

## Exploring Consumer Intentions to Buy Organic Food in Delhi-NCR

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### Abstract

Organic foods are those that have undergone minimal processing to preserve their nutritional value, free of artificial additives, preservatives, or irradiation. Organic products are produced using environment friendly procedures and growing methods that consider both the qualities of the finished product and the manufacturing processes. Over the past decade, the market for organic food has experienced significant growth. To better understand consumer behavior, the current study examines the elements and sub-criteria considered when making organic purchasing decisions. The current study used a questionnaire survey to examine the factors influencing people's propensity to buy organic food in the Delhi-NCR region. Primary data was collected with the help of a questionnaire. This study investigates the decisional elements influencing organic food buyers purchasing intentions and the attitude and behavior of consumers toward purchasing organic food goods. Organic food producers have a lower negative impact on human health and the environment than conventional goods and are hence referred to be a sustainable or ecologically friendly product. The present study is designed to explore the factors influencing consumers' actual buying behavior, including health consciousness, environmental consciousness, availability, price, food safety etc. This research applied MS Excel/SPSS, tables, and charts to conduct a study.

### Keywords:

Organic Food, purchase intention, consumer behavior, marketing.

### Introduction

The term "organic" refers to how farmers cultivate and prepare agricultural (farm) products. Fruits, vegetables, cereals, dairy goods like milk and cheese, and meat are among these things. The following objectives are targeted by organic farming practices: Boost the quality of the soil and water. Organic food is fresh or processed food that has been produced using organic farming techniques. Genetically modified organisms (GMOs) are not used in the production of organic food, which is cultivated without the use of synthetic chemicals like pesticides and fertilizers made by humans. In addition to processed goods like crackers, beverages, and frozen meals, organic foods also include fresh produce, meats, and dairy products. Since the end of the 20th<sup>1</sup> century, the market for organic food has rapidly expanded, becoming a multibillion-dollar business with unique production, processing, distribution, and retail systems.

People are becoming more concerned about their health, and organic food consumption is assisting them in doing so. Organic food producers have a lower negative impact on human health and the environment than conventional goods and are hence referred to a sustainable or ecologically friendly products. The present study is designed to explore the factors influencing consumers' actual buying behavior. Knowledge of these factors is essential for devising an effective marketing strategy for developing the domestic organic market in India. The need for

doing this study is that consideration for the environment can only come from knowledgeable citizens who are conscious of and firmly devoted to their rights to a quality environment and health. However, it is important to assess the present level of consumer awareness and knowledge before any behavior can be changed.

### **Literature Review**

Pacho, F, (2020), in developing nations, little attention has been paid to the behaviors that influence customers' intentions to buy organic food. The study looked at perceived behavior control, subjective standards, and attitude on customer intentions to purchase organic food in these nations. It also sought to determine whether awareness of healthy eating and organic food had an indirect impact on the associations between attitude, subjective norms, and purchase intention.

Jose, H., Kuriakose, V., & Koshy, M. P. (2020), Indian consumers are showing an increased demand for organic food products, but little is known about their intention to buy organic foods. This paper aims to understand how fear towards conventional food products motivates an individual to buy organically. The role of trust and perceived price in enhancing the direct relation between fear and intention was established.

Nithya, N., Kiruthika, R. & Dhanaprakash, S. (2022), the goal of the current study was to determine how consumers felt about and behaved when purchasing organic food. Additionally, the study determined the relationship between the demographic professions. respondents' preferences for organic food products. Organic products can be bought if the price is minimal or when the income of the consumers is high.

Raju, M. S. S., & Rukmani, K. (2021), the market for natural foods in India is enormous and mostly untapped. A growing number of people are trying to stay away from foods grown using chemical fertilizers and pesticides. Foods that are organic, however, are expensive, which is lowering demand. Indian agriculture has a huge untapped market for organic food products.

De Morais Watanabe, E. A., Alfinito, S., Curvelo, I. C. G., & Hamza, K. M. (2020), Consumption of organic food is increasing worldwide, increasing the need for research that seeks to understand the factors affecting its consumption. We examine the impact of perceived value on consumer trust and purchase intent. The results show that functional and emotional value positively affect consumer trust. Only emotional value stimulates purchase intent, rather than purchase intention.

