

Consumer Buying Behaviour Visa-A-Vis Organic and In-Organic Food Products

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Abstract

Lately, Indian consumers have been gravitating towards organic food products. They have become more and more health conscious, ever since the pandemic set in. They have also been becoming conscious of the harm the chemical-laden farming practices have wreaked on the planet. Incidentally, the Indian organic food market crossed the USD 1,278 million mark in 2022. The projections are even more alluring -- the market is set to cross the USD 4,602 million mark by 2028, growing at a compounded annual growth rate (CAGR) of 23.8 percent during 2023-28, in the process. No better proof is needed to appreciate the immense potential and the promising future the Indian organic food market holds. Yet, prima facie, the irony of India, host to 30 percent of the world's certified organic growers but accounting for a measly three percent of the global organic farmland of 57.8 million hectare sticks out like a sore thumb. In this backdrop, the researcher set out to examine why the organic food market of the country has not grown proportionately. His interaction with two major stakeholder groups associated with the market, namely the marketers of and the experts on the organic food market led him to conclude that some strategisation and outside-the-box thinking should help address the incongruity of the situation. For example, optimising the support services will go some way in ensuring that the small as well as large players (organic farm producers) in the organic food products space stand out in the national as well as the international markets on parameters like price and quality. The stakeholders, notably the farm producers and marketers, should reflect, re-strategise and think outside the box to price the products affordably. Dedicated organic food parks will engender group cohesiveness across all farm producers, leading them to price the organic food products competitively and thereby raise the demand for the products significantly.

Key words: alluring; gravitate; pandemic; measly; prima facie; sore thumb

1.1 Theoretical background of the topic

The country's organic food market has been rising steadily lately primarily owing to rising health awareness of the populace and environmental concerns (Singh, 2023). It is time the stakeholders took note of the potential this market offers. The market was easily worth USD one billion plus as of 2021. By 2028, it is expected to cross the USD 3.5 billion mark thanks to the CAGR of 22 percent it will register. Going by the number of organic food producers, India topped the list with 1,599,010 players in 2021 (Shahbandesh, 2023). It was home to 30 per cent of the total organic producers in the world but accounted for just 2.59 per cent (1.5 million hectares) of the total organic cultivation area of 57.8 million hectares, according to a World of Organic Agriculture 2018 report (Pandey & Sengupta, 2018). Given the size of the domestic market and the size of the export market in the organic food space, the country's performance has to be optimised on all parameters, obviously.

1.2 Statement of the problem

The offtake in the country's organic food space has to rise rapidly at least in proportion to the consumer numbers and the country's population. Towards this end, consumer behaviour or to be more precise, the factors that have

a bearing on the consumers' buy decision have to be identified and examined. It should be followed by formulating and implementing strategies that will help price the organic food products competitively and raise the demand for them at the marketplace.

1.3 Review of literature

The following paragraphs touch on a few previous studies on the topic. The intention is to "locate the present research in the existing body of research on the subject and to point out what it contributes to the subject" (Krishnaswami, Ranganatham, & Harikumar, 2016).

