disagree or disagree.

Graphical Representation:

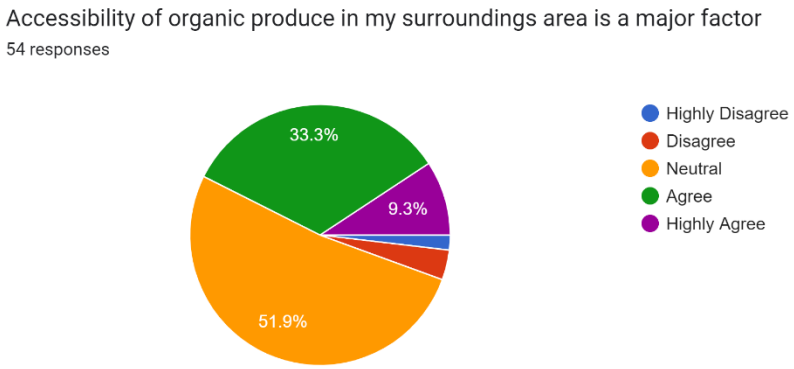

Chart 4.2.6 Illustrating the organic availability as a major factor

Inference:

The data indicates a positive attitude towards organic produce among respondents, suggesting potential market interest.

4.2.7 Purchasing preferences

Stick to Specific Brands or Vendors	No. of Respondents	Percentage
Yes	38	70.4%
No	16	29.6%
Total	**54**	**100%**

Table 4.2.7 Showing the purchasing preference from specific brands or vendors

Data analysis:

While 29.6% of respondents show flexibility or openness in their purchasing behavior, the bulk of respondents (70.4%) strongly favor particular brands or vendors when buying organic produce.

Graphical representation:

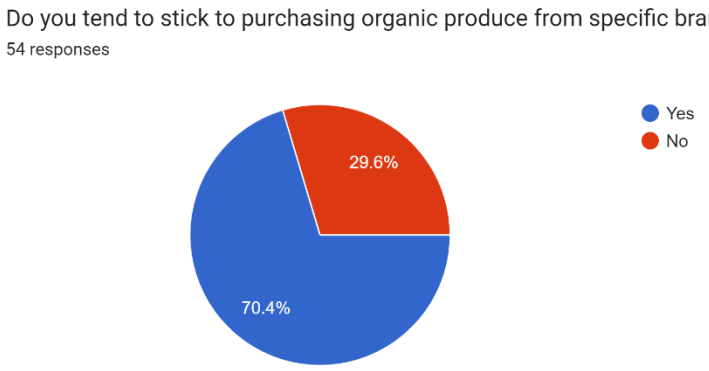

Chart 4.2.7 Illustrating the Purchasing preferences from specific brands

Inference:

The study emphasises how crucial vendor trust and brand loyalty are in the organic produce industry. Knowing the factors that motivate this devotion may provide insightful information for improving consumer.

4.2.8 Mode of purchasing

Mode of Purchasing	No. of Respondents	Percentage
Physical stores	22	40.7%
Online platforms	7	13%
Mixed	25	46.3%
Total	**54**	**100%**

Table 4.2.8 Showing the Mode of Purchasing organic produce

Data analysis:

The data demonstrates a heterogeneous mix of purchase modalities among respondents: 46.3% used a mixed approach, certainly driven by availability and convenience, whereas 13% preferred online platforms and 40.7% preferred physical stores.

Graphical representation:

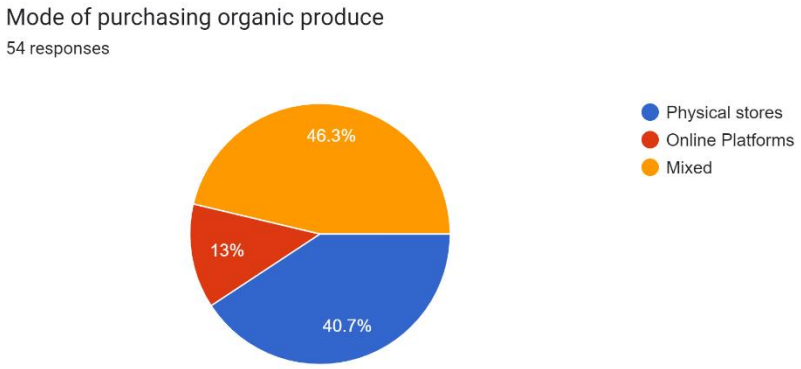

Chart 4.2.8 Illustrating the Mode of purchasing organic produce

Inference:

The survey shows a wide variety of organic produce buying habits, with a sizable percentage preferring physical stores and a significant percentage utilizing internet methods.