Apa Pandey, D., Kakkar, A., Farhan, M., & Khan, T. A. (2019), Consuming organic food is a good option available to consumers in India. Understanding of consumer is very important for marketers for the holistic growth of organic food market. This study has used a semi-structured questionnaire on 200 organic customers and proposed a research model. The primary goal of this research is to explore and assess the potential of organic goods in the Indian market.

### **Research Methodology**

The demand for organic food products is rising quickly, yet there has always been global concern about how people perceive buying and consuming organic products. To comprehend and meet the demand for organic food items, producers (farmers) and retailers (business owners) must have a thorough awareness of consumer perceptions and attitudes about buying those products. As a result, the main focus of this study will be on consumer attitudes,

perceptions of organic food products, willingness to pay for such products, and desire to buy such products. This descriptive research which is based on primary data is done over 5–6-week time period. An effort was made to track down references listed in a number of papers and published articles about organic food products. A questionnaire survey was conducted by using a convenience sampling technique and over one week period, 150-200 people of north-west Delhi region were approached and out of them, 52 responses were received.

The data collected with the help of a questionnaire was later analyzed with the help of data analysis tools like t-test in advanced Excel.

### Research objectives

1. To investigate the decisional elements influencing organic food buyers' purchasing intentions.
2. To examine the attitude and behavior of consumers towards purchasing organic food goods.
3. To know whether there is a significant relation between the decisional elements and consumer's attitude and behavior towards organic food or not.

### Results and Data Analysis

A questionnaire survey was conducted to collect information from a sample population of customers in North-West Delhi. The criteria used to identify target respondents were that they were at least 18 years old and able to understand English.

#### Objective 1: To investigate the decisional elements influencing organic food buyers' purchasing intentions.

	Question	Options	Responses	Percentage
1.1	Awareness	Strongly agree	26	50%
		Agree	23	44.2%
		Neutral	3	5.8%
		Disagree	-	-
		Strongly Disagree	-	-
1.2	Consumption	always	3	5.8%
		frequently	19	36.5%
		sometimes	24	46.2%
		I have tried once	6	11.5%
		never	-	-
1.3	Have Information and knowledge about organic food	Strongly agree	9	17.3%
		Agree	20	38.5%
		Neutral	21	40.4%
		Disagree	2	3.8%
		Strongly Disagree	-	-
1.4	Reason to buy organic food	Maintain good health	32	61.5%
		Prefer taste	4	7.7%
		Quality of food	16	30.8%
		Low price	-	-
1.5	Factors Prevents from buying	Too expensive	14	26.9%
		Not enough	18	34.6%

1.6	Nutritious	choices		
		Not available regularly	17	32.7%
		Don't like packaging	3	5.8%
		Strongly agree	17	32.7%
		Agree	29	55.8%
		Neutral	9	11.5%
		Disagree	-	-
		Strongly Disagree	-	-

**Table 1: Examining Decisional Elements influencing organic food buyers' purchasing intentions**

#### Interpretation:

As per table1.1, 50% of the respondents are strongly aware about the organic food, 44.2% of the respondents are aware about organic food but not strongly whereas 5.8% respondents are neutral on their awareness about organic food. As per table1.2, 46.2% of respondents consume organic food sometimes in their daily life, 36.5% of the respondents frequently consume organic food. There are 5.8% of the respondents who constantly or always consume organic food in their lifestyle, 11.5% respondents have only tries it once. As per table1.3, 40.4% of the respondents are neutral about sufficient information and knowledge about organic food, 38.5% agree that they know about organic food whereas 17.3% strongly agree on knowledge about organic food but 3.8% of the respondents disagree that they don't have enough information and knowledge about organic food. As per table 1.4, 61.5% of the respondents buy organic food because of maintaining good health, 30.8% of the respondents buy organic food because of good quality of food whereas 7.7% of the respondents prefer organic food taste as there is no fertilizer used that's why they buy organic food. As per table 1.5, 34.6% choose not enough choices which prevents them from buying organic food, 32.7% of the respondents think that there is not regular availability of organic food and for 26.9% organic food is too expensive for them whereas 5.8% don't like packaging of organic food. As per table 1.6, 55.8% agree to purchase organic food because of its nutrition factor whereas 32.7% of the respondents strongly agree to buy organic food because it is more nutritious than normal food. 11.5% respondents have neutral thoughts about the nutritious factor influence them to purchase organic food.

