



Original Article

A Study of Organic Food Products and its Impact on Consumer Buying Behaviour in Nanded City

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The organic food market in India is experiencing rapid growth, primarily driven by concerns over health, safety, and environmental impact. Consumers are increasingly prioritizing health and quality, making these factors important in their purchasing decisions. This study in Nanded City examines how these factors influence consumer buying behavior towards organic products. Initial findings indicate that awareness of health and environmental benefits are main drivers. Most consumers recognize organic food as natural and nutrient-rich, and their buying behavior reflects their positive attitudes towards these benefits.

Key words; Organic Food Products, Attitude of Consumers, Awareness, Buying Behaviour

Introduction:

India is a market destination for many types of products at the international level. In recent years, India has become one of the leading markets for organic food products. Over the past decade, the organic food market has emerged not only in developed countries but also in developing countries. The changing consumption patterns, especially in case of food consumption could be one of the reasons for the increasing demand for organic food products globally. Also, there have been significant and alarming concerns in respect to ecology and the environment. Organic farming is typically done through organic manual with the help of natural resources, thus, resulting in food produce which are free from harmful pesticides and hazardous chemical residues. These organic products do not contain any artificial preservatives, industrial solvents or synthetic food additives while being processed. Organic farming has emerged as game changer in the field of farming. It has appeared as a replacement to the earlier alternative farming that uses all sorts of pesticides and chemicals in its process. It is definitely a sustainable means of farming which is not only economically but also environmentally effective. Since, no expense is required for pesticides, fertilizers and chemicals, it is a cost-effective mean that also fetches higher prices than the other inorganic crops and vegetables. It also increases the soil fertility of the cultivated land.

Benefits of Organic Food Products

Health Safety: - Organic food is not manufactured or prepared by the method of biochemical pesticides or chemical fertilizers. It does not include any components of poisonous chemicals and may not influence human health in unhealthy ways.



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The completion of natural processes such as green compost to germinate the lands and crop revolution in pest and temperature control work well in creating safer, healthier, and smellier final food products

2) Antioxidant The positive outcomes of antioxidants on overall well-being have been established in numerous scientific investigations, particularly those collected from organic foods. It is because organic foods are available of foreign chemicals that generally react with vitamins, organic compounds, and minerals, thus reducing the primary positive consequences of antioxidants in food commodities.

3) Improved Heart condition: - Preferential grazing on natural turf enhances the amounts of CLA found in animal products. The sun's strength is well understood in by natural grass through photosynthesis and is transformed into the most sought-after organic CLA by the herbivores that stuff on it. CLA is a heart-healthy greasy acid with the potential of supporting cardiovascular strength, and it is discovered in more significant quantities in the meat and milk commodities of creatures that have been pastured in the free-range.

4) Antibiotic resistance: -Humans are sensitive to different health concerns and circumstances, and most of the time; they have to take preventive devices to guarantee they continue healthy. It is performed by preparing a variety of treatments and antibiotic prescriptions when a different strain of disease or bacteria is achieved. Similarly, non-organic food sources use vaccines, growth hormones, animal by products, and antimicrobials to manage and maintain animals. When humans attract non-organic group food products, they indirectly eat antibiotics, boost hormones, and vaccines, which diminish the resistant scheme on version of medicines, vaccines, hormones, and animal by-products treatment.

5) Better taste: - Apart from nourishment, the crystal and sugar constructions in organic foods are delicious because the products are given more time to improve and grow. The advantage of fundamental and environmentally friendly farming production methods is exposed to be the understanding of the more excellent taste in organic food commodities. It is generally advised that the awareness of natural herbs and fruits are of immense quality connected to those that are conventionally produced.

6) Pesticide cutback: -Organic foods are clear of pesticides, and that is why they are excellent for achieving higher overall health. As much as pesticides have the capability of having certain insects away from the products, they also have strong elements like organ phosphorus. These elements are lovely, and they are the mineral aggregates that make about some health anomalies in humans.

Review Of Related Litration

Sharma, Khare, Kautish (2022) studied how values shape consumer attitudes and intentions towards organic foods. Their analysis showed that both instrumental and terminal values affect attitudes, which in turn influence consumers' willingness to buy organic food. These findings indicate that personal values play a significant role in shaping positive attitudes and purchasing intentions for organic products.

Rukmani and Raju (2022) found that consumption of organic food and beverages in India has increased, largely due to an improving demographic profile, higher purchasing power, and perceived health benefits. The study highlights that organically grown foods appeal to consumers because of their health advantages, reflecting a growing trend in dietary preferences within India's agriculture-focused economy.

Objectives of the study:

Following objectives were set for the present study.