4.2.9 Primary Motivations for Buying Organic Produce

Attributes	No. of Respondents	Percentage
Health Benefits	50 out of 54	92.6%
Environmental Concerns	28 out of 54	51.9%
Taste & Quality	21 out of 54	38.9%
Price	1 out of 54	1.9%
Support Sustainable Agriculture	23 out of 54	42.6%
Others	1 out of 54	1.9%
Total	**54**	**229.8% (Overall Percentage)**

Table 4.2.9 showing the primary motivation for buying organic produce

Data analysis:

The question asked was designed to be used as a checklist to choose various justifications for buying organic products. With 92.6% of the 54 respondents, 50 of them purchase organic products due to its perceived health benefits. Next up are environmental concerns (51.9%), which 28 out of 54 respondents said they buy for. Thirdly, 23 out of 54 respondents expressed support for sustainable agriculture (42.6%), followed by taste and quality (38.1%) and price (1.9%), which caused the least amount of concern.

Graphical representation:

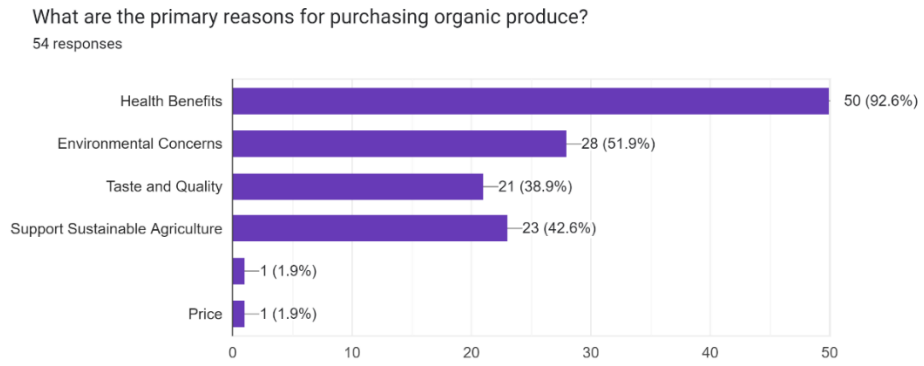

Chart 4.2.9 Illustrating the primary reasons for purchasing organic produce

Inference:

Organic products are primarily purchased due to their environmental impact, health benefits, and support from organic farming techniques. Promoting these features in branding can boost customer attraction and loyalty.

4.2.10 Frequency of purchase

Frequency	No. of Respondents	Percentage
Daily	5	9.3%
Weekly	23	42.6%
Monthly	11	20.4%
Occasionally	15	27.8%
Rarely	0	0%
Total	**54**	**100%**

Table 4.2.10 shows the frequency of purchasing organic produce

Data analysis:

The bulk of respondents (42.6%) purchase organic food once a week, however a sizeable percentage (27.8%) do so infrequently, 20.4% once a month, and 9.3% once a day, demonstrating a variety of consumer behaviors. Based on this data, it appears that consumers have a wide variety of buying habits when it comes to organic food, with a noteworthy preference for weekly purchases.

Graphical representation:

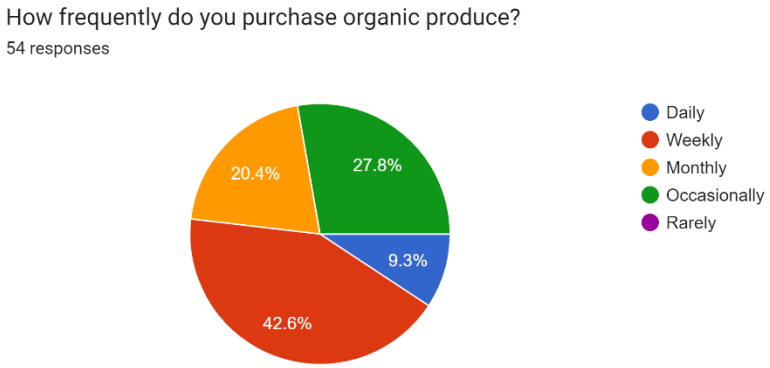

Chart 4.2.10 Illustrating the frequency of purchasing organic produce

Inference:

Organic food is purchased by consumers at different intervals; most prefer weekly purchases.

4.2.11 Consumer Demand- Organic Farming

Attributes	No. of Respondents	Percentage
Strongly disagree	2	3.7%
Disagree	1	1.9%
Neutral	10	18.5%
Agree	30	55.6%
Strongly Agree	11	20.4%
Total	**54**	**100%**

Table 4.2.11 Showing the Consumer behavior Influence on organic farming

Data analysis:

The majority of respondents, 76%, agree or strongly agree with the attributes of organic produce, indicating a positive perception of consumer behavior towards organic produce that also influence organic farming. A small fraction, 5.6%, disagree or strongly disagree, indicating a minority perspective. This positive attitude could indicate market interest.

