

# Consumer Attitudes Toward Organic Food in Indore: Paving the Way for a Healthier and Sustainable Tomorrow

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## ABSTRACT

Consumer perception of organic food in Indore is generally positive. Many consumers believe that organic food is healthier, more environmentally friendly, and more ethical than conventional food. However, some consumers are hesitant to purchase organic food because of its higher price. The findings of this study have implications for the organic food industry in Indore. The industry should focus on making organic food more affordable and accessible to consumers. The industry should also promote the health, environmental, and animal welfare benefits of organic food

## INTRODUCTION

Organic food is food that is produced without the use of synthetic pesticides, herbicides, or fertilizers. It is also grown without the use of antibiotics or hormones and is often perceived as being healthier and more environmentally friendly than conventional food.

Organic food has always been seen as a part of luxury and nowadays as trends are becoming popularized there can be a shift seen in people regarding opting for a healthy lifestyle. Health and longer life span are the most important aspect on which many researchers are working from decades. Organic food doesn't only keeps the body healthy but also for and slim for people who are obsessed with a perfect shaped body do this is being popularized on a global level. In Italy, there are private gardens behind the restaurants for the fresh and pesticide free vegetables. In India people are growing their own chilies or small potted vegetables on roof tops and balconies. These instances show how passionate people are for some sort of organic food in their palate that they are willing to

make efforts on their own. But how exactly does people in Indore perceive organic food?

Consumer preferences for organic food vary widely. Some consumers are willing to pay a premium for organic food because they believe it is better for their health and the environment. Others are less willing to pay extra for organic food, or they may only purchase organic food for certain types of products, such as produce or dairy.

Overall, the demand for organic food is growing around the globe nonetheless in Indore.

### **IMPORTANCE OF STUDY**

The demand of organic fruits and vegetables are growing day by day. There has been a global increase in the demand with people tailoring their budgets to buy organic products so to see the impact on smaller scale such as better health or low risk. Some studies shows how organic food not only protect the environment but also us has humans. There are many benefits to opt for organic. In Indore as people are growing on society level likewise they are also raising their standard in the food culture. This place is known for their foodie natives. But as much as we all love food eating healthy food plays a big role as now people can easily distinguish between the correct healthy food and the pretentious ones.

### **SCOPE OF STUDY**

- The study will be based on identifying whether the organic food industry have potential in Indore or not.
- The study will cover a comprehensive literature review that will involve existing research on organic food and consumer perception towards the food.
- The study will identify the gaps in the literature review where further research is needed and conduct primary data collection depending on the identified gaps in the literature review.
- The study will include recommendations for organic food.

### **LITERATURE REVIEW**

1. *Shafie, F. A., Rennie, D.*

Organic food consumer preferences are shaped by factors like food safety, human health, environmental concerns, and sensory attributes such as nutritive value, taste, freshness, and appearance. While demographic variables play a role, their correlation with organic consumption isn't highly significant. Consumers often link organic food with natural processes, environmental care, animal welfare, and the absence of pesticides and fertilizers. Despite these positive associations, the

premium price of organic products remains a deterrent to widespread consumption. The author underscores the importance of understanding motivators as crucial in gauging the potential for organic food to truly penetrate the mainstream market.

2. *Aschemann-Witzel, J., Zielke, S.*

Promoting organic farming stands as a promising policy to enhance sustainability in the food sector. However, the enthusiasm of consumers is impeded by elevated prices. The author conducted a comprehensive review of research spanning from 2000 to 2014, focusing on the impact of perceived price, income, price knowledge, willingness to pay, and responses to price changes on organic food. The findings reveal that price constitutes the primary perceived barrier to purchase, with income serving only as a partial explanatory factor, overshadowed by psychographic variables. The willingness to pay a premium hovers around 30%, ranging from 0% to 105%, contingent on consumer segments and product categories. Price knowledge is ambiguous, and organic consumers exhibit a comparatively lower price sensitivity compared to occasional or non-organic consumers. These outcomes underscore the need for further market differentiation concerning organic consumer segments and food categories. The study also delves into detailed implications for public policy and practice, presenting a comprehensive agenda for future research.

3. *Lee, H., Yun, Z.*

The study by the authors explores how consumers perceive attributes of organic food, influencing both their utilitarian and hedonic attitudes, ultimately shaping intentions to purchase organic products. Specifically, consumers' views on nutritional content, ecological welfare, and price strongly impact utilitarian and hedonic attitudes toward buying organic food. Additionally, the sensory appeal attribute significantly influences hedonic attitudes. Notably, perceptions of the natural content attribute don't significantly determine these attitudes. Utilitarian and hedonic attitudes emerge as pivotal factors in determining intentions to purchase organic food. This study highlights a gap in previous research by questioning the absence of a theoretical framework in organic food studies. To address this, a modified S-O-R model is applied, providing theoretical underpinning for organic food research. The study also adopts a bi-dimensional approach to attitudes (utilitarian and hedonic), enhancing the understanding of consumers' expectations and perceptions in their behaviors regarding organic food.