- 1) To know the level of awareness regarding to organic food product
- 2) To find out the impact of organic food products on consumer buying behaviour
- 3) To study consumer satisfaction towards organic food products

Significance of the study:

The organic farming area of world agriculture is growing rapidly. Due to this the organic food supply is increasing rapidly in the consumer food market. Indian food market is also witnessing the same. This study is significant to an organic farmer, which are mostly comes under unorganized sectors of Indian economy. This study is useful in making marketing mix and marketing strategy as per the characteristics of consumers. This study is also useful for students as a future researcher intending to make further studies in the same field of consumer behaviour towards organic food.

Limitations of the study: - The study is limited to only 100 persons that are purchasing organic food products. The study was conducted in urban area i.e. Nanded City only. The experiences of users at various times of purchasing may be different. As per their first or second experience or response respondents have expressed their opinions.

Research Methodology

The research is descriptive and exploratory in nature because the primary data will be collected using the survey method through fact-finding techniques such as questionnaires and interview. The main purpose of this research is to obtain information concerning the buying behaviour of consumers of organic food products.

The present study is mainly based on the primary data collected from the respondents through structured questionnaire. 100 sample respondents were selected by using convenient sampling. Those people were selected only, who are purchasing the organic food products. The sample respondents were selected from various age groups in Nanded City.

Analysis And Interpretation: -

11 Demographic Profile of Organic Food Consumers

Table No 1.1: Demographic Profile of the respondents

Demographic	Category	Frequency	Percentage
Gender	Male	66	66
Gender	Female	34	34
Age	<20	44	44
Age	21-30	25	25
Age	31-40	17	17
Age	>40	14	14
Marital Status	Unmarried	44	44
Marital Status	Married	52	52
Marital Status	Divorced	2	2
Marital Status	Widowed	2	2
Family	Joint	38	38
Family	Nuclear	62	62
Educational Qualification	Up to HSC	4	4
Educational Qualification	SSC	4	4
Educational Qualification	HSC	9	9
Educational Qualification	Degree above	83	83
Occupation	Private Employee	56	56
Occupation	Self Employee	19	19
Occupation	Business	12	12
Occupation	House wife	13	13
Income	10001-20000	30	30
Income	20001-40000	25	25
Income	40001-60000	25	25
Income	Above 60000	20	20

Table No 1.2 Distribution of Consumer Food habits Products and Awareness

Variables	Category	Frequency	Percentage
Food Habit	Only Vegetarian	27	27
Food Habit	Both veg and non Vegetarian	73	73
Earners in Family	Only one	33	33
Earners in Family	Two member	37	37
Earners in Family	Three Member	19	19
Earners in Family	Above Three member	11	11
Awareness of	Yes	85	85



OFP			
Awareness of OFP	No	15	15
Total		100	100

Findings: - The survey discovered that In the study, it was discovered that 66 (66.00 %) were male and 34 (34.00 %) were female respondents. Considering the age, most of the replies reside in the group of fewer than 20 years compared to every other age group. Marital status-wise, the majority of them were married 52, 52.00 %). A nucleus family comprised 62 (62.00%) of the respondents. The educational qualification of the respondents in the survey suggests that the majority of them, 83 (83.00 %), are well qualified with degrees and above education. The majority of the respondents are working as private employees. 56 (56.00 %) and neighboring 30 (30.00 %) of their income fall under Rs. 10 001-Rs. 20 000. The majority of respondents consume both vegetarian and non-vegetarian meals. 73 (73.00 %) fall under the vegetarian and non-vegetarian categories. Only 27 (27.00 %) of them are vegetarians, 33 (33.00 %) have only one earning person, and 37 (37.00 %) have two earning members. Consumer awareness of Organic Food Products (OFP) indicates that most consumers are aware of OFP. They account for 85.00 % (85). 15.00 % (15) of them need to be aware of organic food products. As a result of the survey, it is clear that food quality and environmental friendliness are the primary factors influencing customers to purchase organic food products

Conclusion: - Today's consumer lifestyles are dynamic and ever-changing. Growing health consciousness, more disposable income, and a rising number of contemporary retail outlets across the country all contribute to the organic food segment's rise. Most respondents claimed that purchasing organic food is motivated by food quality and environmental stewardship. Following that, it was discovered that the majority of consumers prefer organic food products. The study claims that food safety concerns significantly influence customer purchasing behaviour. It has been discovered that most consumers are pleased with organic food products. They are hesitant to buy organic food items for various reasons, including a need for more trust in organic food products. After analyzing the motivating factors, assessing the highly vital factors that motivate buying organic food products is essential. Most of the respondents consume organic food products to maintain good health and are willing to purchase them even when traditional alternatives are on sale. Moreover, organic food marketers and farmers educate customers and help them learn more about organic food products.

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