Graphical representation:

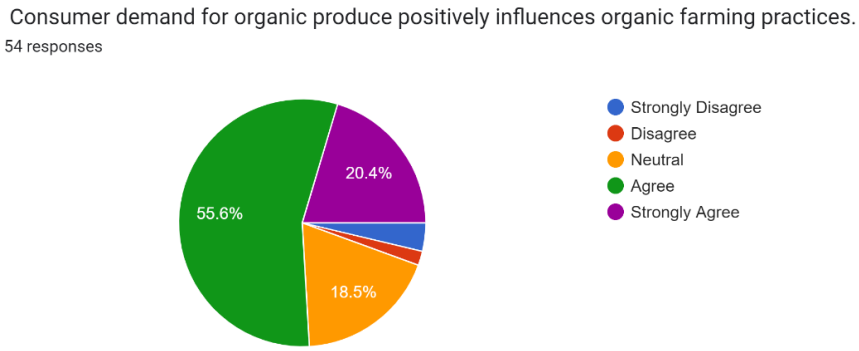

Chart 4.2.11 Illustrating the consumer demand for organic produce that positively influence organic farming practices

Inference:

Positive attitudes towards organic products are demonstrated by respondents, suggesting market acceptability and interest. Customized marketing tactics have the potential to use this advantageous attribute and have a beneficial impact on customer behaviour which also leads to positive influence on organic practices.

4.2.12 Quality Satisfaction

Attributes	No. of Respondents	Percentage
Highly Dissatisfied	1	1.9%
Dissatisfied	2	3.7%
Neutral	15	27.8%
Satisfied	31	57.4%
Highly Satisfied	5	9.3%
Total	**54**	**100%**

Table 4.2.12 Showing the Level of Satisfaction with the overall quality of organic produce

Data analysis:

With 27.8% of respondents being indifferent, the majority of respondents (66.7%) are happy with the quality of organic products in their region. Only 5.6% of respondents expressed dissatisfaction, suggesting that organic product is typically viewed as having high quality.

Graphical representation:

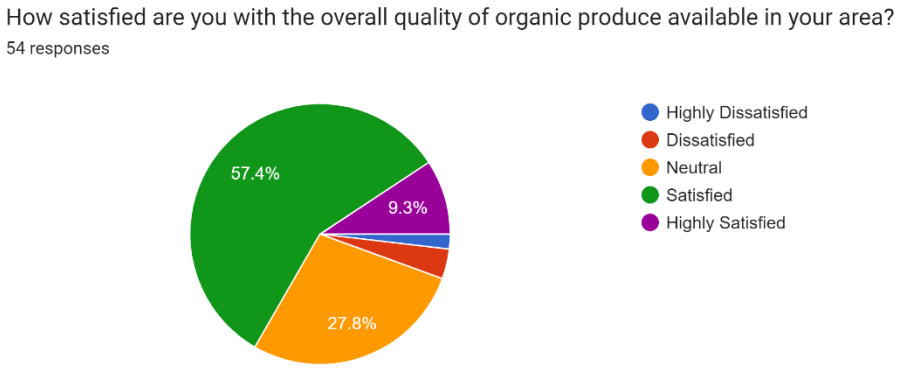

Chart 4.2.12 Illustrating the level of satisfaction -quality

Inference:

The majority of customers are typically satisfied with the quality of organic products available in the region.

4.2.13 Knowledge of Organic Farming Practices

Attributes	No. of Respondents	Percentage
Highly Disagree	1	1.9%
Disagree	3	5.6%
Neutral	19	35.2%
Agree	29	53.7%
Highly Agree	2	3.7%
Total	**54**	**100%**

Table 4.2.13 showing a deep understanding of organic farming practices

Data analysis:

35.2% of respondents are indifferent, while the majority of respondents (57.4%) agree with the statement that I have a thorough grasp of organic agricultural processes. Relatively few people are dissatisfied; just 7.4% report feeling that way. This implies that the assertion is generally accepted or that there isn't much opposition to it.