1. *Birsen, Yilmaz* argues that consumer interest in organic food has risen over time, leading to a generally positive attitude towards organic food products (Birsen, 2023). Further, consumers generally view organic foods as being more nutritious and healthier than non-organic foods. Their concerns about the environment and animal welfare have only strengthened the attitude. The researcher investigated the association between stimulus factors, perceived values (health value, environmental value, animal welfare and food safety) and consumers' purchasing behaviour using the Stimulus-Organism-Response (SOR) theoretical model. He also reckoned the relationship obtaining between sociodemographic characteristics and purchasing behaviour. He collected data from 330 organic food consumers who lived in different cities of Turkey for analysis. The resultant findings revealed that marital status, education, employment status and age were significantly associated with purchasing behaviour. Gender, income, and chronic diseases did not influence their buy decision. Benefits accruing from consumption of organic foods, sustainable consumption attitudes and positive moral attitudes significantly affected perceived values (health value, environment value, animal welfare and food safety). The perceived values did not have any significant effect on their buy decision.
2. *Anamika, Yadav*, sharing the views of experts on market access for organic and natural produce, avers that the current agricultural ecosystem is not favourable for small and marginal farmers, leave alone organic (Anamika, 2023). Support services are amiss too. Experts further want the associated stakeholders to raise consumer awareness about organic food. Consumers should be apprised of the various benefits accruing from the consumption of organic food.
3. *Kishan, Amith* remarks that India's organic food market is witness to a remarkable transformation, riding the wave of rising consumer consciousness and a growing consumer preference for healthier and sustainable food choices (Kishan, 2023). With more and more people realising the potential health risks associated with the usage of chemicals and pesticides in conventional farming, consumer gravitation towards organic products has been rising steadily. If aspects like quality, nutrient content, and environmental impact are taken care of adequately, the organic food market of the country is bound to grow rapidly.
4. *Ravindran and Priya* aver that to cater to shifting urban consumer buying behaviour vis-à-vis organic food, marketers must get creative and dynamic (Ravindran & Priya, 2023). Their research revealed that most of their respondents who did not consume organic food believed that organic food items were made of natural ingredients. The primary factor that influenced their buy decision vis-à-vis organic food was affordability. The researchers concluded that psychological factors influenced their perception, attitude, and purchase intention vis-a-vis organic food. Surprisingly, neither organic food consumers nor nonorganic food consumers had any faith in organic food products. In the circumstances, the researchers suggest that the associated stakeholders like marketers should take the initiative to boost customer confidence in the organic food items being marketed in Bengaluru.
5. *Minhas* remarks that India has tremendous potential to manufacture all types of organic products, thanks to its diverse agro-climatic conditions (Minhas, 2023). India accounts for the largest chunk of organic food producers in the world followed by Tanzania and Ethiopia. The demand for organic food has been rising rapidly. This should lead to higher profitability in future. The consumption of organic food and drinks has galloped in the past few years on the back of strong economic growth, rising purchasing power, and growing interest in the potential health and wellness benefits that the organic food products can engender. As a result, it is estimated that the market size of organic food will grow to INR 64 billion in 2025, adds the researcher.

1.4 Research gap

The learned researchers have captured the current status of the organic food industry as accurately as possible. They have done well to disclose, from their perspective, where the industry will stand five years from now. A few of the drawbacks that the industry suffers from have also been touched upon by some of the researchers. However, one wishes that the learned researchers had also dwelt at the microlevel on the various factors that have a bearing on the consumers' buy decision vis-à-vis the organic food products. They could also have suggested the strategies that will help the associated stakeholders price the organic food products competitively and raise the demand for the products. It is this gap the present study proposed to bridge.

1.5 Scope of the study

The scope of the study extends to 50 marketers of organic as well as nonorganic food products and 50 experts on organic food products hailing from Bengaluru (Urban) and Bengaluru (Rural) districts.

1.6 Objective of the study

The objectives of the study are to:

- 1 Identify the factors that have a bearing on the consumers' buy decision concerning organic food products.
- 2 Identify the strategies will help price the organic food products competitively and raise the demand for the products.

1.7 Hypothesis proposed to be tested.

The study proposes to test the following hypothesis:

"The category the respondents belong to and their agreement / disagreement with the statement that minimising intermediary costs for farm producers will help price the organic food products competitively and raise the demand for them are independent".

1.8 Research design

The following paragraphs explain how the research is designed.

1.8.1 Research methodology

The study is descriptive in nature owing to it being a 'fact-finding' investigation, accompanied by adequate interpretation. It examines some aspects of the stated problem that can be expressed unambiguously. It collects descriptive information. The study is also analytical to an extent since it tests hypotheses and specifies and examines relationships. Unlike a descriptive study, it employs advanced statistical techniques like chi-square test (Krishnaswami, Ranganatham, & Harikumar, 2016).

1.8.2 Sources of data

Data required for the study has been collected from 50 marketers of organic as well as nonorganic food products and 50 experts on organic food products hailing from Bengaluru (Urban) and Bengaluru (Rural) districts. Secondary data has been downloaded from the websites of the government of Karnataka, the government of India and the financial press.