4. *Sharma, N., Singhvi, R.*

Global consumer food preferences are evolving, with a growing inclination towards chemical-free, environmentally friendly options such as organic food. Despite the health and sustainability benefits, the popularity of organic products is hindered by the lower productivity of organic farming, resulting in higher market prices. Creating awareness about the advantages of organic food is essential, as is motivating farmers to embrace organic farming practices. A study on consumer perceptions regarding organic food could provide valuable insights into the emerging organic food industry in India and worldwide. This study is guided by the need to address both consumer awareness and farmer motivation. Numerous researchers have highlighted the increasing demand for organic food products globally and in India. Additionally, factors influencing consumer perceptions of organic food products have been identified, with some studies exploring preferences, knowledge, and satisfaction related to organic food products.

5. *Harper, G., Makatouni, A.*

This paper presents insights from focus group discussions on consumer perceptions, attitudes, and behavior regarding two interconnected food trends: organic food and animal welfare. The findings reveal a prevalent confusion among consumers, often equating "organic" with "free-range" products. Through these discussions, the main beliefs and attitudes towards organic food were explored among both organic and non-organic food buyers. The results highlight health and food safety as primary motives for organic food purchases. Interestingly, ethical concerns, particularly regarding standards of animal welfare, emerge as influential factors shaping the decision to opt for organic food.

6. *Roitner-Schobesberger, B., Darnhofer, I., Somsook, S., Vogl, C. R.*

Amid concerns about pesticide residues on vegetables and fruits, triggered by food scares in Thailand, there is a growing consumer demand for 'safe' foods, leading to initiatives and labels indicating 'pesticide safe' vegetables. However, the persistent pesticide-residue issue has created a market opportunity for organic foods, which are entirely free from synthetic chemicals. To understand consumer perceptions in Thailand, a survey was conducted in Bangkok, with over a third of the 848 respondents reporting past purchases of organic vegetables or fruits. The primary reasons for choosing organic products are the expectation of improved health benefits and their environmentally friendly nature. Respondents who have bought organic vegetables tend to be older, possess higher educational

qualifications, and have a higher family income compared to those who haven't made such purchases.

7. *Jensen, J.D., Christensen, T., Denver, S., Ditlevsen, K., Lassen, J., Teuber, R.*

The significance of "local" is growing in consumers' food purchase decisions, sharing perceived benefits similar to those associated with organic products, such as enhanced taste, food safety, animal welfare, and reduced environmental impact. Despite these parallels, there is limited understanding of how different consumers conceptualize "local." The author's study addresses this gap by exploring the perceptions of local foods among organic and non-organic consumers and their impact on purchasing behavior. Through focus group interviews, the study unveils that Danish consumers primarily interpret local food in terms of geographical parameters, emphasizing "nationally produced" or "produced nearby." While the geographical aspect is clear, participants' perceptions of localness beyond this dimension are relatively vague. However, certain connotations emerge, including associations with small, passion-driven producers, regional specialties, and the narrative surrounding local products.

8. *Xie, B., Wang, L., Yang, H., Wang, Y., Zhang, M.*

The primary driver behind purchasing organic food products is the expectation of enhanced health and safety, with respondents who have made such purchases typically having higher education levels, disposable incomes, being families with children, and older compared to non-buyers. Key barriers to expanding the market share of organic products include consumer lack of knowledge, the relatively high price premium, and the limited availability of organic options. A promising strategy for market development involves educating consumers about the distinctive features of organic production methods, reducing prices, and increasing the accessibility of organic food products. This paper offers a unique perspective on the buying behavior and attitudes of organic consumers in China, with the research outcomes serving as valuable information for the organic food industry to expand its market, enhance profitability, and establish reliability.

## **RESEARCH METHODOLOGY**

Sample size is 100 random houses all over Indore .Primary data was gathered through preparing questionnaire and collecting .From various employees of the higher education institutes.

Secondary data was collected with the help of Research papers, Articles, Books, Internet, Higher educational reports, professionals, teaching and non-teaching employees, official reports of Indian government, Journals & magazine etc. The data for this research work Is based on Primary and Secondary sources.

- *Tools and Techniques of Research:*

The research study was based on descriptive research design. The research will be based on Non-probability approach of sampling. A combination of Judgment and Convenience sampling will be used. Data analysis will be done through various techniques of Descriptive analysis techniques.

## **RESEARCH GAPS**

According to numerous studies of literature review, organic industry is blooming but the number are still to less in comparison to the bigger picture, so there is still need for specific target locations to capture the market and spread to the near by small towns too.