Graphical Representation:

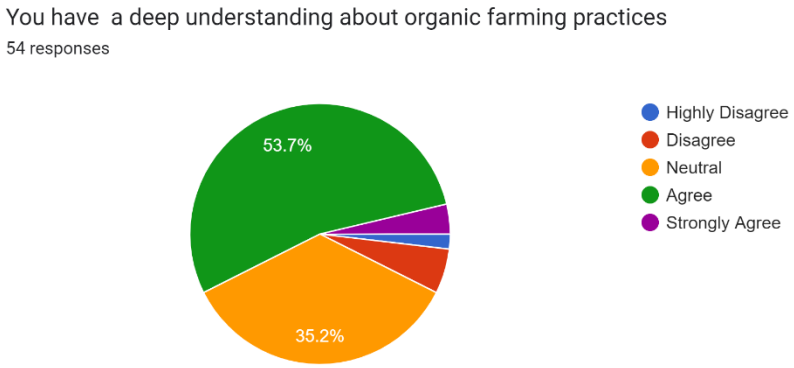

Chart 4.2.13 Illustrating a deep understanding of organic farming

Inference:

Majority of the consumers agree with the statement that they have a deep understanding of organic farming.

4.2.14 Willingness to Pay

Willing to pay more	No. of Respondents	Percentage
Yes	31	57.4%
No	23	42.6%
Total	**54**	**100%**

Table 4.2.14 showing the willingness to pay more for products labeled organic

Data analysis:

The research indicates that consumers' willingness to invest in organic products is uneven, with 57.4% of respondents saying they would be prepared to pay extra for organic food items and 42.6% stating they would not.

Graphical representation:

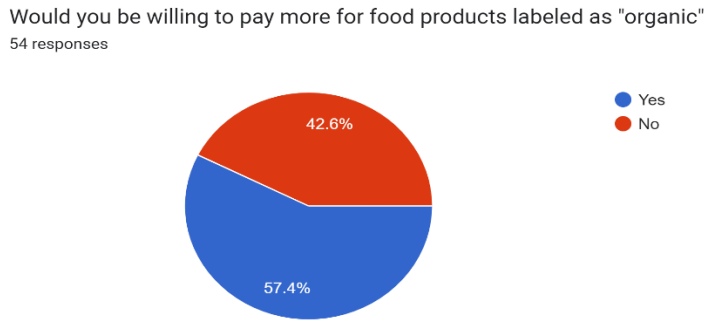

Chart 4.2.14 Illustrating the willingness to pay for products that are labelled organic

Inference:

The study shows that consumers have differing opinions about paying extra for organic food goods, with a small majority saying they would be prepared to do so.

4.2.15 Regular Purchase of Organic produce

Attributes	No. of Respondents	Percentage
Fruits and Vegetables	46 out of 54	85.2%
Meat and Poultry	0 out of 54	0%
Dairy Products	1 out of 54	1.9%
Grains and Cereals	7 out of 54	13%
Total	**54**	**100%**

Table 4.2.15 showing types of organic products consumers purchase

Data analysis:

With the exception of organic meat and poultry, the majority of respondents (85.2%) frequently buy organic fruits and vegetables. This implies a preference for fruit that is organic because of its health benefits. One possible explanation for the scarcity of organic meat and poultry might be their reduced availability.

Graphical representation:

Chart 4.2.15 Illustrating Regular purchases of organic products

Inference:

According to the study, there is less demand for organic meat, poultry, dairy, grains, and cereals, but a high preference for organic fruits and vegetables among respondents, with the vast majority routinely purchasing these goods.

4.2.16 Organic produce are

Attributes	SA	A	N	DA	SDA	Percentage
Chemical free	26	21	7	1	-	101.87%
Ideal for children	21	29	3	1	-	99.98%
Support for local farmers	22	24	5	3	-	99.9%
Organic food contains all necessary nutrients	22	22	10	-	-	99.9%
Controls weight	11	21	19	3	-	99.91%
Quality of product	14	33	8	-	-	101.87%
Safe to consume	19	30	5	-	-	99.93%
Rich nutrients	17	26	12	-	-	101.74%
Protect the environment	24	21	11	-	-	102.8%
Total	176	227	80	8	-	

Table 4.2.16 shows the different opinions about organic produce

Data analysis:

The table presents the overall proportion of each feature together with its total. It is evident that most respondents (102.37%) considered organic products to be environmentally friendly. The second is chemical-free, and the product quality has the same percentage (101.8%). The other characteristics are all on the same scale, with very little variations, and the control weight is at the bottom. The respondents also have a strong opinion towards organic poduce constituting (227).