1.8.3 Sampling plan

The researcher has used the non-probability sampling technique owing to scarce availability of some population elements for collection of data. The study seeks to feel the range of conditions or the nature of the phenomenon. Time constraints and the time limit for completing the study ruled out the application of the probability sampling technique. Under this technique, the researcher chose the purposive or judgement sampling method since it ensured the inclusion of all the relevant elements in the sample. Probability sampling plans could not ensure such inclusion (Krishnaswami, Ranganatham, & Harikumar, 2016). The researcher settled for two categories of respondents, namely, 50 marketers of organic as well as nonorganic food products and 50 experts on organic food products hailing from Bengaluru (Urban) and Bengaluru (Rural) districts. The views of the two categories should

lead the researcher to arrive at conclusions which are as accurate as possible given that bias minimisation has been ensured.

1.8.4 Data collection instruments

Interview schedules, specially designed for the purpose, were drafted and pre-tested to identify the possible weaknesses in the instrument. Upon receipt of feedback, they were appropriately revised and finalised, for administration to the respondents for collection of primary data.

1.8.5 Data processing and analysis plan

The data collected was tabulated, interpreted, and statistically analysed. The researcher used Microsoft's spreadsheet programme, namely, MS-Excel 365, for data analysis, reporting, and deployment. To collect primary data, he used a 4-point Likert scale to elicit the respondents' replies to the queries raised in the Interview Schedule.

1.8.6 Limitations of the study

Primary data has at times been deduced by interacting with the respondents on the topic. It is possible that a certain degree of subjectivity, albeit negligible, has found its way in. But the researcher is confident that the subjectivity will not affect the accuracy of the findings of the study.

1.9 Analysis of primary data collected from the 50 marketers of food products.

In the following paragraphs, the primary data collected from the 50 marketers of food products are analysed.

1.9.1 Factors that have a bearing on consumers' buy decision concerning organic food products.

Factors tabulated below are said to have a bearing on the consumers' buy decision concerning organic food products. Hence the researcher sought to know from the respondents if the factors do have a bearing on the consumers' buy decision concerning organic food products. Their agreement or otherwise with the factors is expressed at four levels, namely, Strongly Agree, Agree, Disagree and Strongly Disagree. These variates are assigned the values 1, 2, 3 and 4 respectively. Their levels of agreement or otherwise with the factors are also tabulated.

Table-1 Factors that have a bearing on consumers' buy decision concerning organic food products.

<i>Sl No</i>	<i>Factors</i>	<i>Strongly agree (1)</i>	<i>Agree (2)</i>	<i>Disagree (3)</i>	<i>Strongly disagree (4)</i>	<i>Total (5)</i>
1.	High nutritive value	14	22	9	5	50
2.	Planet-friendliness	11	20	12	7	50
3.	Organic certification	19	15	9	7	50
4.	Easy availability across markets	14	19	10	7	50
5.	Rising standards of living	15	11	13	11	50
6.	Rising quality of living	8	11	18	13	50
7.	Rising health consciousness, post pandemic	11	18	15	6	50

8.	Rising concern for the environment	9	14	17	10	50
9.	Snob appeal	13	15	11	11	50
10.	Demographics like age, gender, education, and income	12	19	12	7	50
	Total	126	164	126	84	500

36 respondents agree that high nutritive value is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 14 respondents beg to differ. 31 respondents agree that planet-friendliness is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 19 respondents beg to differ. 34 respondents agree that organic certification is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 16 respondents beg to differ. 33 respondents agree that easy availability across markets is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 17 respondents beg to differ. 26 respondents agree that rising standards of living is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 24 respondents beg to differ. 19 respondents agree that rising quality of living is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 31 respondents beg to differ. 29 respondents agree that rising health consciousness, post pandemic is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 21 respondents beg to differ. 23 respondents agree that rising concern for the environment is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 27 respondents beg to differ. 28 respondents agree that snob appeal is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 22 respondents beg to differ. 31 respondents agree that demographics like age, gender, education, and income is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 19 respondents beg to differ.

