

ORGANIC FOOD PREFERENCES IN BUYING BEHAVIOUR OF WOMEN CONSUMERS OF URBAN, PATNA

Nainshi Kumari

Abstract :

Women play a pivotal role in the decision making process of organizations and within the family. Indian culture bestows on women the role of care taker of the family. Women are increasingly moving out of their homes and into the work environment. A greater number of women are also entering the workforce of restricted industries. Thus women play the dual role of housewives and working women. The role conflict and dual role of working women has resulted stress, tension, anxiety, obesity, etc and consequently, working women are facing frequent ill health, both psychological and physical. Food safety, human health and environmental concern along with sensory attributes such as nutritive value, taste, freshness and appearance influence organic food consumer preferences. Premium price continues to suppress organic food consumption. Understanding the grounds of increasing level of organic food consumption such as motivation are most critical in understanding the potential of the organic food to become a genuinely mainstream market.

Like any purchase, buying organic food is a personal choice. While some organic products may be higher in a few nutrients and have lower amounts of some pesticide residues, what's most important is that one eats a variety of healthy organic foods having important nutrients.

The women working in unorganized sector have more physical health problems and women working in organized sector have more psychological health problems due to role conflict, dual role and stress. The objective of this research paper is to identify the factors determine that influence women's preferences and buying behavior towards organic food in Patna city. For this purpose the present study has been conducted with a sample of 100 female organic food consumers of Patna city and their responses were gauged through a structured questionnaire, administered personally. Data have been analyzed with help of standard deviations and factor analysis. The results from the present study investigating factors influencing the women preferences towards organic food products indicate that health and price are the major factor which influences the buying behavior of women towards organic food products. This is followed by another factor such as 'taste', 'mood', 'influence' and familiarity'.

Keywords: Organic food, food preferences, buying behavior, factors influence

INTRODUCTION

Food consumption patterns are rapidly changing nowadays as a result of environmental issues, concern about the nutritional value of food and health issues. Issues such as quality and safety in food attract consumer interest in organic food that is free from pesticides and chemical residues. Organic products are obtained by processes friendly to the environment, by cultivation techniques that consider both the attributes of the final product and the production method. Thus, increasing demand for organic food is expected to continue in the future.

India produced around 1.34 million MT of Certified organic product which includes all varieties of food product namely sugarcane cotton Basmati rice, pulses, Tea, Spices coffee, oil, seed, fruits and their value added products. Among all the states Madhya Pradesh has covered largest area under organic certification followed by Rajasthan and Uttar Pradesh. Today, consumers prefer to buy products that do not involve modern synthetic inputs and will be beneficial to them in the long-term. That's why organic product stores are continuously growing.

Today's woman is still the designated chief operating officer of the home. Women are increasingly moving out of their homes and into the work environment. A greater number of women are also entering the workforce of restricted industries. Thus women play the dual role of housewives and working women. The fact is, no matter how progressive they are, Motherhood will always distinguish most women from men and put them at the center of home and family life. Women have a major responsibility of family health and for this they are always concern for food security and healthy diet for their family and very particular to purchase food products that's why they are more interested to buy organic food products. Some factors which influence urban women preferences and buying behavior are health, family needs, knowledge and awareness, food safety, family and other influence, social environment etc.

GREEN TEA

Organic Certification means that the green tea you are drinking has met certain standards for consumer safety and environmental friendliness. Synthetic pesticides, herbicides, and fertilizers are not used in organic tea farming which relies instead on natural processes. Organic green tea has the antioxidant, catechin, polyphenols and other content, it has many healthy benefits. It lowers the risk of diabetes, cardiovascular problems, obese etc. Green tea catechin proved to be very versatile in providing health benefits. This means that there are potential health benefits for everyone in the consumption of organic green tea. Even moderate amounts of consumption (drinking 1–2 cups of tea per day) may have

Women were asked about the various determinants which influence their organic food consumption behavior, in order to find out the various factors responsible for organic food consumption. The women who were consumers of organic food were termed as women organic consumers.

Sampling Design

This study was conducted to assess the women consumer buying behavior towards organic food in Patna city. After preparing questionnaire data were collected from different samples. Sample of women organic consumers were collected from market of Patna city. Survey was conducted for collecting samples from Supermarket, Malls, Retail shops, Health stores of Patna market. The samples were collected from two main market areas first is New Market(Ward no.54,53) which comes under the area of old Patna coded with N and second is Mp Nager (ward no.03,04)which comes under the area of new Patna coded with M .Consumers were selected through Purposive Sampling for data collection in this study. Sample of 120 consumers are used to collect data but due to type two error some data were not appropriate and after excluding inappropriate data, 100 women consumers are used. Selection of sample units in this method is free from bias.