Graphical representation:

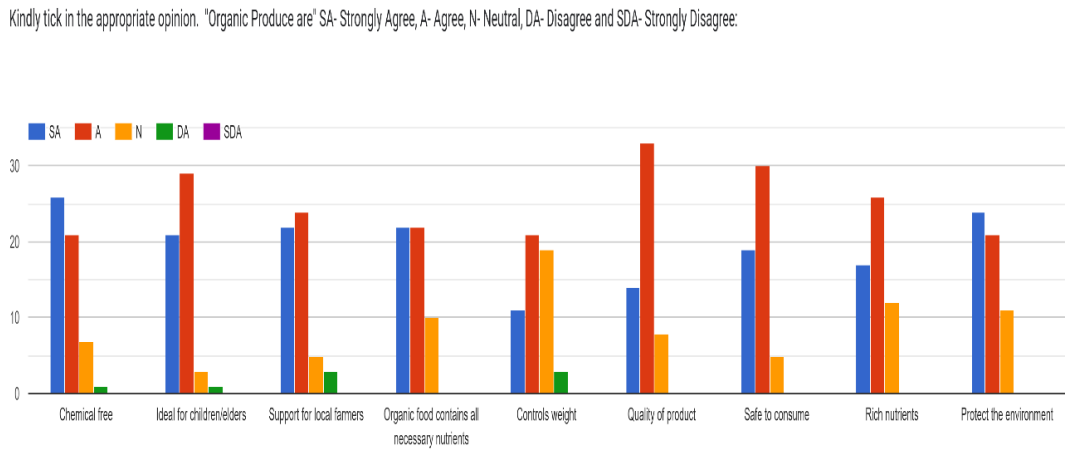

Chart 4.2.16 Illustrating different opinions by consumers about organic produce

Inference:

The majority of respondents identify organic produce taking into account all the characteristics.

4.3 STATISTICAL TOOLS

The consistency of scores across time, between scores, or between tasks or items that assess the same thing is referred to as reliability. Assessment results that are not trustworthy will not be used to support interpretations or future actions.

A reliability test was conducted using SPSS and the Cronbach alpha was **0.621** and hence the data is reliable enough to run any inferential statistics.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.621	13

Table 4.3 Reliability Test

4.3.1 CHI-SQUARE TEST

A statistical technique for determining if two categorical variables have a significant relationship is the Chi-Square test. It conducts such through the comparison of the observed frequencies of the categories within the variables to the expected frequencies in the absence of any correlation. The test determines if there is a significant difference between the observed frequencies and the expected frequencies under the null hypothesis of independence.

STEP 1:

Null Hypothesis (Ho): There is no association between the mode of purchasing organic produce and gender.

Alternative Hypothesis (Ha): There is an association between the mode of purchasing organic produce and gender.

STEP 2:

Level of Significance **(α)** = 5%

STEP 3:

Degrees of Freedom = (r-1) * (c-1)

Given that r =2, c=3

Df = (2-1) * (3-1)

= 1 * 2

= 2

STEP 4:

Calculation of Expected Frequency

Mode of purchasing organic produce * Gender Crosstabulation					
			Gender		Total
			0	1	
Mode of purchasing organic produce	1	Count	14	8	22
		Expected Count	9.8	12.2	22
	2	Count	0	7	7
		Expected Count	3.1	3.9	7
	3	Count	10	15	25
		Expected Count	11.1	13.9	25
Total		Count	24	30	54
		Expected Count	24	30	54

Table. 4.3.1(a) Showing Calculation of Expected Frequency

STEP 5: TEST STATISTICS

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.082a	2	0.011
Likelihood Ratio	11.7	2	0.003
Linear-by-Linear Association	2.414	1	0.12
N of Valid Cases	54		
2 cells (33.3%) have an expected count of less than 5. The minimum expected count is 3.11.			

Table 4.3.1(b) Computing the Chi-Square Statistic Test

STEP 6: INFERENCE

The Chi-square test statistic value is 9.082, and the associated p-value is 0.011. since the p-value (0.011) is less than the level of significance (0.05), we accept the Alternative hypothesis and reject the Null hypothesis.

Therefore, we conclude that there is an association between the mode of purchasing organic produce and gender.

STEP 7: INTERPRETATION

The Likelihood Ratio test is a statistical method used to compare the likelihood of observed data under different hypotheses, assessing the relationship between categorical variables.

Here the likelihood ratio is 11.7, and the associated p-value is 0.003, which is again less than the level of significance, indicating there is an association between the variables.

4.3.2 ANOVA – ONE WAY

One-way test of variance, or ANOVA, is a statistical method that compares the means of three or more independent groups to see whether any differences between them are statistically significant. Because there is just one independent variable, or component, with numerous levels or categories under investigation, it is referred to as "one-way" research.

STEP 1:

Null Hypothesis (Ho): There is no association between age, frequency of purchase, and quality of organic produce.