#### Objective 2: To examine the attitude and behavior of consumers towards purchasing organic food goods.

	Question	Options	Responses	Percentage
2.1	Rank	1	1	1.9%
		2	1	1.9%
		3	15	28.8%
		4	20	38.51%
		5	15	28.8%
2.2	Price	Too High	10	19.2%
		High	31	59.6%
		Moderate	11	21.2%
		Low	-	-
2.3	Additional health benefits	Strongly agree	13	25%

		Agree	30	57.7%
		Neutral	8	15.4%
		Disagree	1	1.9%
		Strongly Disagree	–	–
2.4	Tastes better than the conventional food	Strongly agree	5	9.6%
		Agree	14	26.9%
		Neutral	26	50%
		Disagree	7	13.5%
		Strongly Disagree	–	–
25.	protects the environment	Strongly agree	13	25%
		Agree	26	50%
		Neutral	11	21.2%
		Disagree	2	3.8%
		Strongly Disagree	–	–
2.6	trust on logo	Strongly agree	5	9.6%
		Agree	19	36.5%
		Neutral	27	51.9%
		Disagree	1	1.9%
		Strongly Disagree	–	–
2.7	safer to eat	Strongly agree	2	3.8%
		Agree	1	1.9%
		Neutral	12	23.1%
		Disagree	22	42.3%
		Strongly Disagree	15	28.8%
2.8	organic labelling is correct	Strongly agree	1	1.9%
		Agree	6	11.5%
		Neutral	15	15.9%
		Disagree	22	42.3%
		Strongly Disagree	8	15.4%

**Table 2: Examining the attitude and behavior of consumers towards purchasing organic food goods.**

**Interpretation:**

As per Table 2.1, 38.5% of the respondents rank organic food 4 out of 5. 28.8% of respondents ranked organic food 5 out of 5, and also 28.8% of the respondents ranked 3 out of 5, but some respondents are not satisfied with it they ranked 1 and 2 out of 5, which is 1.9%. As per table 2.2, 59.6% of the respondents consider that the price of organic food is higher than normal food. 19.2% of respondents think price of organic food is too high, which affects the buying of consumers. 21.2% of respondents consider price of organic food moderate level. No one thinks that the price level is low. As per Table 2.3, 57.7% of the respondents agree that organically produced food provide additional health benefits, 25% of respondents strongly agree on the fact that additional health benefits are provided when it is produced organically. 15.4% of responses are neutral on organically produced food. 1.9% of respondents disagree that organically produce food provide additional health benefits. As per table 2.4, 26 responses which came to be 50% support neutral that organic food tastes better than the conventional food. 26.9% respondents agree that taste is better when it is produced organically. 13.5% disagree that taste is better than conventional food, whereas 9.6% respondents strongly agree on the point on taste preference.

As per table 2.5, 50% responses agree that organic food protects the environment. 25% of the respondents strongly agree that environment is safer or protected when organic food is produced. 21.2% are neutral on their thought about the safer side of organic food whereas 3.8% responses disagree that organic food protects the environment. As per table 2.6, 51.9% respondents are neutral on thought the trust the logo of organic food, 36.5% respondents agree that they believe or trust the logo of organic food, 9.6% strongly agree they trust the brand logo whereas 1 response disagree they believe or trust the logo of organic food. As per table 2.7, 42.3% ranked 4 out of 5 that Organic produce products are safer to eat, 28.8% respondents rank 5/5 that organically produced products are safer to consume. 23.1% respondents ranked it 3 out of 5 whereas 2 responses ranked it 1 and 1 response ranked it 2 out of 5 it means they don't really think that organic product are much safer to eat. As per table 2.8, 42.3% responses ranked 4 out of 5 that Information provided by organic labelling is correct, 15.4% ranked the labelling information 5 out of 5. 15.9% respond to rank 3/5 whereas 1 respond to ranked it 1/5 and 6 respond to rank 2/5 that means Information provided by organic labelling is somewhere correct.