Hypotheses

The data were collected to test following hypotheses –

Hypothesis1: There is a positive relationship between health consciousness and women Consumer’s buying behavior towards organic foods.

Hypothesis 2: women consumers in Patna city have different preference on consumption of organic food products.

RESULT AND DISCUSSION

Before analyzing the data collected it is better to understand various organic food products available in Patna city. Table 4.1 shows the list of organic products mostly available in Patna city market. There are products listed in the table.

Table 1: Main organic food products available in Patna market

S.No	Products	S.No	Products
1	Vegetables	15	Spices

2	Fruits	16	Oils and Fats
3	Cereals	17	Mustard
4	Pulses	18	Til
5	Kholar	19	wheat
6	Maize	20	Milk
7	Ginger	21	Meat
8	Soyabean	22	Mustard
9	Large Cardamom	23	Beverages
10	Passion fruit	24	Ragi
11	Dry fruits	25	Green tea
12	Bajra	26	Rice
13	Multi grain flour	27	Sugar
14	Flex seeds	28	Egg

The following table 2 shows the area wise classification of women consumers of Patna city.

Table 2: Area wise classification of

women organic consumers of Patna city

Market Area	No. of women Consumers	Percentage
N market area	35	35
M market area	65	65
	100	100

The table 2 reveals that the 35% of consumers were belonging to the N market area of old Patna remaining of the 65% of consumers was belonging to M market area of new Patna. Therefore majority of new Patna women consumers purchased organic product.

The table 3 shows the age wise classification of the women consumer of Patna city.

S.No.	Age	No of Consumer	Percentage
1	25-35	15	15
2	35-45	45	45
3	45-55	30	30
4	55 and above	10	10
	Total	100	100

Table 3:
Age wise classification of women organic consumers

consumers

It is clear from table 3 that 45 per cent of the consumers are in the age group of 35 to 45 years, 30 per cent of the consumers in the ages between 45 to 55 years, 15 per cent of the consumers in the age between 25 to 35 years and 10 per cent of the respondents are in the age group of above 55 years. It is evident from table that majority of the respondents are in the age group of 35 to 45 years.

Type of Family

The following table 4 shows the family type of respondents.

Table 4: Type of Family of women organic consumers

S.No	Nature of Family	No of consumers	Percentage
1	Nuclear Family	70	70
2	Joint Family	30	30
	Total	100	100

Table 4
exhibits that 70 per cent of

the consumers belonged to nuclear family and 30 per cent of the consumers belonged to joint family. Majority of the respondents belong to nuclear family. Thus joint family system is gradually getting abolished and nuclear family system is highly appealing among the generation in the present era.

Marital Status

The following table 5 shows the marital status of women consumers in Patna city.

Table 5: Marital Status of consumers

S.No	Marital Status	No of Consumes	Percentage
1	Married	76	76

2	Unmarried	24	24
	Total	100	100

Table 5

shows that 76 per cent of the consumers were married and 24 per cent of the women consumers were unmarried. It is evident from table that majority of the consumers are married. It is clear from the study that majority of married consumers prefer organic food products in the study area.

Occupation

Table 6 depicts the occupation wise classification of women consumers of organic product in Patna city.

Table- 6: Occupation wise classification of women consumers of organic food.

S.No	Occupation of women consumers	No. of consumers	Percentage
1	Working women	Government	16
		Private	25
		Business	10
		Others	5
2	Non working women	44	44
	Total	100	100

Result shows that majority of the working consumers are were working women.

Sources of Information

The following table 7 shows the sources through which the urban women came to know about the Organic food products in Patna city.

Table 7: Sources of Information

S.No	Sources of Information	No of Consumers	Percentage
1	Friends	35	35
2	Relatives	08	08

3	Advertisement	26	26
4	Colleagues	29	29
5	Any other	02	02
	Total		

Table 7 shows that 35 per cent of the women consumers came to know about the organic food through friends, 08 per cent of the consumers came to know through relatives, 26 per cent of the consumers came to know through advertisement, 29 per cent of the consumers came to know about the organic food through colleagues and 2 per cent of the consumers came to know about the organic food through other sources.

Table- 8: Factors influence urban women consumer to buy organic food products in Patna city.

S. No	Factors (variables)	No. of Non working women consumers				No. of working women consumers				Total		
		S. A	A	N	D	S.D	S .A	A	N		D	S.D
1	Health Consciousness	30	10	4	-	-	38	12	5	1	--	100
2	Environmental Concern	25	10	7	2	--	27	15	10	2	2	100
3	Price	20	12	10	1	1	25	12	8	6	5	100
4	Knowledge	22	15	4	3	--	30	20	3	3	3	100
5	Purchase Intension	10	6	15	2	1	28	17	5	4	2	100
6	Beliefs and Attitudes	15	10	10	5	4	27	18	5	4	2	100
7	Family and others influence	20	15		5	2	22	18		105		100

(S.A represented strongly agree,A for agree,N for neutral,D is disagree,S.D for strongly disagree .)