Alternative Hypothesis (Ha): There is an association between age, frequency of purchase, and quality of organic produce.

STEP 2:

Level of Significance **(α)** = 5%

STEP 3: DEGREES OF FREEDOM

Degrees of Freedom between groups (df1) =2

Degrees of Freedom within groups (df2) = 159

Total degrees of freedom = df1+df2 = 161

STEP 4: TEST STATISTICS

ANOVA				
SUMMARY				
Groups	*Count*	*Sum*	*Average*	*Variance*
Age	54	1639	30.3518519	140.836129
Freq. of purchase	54	144	2.66666667	0.98113208
Quality	54	199	3.68518519	0.59713487

Table 4.3.2 (a) Showing summary statistics of Quality of Organic Produce Across Different Frequency of Purchase Groups

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	26615.12	2	13307.5617	280.327596	7.4076E-53	3.05289081
Within Groups	7547.96	159	47.4714652			
Total	34163.08	161				

Table 4.3.2 (b) shows the One-way ANOVA test

STEP 5: INFERENCE & INTERPRETATION

The One-way ANOVA test statistics is 280.327596, and the associated p-value is approx.0 ($p < 0.001$). Since the p-value is less than the level of significance (0.05), we accept the Alternative hypothesis and reject the Null hypothesis.

Therefore, there is an association between age, frequency of purchase, and quality of organic produce.

4.3.3. ANOVA ONE-WAY

STEP 1:

Null Hypothesis (Ho): There is no association between the accessibility of organic produce and buying from a specific brand.

Alternative Hypothesis (Ha): There is an association between the accessibility of organic produce and buying from a specific brand.

STEP 2:

Level of Significance **(α)** = 5%

STEP 3: DEGREES OF FREEDOM

Degrees of Freedom between groups (df1) =1

Degrees of Freedom within groups (df2) = 106

Total degrees of freedom = df1+df2 = 107

STEP 4: TEST STATISTICS

Anova: Single Factor				
SUMMARY				
Groups	*Count*	*Sum*	*Average*	*Variance*
A_OP	54	186	3.444444444	0.628930818
POP_SB	54	38	0.703703704	0.212438854

Table 4.3.3(a) shows the summary of the accessibility of organic produce and specific brand

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	202.81	1	202.81	482.10	3.0945E-41	3.93
Within Groups	44.59	106	0.42			
Total	247.40	107				

Table 4.3.3 (b) shows the one-way ANOVA test

STEP 5: INFERENCE & INTERPRETATION

The One-way ANOVA test statistics is 482.106, and the associated p-value is approx.0 ($p < 0.001$). Since the p-value is less than the level of significance (0.05), we accept the Alternative hypothesis and reject the Null hypothesis.

Therefore, there is an association between the accessibility of organic produce and buying from a specific brand.

4.3.4 ANOVA ONE-WAY

STEP 1:

Null Hypothesis (Ho): There is no relationship between the amount spent on organic produce and the satisfaction towards the quality of the organic products.

Alternative Hypothesis (Ha): There is a relationship between the amount spent on organic produce and the satisfaction towards the quality of the organic products.

STEP 2:

Level of Significance **(α)** = 5%

STEP 3: DEGREES OF FREEDOM

Degrees of Freedom between groups (df1) =1

Degrees of Freedom within groups (df2) = 106

Total degrees of freedom = df1+df2 = 107

STEP 4: TEST STATISTICS

ANOVA				
SUMMARY				
Groups	*Count*	*Sum*	*Average*	*Variance*
S_POF	54	83	1.53703704	0.55520615
S_OQOP	54	199	3.68518519	0.59713487

Table 4.3.4 shows the summary of the amount spent on organic produce and satisfaction towards the quality of the organic products.

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	124.592593	1	124.592593	216.242571	2.4013E-27	3.9306919
Within Groups	61.0740741	106	0.57617051			
Total	185.666667	107				

Table 4.3.4. shows a one-way ANOVA test

STEP 5: INFERENCE & INTERPRETATION

The One-way ANOVA test statistics is 216.242571, and the associated p-value is approx.0 ($p < 0.001$). Since the p-value is less than the level of significance (0.05), we accept the Alternative hypothesis and reject the Null hypothesis.

Therefore, there is a relationship between the amount spent on organic produce and satisfaction with the quality of the organic produce.

5.1. Findings

During the survey and study mentioned above, I found many subjects.