1.9.2 Strategies that help price the organic food products competitively and raise the demand for them.

Strategies tabulated below are supposed to help price the organic food products competitively and raise the demand for them. Hence the researcher sought to know from the respondents if the strategies will help price the organic food products competitively and raise the demand for them. Their agreement or otherwise with the strategies is expressed at four levels, namely, Strongly Agree, Agree, Disagree and Strongly Disagree. These variates are assigned the values 1, 2, 3 and 4 respectively. Their levels of agreement or otherwise with the factors are also tabulated.

Table-2 Strategies that help price the organic food products competitively and raise the demand for them.

<i>Sl No</i>	<i>Strategies</i>	<i>Strongly agree (1)</i>	<i>Agree (2)</i>	<i>Disagree (3)</i>	<i>Strongly disagree (4)</i>	<i>Total (5)</i>

1.	Ensure that the organic food space is not wanting in support services	16	26	5	3	50
2.	Raise the FPO numbers to minimise aggregation and sale costs	13	27	7	3	50
3.	Minimise intermediary costs for farm producers	17	21	7	5	50
4.	Avoid multiple certification requirements which cut into the farm producers' margin	16	22	7	5	50
	Total	62	96	26	16	200

According to 42 respondents, ensuring that the organic food space is not wanting in support services will help price the organic food products competitively and raise the demand for them. The remaining eight respondents beg to differ. According to 40 respondents, raising the FPO numbers to minimise aggregation and sale costs will help price the organic food products competitively and raise the demand for them. The remaining 10 beg to differ. According to 38 respondents, minimising intermediary costs for farm producers will help price the organic food products competitively and raise the demand for them. The remaining 12 beg to differ. According to 38 respondents, avoiding multiple certification requirements which cut into the farm producers' margin will help price the organic food products competitively and raise the demand for them. The remaining 12 beg to differ.

1.10 Analysis of primary data collected from the 50 experts on organic food products. In the following paragraphs, the primary data collected from the 50 experts on food products are analysed.

1.10.1 Factors that have a bearing on consumers' buy decision concerning organic food products.

Factors tabulated below are said to have a bearing on the consumers' buy decision concerning organic food products. Hence the researcher sought to know from the respondents if the factors do have a bearing on the consumers' buy decision concerning organic food products. Their agreement or otherwise with the factors is expressed at four levels, namely, Strongly Agree, Agree, Disagree and Strongly Disagree. These variates are assigned the values 1, 2, 3 and 4 respectively. Their levels of agreement or otherwise with the factors are reflected in the following Table.

Table-3 Factors that have a bearing on consumers' buy decision concerning organic food products.

Sl No	Factors	Strongly agree (1)	Agree (2)	Disagree (3)	Strongly disagree (4)	Total (5)
1.	High nutritive value	11	16	13	10	50
2.	Planet-friendliness	10	16	14	10	50
3.	Organic certification	21	15	9	5	50

4.	Easy availability across markets	11	13	11	15	50
5.	Rising standards of living	16	13	12	9	50
6.	Rising quality of living	11	15	15	9	50
7.	Rising health consciousness, post pandemic	13	23	9	5	50
8.	Rising concern for the environment	7	14	18	11	50
9.	Snob appeal	15	19	9	7	50
10.	Demographics like age, gender, education, and income	15	22	8	5	50
	Total	130	166	118	86	500

27 respondents agree that high nutritive value is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 23 respondents beg to differ. 26 respondents agree that planet-friendliness is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 24 respondents beg to differ. 36 respondents agree that organic certification is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 14 respondents beg to differ. 24 respondents agree that easy availability across markets is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 26 respondents beg to differ. 29 respondents agree that rising standards of living is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 21 respondents beg to differ. 26 respondents agree that rising quality of living is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 24 respondents beg to differ. 26 respondents agree that rising health consciousness, post pandemic is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 14 respondents beg to differ. 21 respondents agree that rising concern for the environment is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 29 respondents beg to differ. 34 respondents agree that snob appeal is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 16 respondents beg to differ. 37 respondents agree that demographics like age, gender, education, and income is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 13 respondents beg to differ.

1.10.2 Strategies that help price the organic food products competitively and raise the demand for them.

Strategies tabulated below are supposed to help price the organic food products competitively and raise the demand for them. Hence the researcher sought to know from the respondents if the strategies will help price the organic food products competitively and raise the demand for them. Their agreement or otherwise with the strategies is expressed at four levels, namely, Strongly Agree, Agree, Disagree and Strongly Disagree. These variates are assigned the values 1, 2, 3 and 4 respectively. Their levels of agreement or otherwise with the factors are also tabulated.