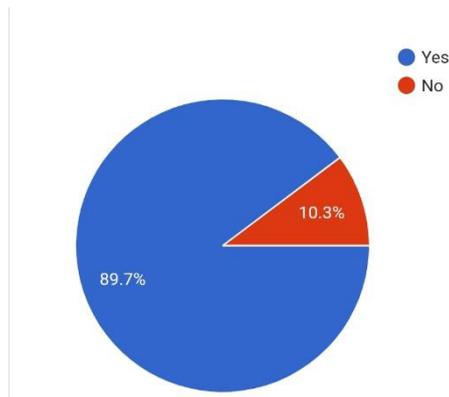
Due to lack of audience no specific stance in media representation the industry is lagging behind with low expansion rate. In order to effectively benefit from the industry consumer perception and behavior should be studied.

## **OBJECTIVES**

- To identify the potential and need of emerging advancement in organic food industry
- To understand and identify the barriers that are affecting consumer perception
- To identify and measure the benefits from the industry
- To give recommendation for researcher & developers of the organic food industry
- Increase awareness of the benefits of organic food, including potential health benefits, environmental benefits, and animal welfare benefits.
- Encourage consumers to choose organic food products over conventional food products.
- Make organic food more affordable and accessible to all consumers.
- Promote the growth of the organic food industry.

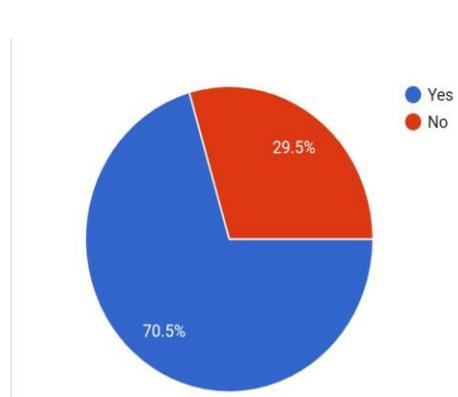
**OUTCOMES**

*Most people do prefer organic food .*

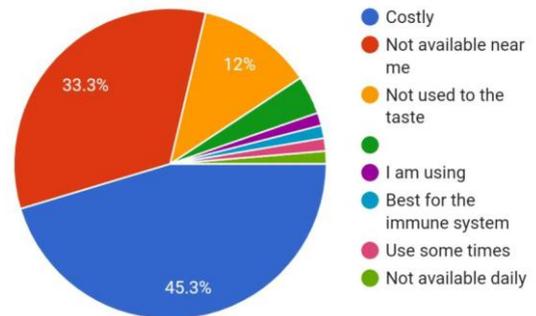
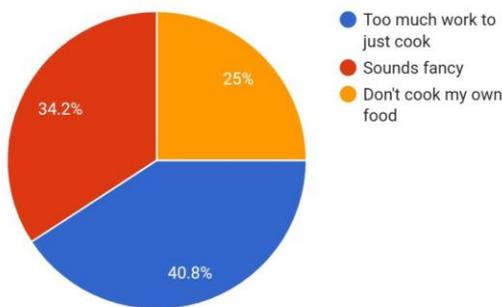


*organic food*

*But they don't use*



*Their perception on organic food*



People in Indore are interested in healthy choices and understand the effects and advantages organic food provides even the working class with low paid salaries want to cook farm fresh organic food and have the understanding on the concept of health and life. A few advantages are listed below based on people’s answers to the questionnaire:

**Health concerns:** Some consumers believe that organic food is healthier than conventional food because it contains fewer pesticide residues and antibiotics. However, there is no scientific consensus on whether organic food is nutritionally superior to conventional food.

**Environmental concerns:** Organic farming practices are generally considered to be more environmentally friendly than conventional farming practices. Organic farming methods help to reduce soil erosion, water pollution, and greenhouse gas emissions.

Animal welfare concerns: Organic farming practices generally require farmers to treat their animals more humanely than conventional farming practices. Organic animals are typically given more space to roam and access to the outdoors.

There are many other factors for consumer to choose organic food such as demographic factors such as age, income, and education level. Younger consumers are more likely to purchase organic food than older consumers. Consumers with higher incomes are also more likely to purchase organic food and consumers with higher levels of education are more likely to be aware of the potential benefits of organic food.

## **CONCLUSION**

In modern era people are woke they are aware about their surroundings and the change being changed due to the internet factor even the less literate side of society is opting for better options . Many farms have opted for only manuring options to protect the land and water pollution as there have been some adverse changes in the climate or the whole disaster situation and people have started to become more concerned on the mother nature and how eating healthy contributes to much more than just our health. There are plenty of reasons and society is staring to change and adopt organic food and their perception are mostly seen on the positive line

## **ACKNOWLEDGEMENT**

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