- Most of responders were young people, primarily in the 20–29 age range. The smallest component is made up of the oldest age groups, 60–70, suggesting a bias towards younger populations.
- More than half of respondents to the survey were female, reflecting a larger trend in society, and there was a little difference in the involvement of men, suggesting that the study was fairly balanced.
- One important component influencing how consumers behaved towards organic products was education. The findings displayed the opinions of well-informed customers.
- The two main determinants of consumer behaviour regarding organic products were environmental concerns and health advantages. Because of this, there has been a significant change in product from non-organic to organic in order to promote sustainable development and organic farming practices.
- Diverse economic backgrounds, emphasizing the importance of considering socioeconomic factors in understanding consumer preferences, accessibility, and adoption of organic products, which can inform marketing campaigns and sustainable consumption strategies.
- The majority of consumers routinely purchase organic fruits and vegetables, demonstrating their strong preference for these items. But there's less of a market for organic dairy, grains, and cereals, as well as meat and poultry.
- A significant number of respondents think that consumer demand has a beneficial impact on organic farming methods, indicating that customers are acknowledged for their contribution to the development of organic agriculture.

- Neutral replies were given by a sizable majority of respondents (52.7%), indicating a lack of strong opinions on the accessibility of organic products. A minority of respondents (5.4%) had unfavorable opinions on the accessibility of organic vegetables, suggesting that there is room for disagreement.
- The consumer attitude expressed a strong accessibility of organic produce, indicating a positive perception.
- 57.4% of respondents, or a small majority, said they would be ready to pay more for food products with the label "organic," suggesting that there may be a market for high-end organic goods.
- Consumers express satisfaction with the quality of organic produce available in their area, with a majority indicating satisfaction.
- In general, many respondents provided accurate definitions of organic food, emphasizing that it was chemical-free, excellent for kids, supportive of farmers, high-quality, and safe to eat.

5.2. Suggestions / Recommendations

- **Improving Awareness:**

It is necessary to raise awareness of the availability of organic products in the neighborhood. Public relations campaigns, instructional plans, and community projects can be used to tell customers about local organic food suppliers.

- **Enhancing Accessibility:**

To ease the worries of the minority that indicated dissatisfaction initiatives to improve the availability of organic products had to be undertaken. This might entail expanding the number of organic marketplaces or farms, enhancing distribution systems, and offering incentives to stores so they will carry organic goods.

- **Partnership with local farmers:**

In addition to promoting sustainable agricultural methods, working with nearby organic farmers to expand production and distribution may help satisfy the rising demand for organic products from consumers.

- **Price Sensitivity:**

Pricing techniques like promotions, value-added products, and competitive pricing can assist draw in price-conscious customers without sacrificing the quality of the product.

- **Research and Development:**

Research collaborations involving farmers, researchers, and industry stakeholders can facilitate the identification of prospects for organic farming techniques innovation and enhancement, product creation, and market growth.

5.3. Conclusions

The study demonstrated a noteworthy advancement in our knowledge of how consumers behave towards organic food and how this affects organic farming. The study endeavour effectively brought to light the favourable opinions regarding the attitudes and actions of the customers. Uncovered information on the psychological aspects of the customers that are crucial to the study through a variety of books, journals, and research papers. The theories of Reasoned Action and Planned Behaviour, which provided useful frameworks for examining consumer attitudes and purchase intentions, are significant for understanding the variables driving the demand for organic products.

The worldwide organic food industry emerged when new markets formed as a result of desirable economic, social, and technical conditions. Organic farmers are adopting and promoting ideas like using biochar, agroforestry to improve the environment, and carbon farming to mitigate climate change. This is one of the main reasons why organic product has become more popular on the market than conventional produce.

The results showed that consumers are prepared to pay more for organic fruits and vegetables and have a significant preference for them. There are still difficulties in addressing consumer price sensitivity and expanding the range of organic products offered beyond fruits and vegetables. However, there are still prospects for future

expansion in the organic food sector due to the favorable image of the quality of organic products and the understanding that customer demand.

In order to further encourage organic farming and sustainable consumption habits, the obstacles provide opportunity for educational activities, forming alliances with nearby farms, and campaigning for supporting regulations. Future initiatives in this field can significantly contribute to the development of a more robust organic agricultural industry and the promotion of healthier, ecologically sustainable food systems by seizing these possibilities and addressing obstacles head-on.

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ANNEXURE

QUESTIONNAIRE

ANALYZING CONSUMER BEHAVIOUR ON ORGANIC PRODUCE AND INFLUENCE ON ORGANIC FARMING

Thank you for taking the time to participate in our survey on analyzing consumer behaviour regarding organic produce and its influence on organic farming. Your insights are invaluable in helping us understand consumer preferences and their impact on sustainable agriculture. Your contribution will aid us in formulating strategies to support the growth of organic farming and meet the evolving needs of consumers like yourself. We appreciate your thoughtful responses and commitment to improving our understanding of this important topic. This survey is particularly for academic purpose and all your information will be kept confidential.