**Objective 3: To know whether there is a significant relation between the decisional elements and consumer's attitude and behavior towards organic food or not.**

**Question 1 (objective 1 & 2)**

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	17.33333	10.4
Variance	156.3333	77.8
Observations	3	5
Hypothesized	Mean	
Difference	0	
Df	3	
t Stat	0.842831	
P(T<=t) one-tail	0.230607	
t Critical one-tail	2.353363	
P(T<=t) two-tail	0.461214	
t Critical two-tail	3.182446	

**t-test:** Two-Sample Assuming Unequal Variances were used to check the awareness of organic food and the rank they provide to the organic food,  $t > 2$  (critical two-tail) is an alternative hypothesis as test statistics is less than the critical value and therefore, we can say that there is the relation between the decisional elements and consumer's attitude and behavior towards organic food.

**Question 2 (objectives 1 & 2)**

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	13	17.33333
Variance	102	140.3333
Observations	4	3
Hypothesized	Mean	
Difference	0	
Df	4	
t Stat	-0.50971	
P(T<=t) one-tail	0.318546	
t Critical one-tail	2.131847	
P(T<=t) two-tail	0.637092	

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t Critical two-tail 2.776445

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t-test: Two-Sample Assuming Unequal Variances was used to check relationship between the price of organic food and the consumer's perception towards it,  $t > 2$  (critical two-tail) it is alternative hypothesis as test statistics is less than critical value and therefore, we can say that there is relation between the decisional elements and consumer's attitude and behavior towards organic food.

#### Question 3 (objectives 1 & 2)

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	17.33333	13
Variance	140.3333	152.6667
Observations	3	4
Hypothesized	Mean	
Difference	0	
Df	5	
t Stat	0.47017	
P(T<=t) one-tail	0.329014	
t Critical one-tail	2.015048	
P(T<=t) two-tail	0.658027	
t Critical two-tail	2.570582	

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t-test: Two-Sample Assuming Unequal Variances was used to check relationship between the information and knowledge of organic food and the consumer's perception towards it,  $t > 2$  (critical two-tail) it is alternative hypothesis as test statistics is less than critical value and therefore, we can say that there is relation between the decisional elements and consumer's attitude and behavior towards organic food.

#### Question 4 (objectives 1 & 2)

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	13	13
Variance	83.33333	90
Observations	4	4
Hypothesized	Mean	
Difference	0	
Df	6	
t Stat	0	
P(T<=t) one-tail	0.5	
t Critical one-tail	1.94318	
P(T<=t) two-tail	1	
t Critical two-tail	2.446912	

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t-test: Two-Sample Assuming Unequal Variances was used to check relationship between the reason for buying organic food and the taste of organic food,  $t > 2$  (critical two-tail) it is alternative hypothesis as test statistics is less than critical value and therefore, we can say that there is relation between the decisional elements and consumer's attitude and behavior towards organic food.

## Question 5 (objective 1 &amp; 2)

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	17.33333	13
Variance	197.3333	98
Observations	3	4
Hypothesized	Mean	
Difference		0
Df	3	
t Stat	0.45607	
P(T<=t) one-tail	0.339665	
t Critical one-tail	2.353363	
P(T<=t) two-tail	0.67933	
t Critical two-tail	3.182446	

t-test: Two-Sample Assuming Unequal Variances was used to check relationship between the reason for not buying organic food and attitude of consumers towards its eco-friendly farming techniques and the consumer's perception towards it,  $t > 2$  (critical two-tail) it is alternative hypothesis as test statistics is less than critical value and therefore, we can say that there is relation between the decisional elements and consumer's attitude and behavior towards organic food.