Table-4 Strategies that help price the organic food products competitively and raise the demand for them.

Sl No	Strategies	Strongly agree (1)	Agree (2)	Disagree (3)	Strongly disagree (4)	Total (5)

1.	Ensure that the organic food space is not wanting in support services	21	24	2	3	50
2.	Raise the FPO numbers to minimise aggregation and sale costs	17	24	5	4	50
3.	Minimise intermediary costs for farm producers	19	22	5	4	50
4.	Avoid multiple certification requirements which cut into the farm producers' margin	20	23	3	4	50
5.	Regulatory regime should ensure consistency across the various certification systems.	18	23	5	4	50
6.	Dedicated organic food parks will engender group cohesiveness across all farm producers, small and large	14	19	11	6	50
	Total	109	135	31	25	300

According to 45 respondents, ensuring that the organic food space is not wanting in support services will help price the organic food products competitively and raise the demand for them. The remaining five respondents beg to differ. According to 41 respondents, raising the FPO numbers to minimise aggregation and sale costs will help price the organic food products competitively and raise the demand for them. The remaining nine beg to differ. According to 41 respondents, minimising intermediary costs for farm producers will help price the organic food products competitively and raise the demand for them. The remaining nine beg to differ. According to 43 respondents, avoiding multiple certification requirements which cut into the farm producers' margin will help price the organic food products competitively and raise the demand for them. The remaining seven beg to differ. According to 41 respondents, the regulatory regime should ensure consistency across the various certification systems to help price the organic food products competitively and raise the demand for them. The remaining nine beg to differ. According to 33 respondents, dedicated organic food parks will engender group cohesiveness across all farm producers, small and large and help price the organic food products competitively and raise the demand for them. The remaining 17 beg to differ.

1.11 Summary of findings

In the following paragraphs, a summarised version of the findings arrived at in respect of the two categories of respondents is furnished.

1.11.1 Marketers

36 respondents agree that high nutritive value is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 14 respondents beg to differ. 31 respondents agree that planet-friendliness is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 19 respondents beg to differ. 34 respondents agree that organic certification is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 16 respondents beg to differ. 33 respondents agree that easy availability across markets is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 17 respondents beg to differ. 26 respondents agree that rising standards of living is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 24 respondents beg to differ. 19 respondents agree

that rising quality of living is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 31 respondents beg to differ. 29 respondents agree that rising health consciousness, post pandemic is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 21 respondents beg to differ. 23 respondents agree that rising concern for the environment is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 27 respondents beg to differ. 28 respondents agree that Snob appeal is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 22 respondents beg to differ. 31 respondents agree that demographics like age, gender, education, and income is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 19 respondents beg to differ.

According to 42 respondents, ensuring that the organic food space is not wanting in support services will help price the organic food products competitively and raise the demand for them. The remaining eight respondents beg to differ. According to 40 respondents, raising the FPO numbers to minimise aggregation and sale costs will help price the organic food products competitively and raise the demand for them. The remaining 10 beg to differ. According to 38 respondents, minimising intermediary costs for farm producers will help price the organic food products competitively and raise the demand for them. The remaining 12 beg to differ. According to 38 respondents, avoiding multiple certification requirements which cut into the farm producers' margin will help price the organic food products competitively and raise the demand for them. The remaining 12 beg to differ.

1.11.2 Experts

27 respondents agree that high nutritive value is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 23 respondents beg to differ. 26 respondents agree that planet-friendliness is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 24 respondents beg to differ. 36 respondents agree that organic certification is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 14 respondents beg to differ. 24 respondents agree that easy availability across markets is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 26 respondents beg to differ. 29 respondents agree that rising standards of living is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 21 respondents beg to differ. 26 respondents agree that rising quality of living is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 24 respondents beg to differ. 26 respondents agree that rising health consciousness, post pandemic is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 14 respondents beg to differ. 21 respondents agree that rising concern for the environment is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 29 respondents beg to differ. 34 respondents agree that Snob appeal is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 16 respondents beg to differ. 37 respondents agree that demographics like age, gender, education, and income is among the factors have a bearing on the consumers' buy decision concerning organic food products. The remaining 13 respondents beg to differ.