M Nandhini, Student,
TOCBM, Bangalore.

Demographic Information:

1. Age _____
2. Gender:
    a. Male
    b. Female
    c. Prefer not to say
3. Education level:
    a. High school
    b. Bachelor’s degree
    c. Master’s degree
    d. PhD

4. Household income:
    a. Less than Rs.2,00,000
    b. Rs.2,00,001 -Rs.4,00,000
    c. Rs.4,00,001 – Rs.6,00,000
    d. Rs.6,00,001 -Rs.8,00,000
    e. Above Rs. 8,00,001

5. How much do you spend for purchasing organic food products?
    a. 0 to Rs.2000
    b. Rs.2000 to Rs.4000
    c. Rs.4,000 to Rs.6,000
    d. Above Rs.6,001

6. Accessibility of organic produce in my surrounding area is a major factor
    a. Highly Disagree
    b. Disagree
    c. Neutral
    d. Agree
    e. Highly Agree

7. Do you tend to stick to purchasing organic produce from specific brands or vendors?
    a. Yes
    b. No

8. Mode of purchasing organic produce
    a. Physical stores
    b. Online Platforms
    c. Mixed

9. What are the primary reasons for purchasing organic produce
    a. Health Benefits
    b. Environmental Concerns
    c. Taste and Quality
    d. Support Sustainable Agriculture
    e. Other (Please Specify): _____

10. How frequently do you purchase organic produce?
    a. Daily
    b. Weekly
    c. Monthly
    d. Occasionally
    e. Rarely

11. Consumer demand for organic produce positively influences organic farming practices.
    a. Strongly Disagree
    b. Disagree
    c. Neutral
    d. Agree
    e. Strongly Agree

12. How satisfied are you with the overall quality of organic produce available in your area?
    a. Highly Dissatisfied
    b. Dissatisfied
    c. Neutral
    d. Satisfied
    e. Highly Satisfied

13. You have a deep understanding about organic farming practices?
    a. Highly Disagree
    b. Disagree
    c. Neutral
    d. Agree
    e. Strongly Agree
14. Would you be willing to pay more for food products labeled as "organic"
    a. Yes
    b. No

15. What types of organic food products do you regularly purchase?
    a. Fruits and vegetables
    b. Meat and poultry
    c. Dairy products
    d. Grains and cereals

16. Kindly tick in the appropriate opinion. SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree and SDA-Strongly Disagree:

Particular	**SA**	**A**	**N**	**DA**	**SDA**
Chemical free					
Ideal for children/elders					
Support for local farmers					
Organic food contains all the necessary nutrients					
Controls weight					
Quality of product					
Safe to consume					
Rich nutrients					
Protect the environment					

MBA PROJECT PROGRESS REPORT-1

SL.NO.	PARTICULAR	
1	Name of the Student	M Nandhini
2	Registration Number	P03MT22M015105
3	Name of the College Guide	Ms. Kavitha T M
4	Name of the External	
5	Title of the Project	A study on Consumer Behaviour towards Organic Produce and Influence on Organic Farming
6	Name and Address of the company/ organization where the Project undertaken with Date of starting Project	AgroTIE Services LLP, Bangalore 29th February 2024
7	Progress Report: A brief note reflecting, Number of meetings with Guides, places visited, libraries visited, Books referred, meeting with persons, activities taken up, preparations done for collection and analysis of data, etc.	• Synopsis was approved by the guide. • Met the guide alternative days in a week for updating the work • Referred journal articles and books • Framed the objectives • Prepared the questionnaires

DATE

Signature of the student **Signature of the College Guide**

MBA PROJECT PROGRESS REPORT-2

SL.NO.	PARTICULAR	
1	Name of the Student	M Nandhini
2	Registration Number	P03MT22M015105
3	Name of the College Guide	Mrs. Kavitha T M
4	Name of the External	
5	Title of the Project	A study on Consumer Behaviour towards Organic Produce and Influence on Organic Farming
6	Name and Address of the company/ organization where the project undertaken with Date of starting Project	AgroTIE Services LLP, Bangalore 29th February 2024
7	Progress Report: A brief note reflecting, Number of meetings with Guides, places visited, libraries visited, Books referred, meeting with persons, activities taken up, preparations done for collection and analysis of data, etc.	• The researcher reviewed 15 relevant research articles from 48 top journals, focusing on the title. • Responses were analysed using various statistical tools. • Findings, suggestions, and conclusion were finalised.

DATE

Signature of the student **Signature of the College Guide**

M Nandhini

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