## Question 6 (objectives 1 &amp; 2)

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	13	13
Variance	47.33333	146.6667
Observations	4	4
Hypothesized	Mean	
Difference		0
df	5	
t Stat	0	
P(T<=t) one-tail	0.5	
t Critical one-tail	2.015048	
P(T<=t) two-tail	1	
t Critical two-tail	2.570582	

t-test: Two-Sample Assuming Unequal Variances was used to check relationship between its long term health benefits and trust of the people on logo,  $t > 2$  (critical two-tail) it is alternative hypothesis as test statistics is less than critical value and therefore, we can say that there is relation between the decisional elements and consumer's attitude and behaviour towards organic food.

## Q7 (objective 1 &amp; 2)

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	17.33333	10.4
Variance	86.33333	79.3
Observations	3	5



Hypothesized	Mean
Difference	0
df	4
t Stat	1.037745
P(T<=t) one-tail	0.179
t Critical one-tail	2.131847
P(T<=t) two-tail	0.358
t Critical two-tail	2.776445

t-test: Two-Sample Assuming Unequal Variances was used to check relationship between its food safety concern and whether consumers think it is safe or not,  $t > 2$  (critical two-tail) it is alternative hypothesis as test statistics is less than critical value and therefore, we can say that there is relation between the decisional elements and consumer's attitude and behaviour towards organic food.

#### Q8 (objective 1 & 2)

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	13	10.4
Variance	128.6667	67.3
Observations	4	5
Hypothesized	Mean	
Difference	0	
df	5	
t Stat	0.384914	
P(T<=t) one-tail	0.358065	
t Critical one-tail	2.015048	
P(T<=t) two-tail	0.71613	
t Critical two-tail	2.570582	

t-test: Two-Sample Assuming Unequal Variances was used to check relationship between its more nutritious than conventional food factor and the trust of people on labelling on organic foods,  $t > 2$  (critical two-tail) it is alternative hypothesis as test statistics is less than critical value and therefore, we can say that there is relation between the decisional elements and consumer's attitude and behaviour towards organic food.

### Findings:

#### Objective 1

- The Majority of the respondents are aware and knowledgeable about the organic food.
- 46.2% of respondents claimed that they do consume organic food sometimes.
- 61.5% of respondents agreed that wanting to preserve excellent health is the main reason they purchase organic food.
- 53.8% of those who surveyed intends to buy organic food because of additional health benefits.
- 50% agreed that they will buy organic foods because organic food have superior quality in comparison to conventional food.
- 55.8% respondents agreed that they intend to buy organic food because it is more nutritious than normal food.

- Of those surveyed, 55.8% said they planned to buy organic food because it was more nutritious than regular food.

### Objective 2

- On a scale of 1-5 majority of the consumers rated organic food 4.
- 59.6% of the consumers think that the price of the organic food is high.
- 57.7% of the consumers think that organic food provides additional food benefits.
- 50% of the respondents think that organic food protects the environment.
- 42.3% of the respondents agreed that Organic produce products are safer to eat.
- 42.3% of the respondents agreed that Organic produce products labelling is correct.

### Conclusion

Consumer behavior is very important in the market for organic food goods. In order to keep up with changing consumer habits in the organic food market among consumers, organic food marketers must be creative and dynamic. For a long time, the value of organic food items was disregarded. As a result of food safety concerns, emphasis is shifted away from conventional farming and toward organic food items. The survey revealed that although consumers were aware of imagery and availability, they were not wholly devoted to buying organic food products. Without a doubt, the respondent was drawn to organic food items. Therefore, in order to successfully sell organic food goods, marketers must develop campaigns that are both moral and realistic. They also need to make their products readily available in terms of quantity and diversity.

Although there is an increasing demand for such products, there is only a limited number of organically cultivated products available in the markets. However, limited options are available, expensive prices may prevent consumers from buying organic food. Limited and unpredictable supply, higher product prices, and very limited access and information all affect consumers' willingness to buy. Organic food is seen to be expensive by consumers. However, they consider that a greater price may be paid for the product's nutritious components and eco-friendliness.

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