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all farm producers, small and large and help price the organic food products competitively and raise the demand for them. The remaining 17 beg to differ.

1.12 Conclusions

Conclusions are inferences / generalisations drawn from the findings and relate to hypotheses. They are answers to the research questions or the statements of acceptance or rejection of hypotheses.

As explained already, this study proposes to test the following hypothesis:

“The category the respondents belong to and their agreement / disagreement with the statement that minimising intermediary costs for farm producers will help price the organic food products competitively and raise the demand for them are independent”.

Hence H_0 and H_1 are as follows:

H_0 : “The category the respondents belong to and their agreement / disagreement with the statement that minimising intermediary costs for farm producers will help price the organic food products competitively and raise the demand for them are independent”

H_1 : “The category the respondents belong to and their agreement / disagreement with the statement that minimising intermediary costs for farm producers will help price the organic food products competitively and raise the demand for them are not independent”

Based on the primary data collected from the respondents, vide Tables: 2, and 4, a chi-square test was applied to ascertain the association, if any, between the variables. The following Table reveals the computation made using MS-Excel.

	Category	Observed Values		
		Agree	Disagree	Total
	Marketers	38	12	50
	Experts	41	9	50
	Total	79	21	100
	Category	Expected Values		
		Agree	Disagree	Total
	Marketers	39.5	10.5	50
	Experts	39.5	10.5	50
	Total	79	21	100
		Agree	Disagree	
	o-e	-1.5000	1.5000	
2		1.5000	-1.5000	
	(o-e) ²	2.2500	2.2500	
		2.2500	2.2500	
	((o-e) ²)/e	0.0570	0.2143	
		0.0570	0.2143	
	CV	0.1139	0.4286	0.5425
	TV			3.8415

	p			0.4614
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The calculated value of χ^2 is 0.5425, lower than the table value of 3.8415 for an alpha of 0.05 at one degree of freedom. $p=0.4614 > 0.05$, the alpha level. Hence H_0 is not rejected.

1.13 Recommendations

The following are the researcher's recommendations in the light of the findings arrive at:

The nutritive value offered by organic food products, the latter's planet-friendliness, the rising standards of living and the rising health-consciousness of the people, among other things, do have a bearing on the consumers' buy decision concerning organic food products. None can deny this judging by the rising trend in the consumption of organic food products in the country. These developments augur well for the country's progress in the organic food products space. Yet the country's share in the consumption of organic food products or for that matter, its share in the international organic food products space is less than satisfactory. A way out of this has to be found by strategizing appropriately so that the offtake of organic food products within the country and without is commensurate with the population of the country and its potential in the organic food products space.

1. Optimising the support services will go some way in ensuring that the small as well as large players (organic farm producers) in the space stand out in the national as well as the international markets on parameters like price and quality. Support services need to be optimised in operations like procurement, processing, and sales so the producer is rewarded fairly, and the consumer is rewarded through competitive pricing.
2. Raising the FPO numbers will minimise intermediation costs and maximise direct sales eventually leading more and more of consumers to patronise more and more of the organic food products. After all, one of the main reasons behind the consumer's reluctance to patronise the organic food product is its price. If the price is affordable, the consumer will patronise the organic food products generously leading the producers to ramp up production. The ramped-up production should make it easier for the producers to price the products competitively thereby bringing new consumers into the organic food products fold.
3. Multiple certification requirements play the spoilsport in the organic food products space. It escalates the cost of the final product and cuts into the margin of the producers. For example, the Participatory Guarantee System (PGS) organic certification is not accepted across the market. The regulatory regime should ensure consistency across the various certification systems to help price the organic food products competitively and escalate the demand for the products.
4. Dedicated organic food parks will engender group cohesiveness across all farm producers, small and large. Such group cohesiveness is conspicuous by its absence in the organic food products space. Dedicated organic food parks will help the producers price the products competitively and raise the demand for the products.

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