Analysis:

In terms of Health consciousness factor, working and nonworking both of the women consumers (68per cent) considered organic products to be healthier. Almost 42 percent of them believed organic foods to be of better quality since they are free of pesticides and chemical residues. Other factors that influence women consumer buying behavior towards

organic food products are environment concern (52 per cent) ,price(45 per cent),knowledge about organic products (42per cent)and family and others influence also (42 per cent).

Statistical Analysis: Descriptive statistics and chi square test, respectively are used in order to identify statistical significance to demographic variables, factors influencing women consumers buying behavior towards organics food products. The level of significance is set at $\alpha=0.05$.

In order to verify the result, hypotheses were tested. For the first hypothesis:

Hypothesis1: *There is a positive relationship between health consciousness and women Consumer behavior towards organic foods*

Table 9

S.No	Consumers Ranking	No. of consumers	Percentage
1	Strongly agree	68	68
2	Agree	22	22
3	Neutral	9	9
4	Disagree	1	1
5	Strongly Disagree	--	--
Total		100	100

Chi-Square 0.05

P-value	Df	X ²	S/Ns
0.00001	4	179.2	5

Table 9 shows that health is a major factor influence to women consumers to buy organic food products. The scores obtained were statistically analyzed by Chi –Square test. The p – value is 0.00001. This result is significant at $p < 0.05$ indicates that the independent variable affect the dependent variable and regression analysis statistically reliable. Therefore hypothesis 1 is confirmed.

Preferences of women consumers on organic food products:

The following table 10 shows women consumer’s preference on organic food.

Table 10: Preference of women consumer on consumption of organic food products

S.No	Particular	No of Working Women consumers	Percentage	No of Non working women consumers	Percentage	Total (%)
1	Cereal& Pulses	12	12	14	14	26
2	Fruits& Vegetables	6	6	4	4	10
3	Dairy Products	4	4	3	3	7
4	Green Tea & Beverages	24	24	17	17	41
5	Oils & Ghee	6	6	4	4	10
6	Other food products	4	4	2	2	6
	Total	56		44		100

The table 10 shows organic product purchase wise classification of women consumers out of the total 100 women consumers. From the above table it is inferred that 26 per cent of the women consumers purchased cereal and pulses , 10 per cent of the consumers purchased fruits and vegetables, 7 per cent of the women consumers purchased dairy products, 10 per cent of the women consumer purchased oils and ghee , 6 percent of women consumers buy other food products and 41 per cent of women consumers prefer to buy green tea and beverages . Mostly women consumers are taking green tea regularly.

***Hypothesis 2:** Women organic consumers in Patna city have different preference on consumption of organic food.*

Table 11. Preference of women consumer on buying behaviour of organic food products

S.No	Organic food products	No of women consumers	Percentage
1	Cereal & Pulses	26	26
2	Fruits & Vegetables	10	10
3	Dairy products	7	7
4	Green tea & Beverages	41	41
5	Oils & Ghee	10	10
6	Other food products	6	6
	Total	100	100

Chi-Square 0.05

P-value	Df	χ^2	S/Ns
0.00001	5	58.73	6

Table 11 shows that women consumers have different preference on buying behavior of organic food products. The scores obtained were statistically analyzed by Chi –Square test. The p – value is 0.00001. This result is significant at $p < 0.05$ indicates that the independent variable affect the dependent variable and regression analysis statistically reliable. Therefore hypothesis 2 is confirmed.

CONCLUSION

- Working women consumers are more interested to buy organic food products instead of nonworking women consumers.

- Women consumers between 35 to 45 years prefer more to buy organic food and mostly women consumers are belonging to the nuclear family.
- Married women consumers are more interested to buy organic food products probably because they have more responsibility of their family health.
- A relationship between health consciousness and women consumer behavior towards organic foods and this hypothesis was accepted.
- Health is always an important factor in human life. The organic ingredients can indeed help to improve cancer problems. Health consciousness was being indicated to be the most important factor in shaping behavior of women consumers towards organically produced food.
- Women consumers get information about the organic food products mostly through their friends and colleagues.
- It is found that preference of organic food is high among the working women working and nonworking both the women consumer are concerned for health factor and they are more interested to buy organic green tea because of their health benefits.
- Most of the women take green tea regularly .Green tea helps to reduce oxidative stress, obesity and prevent diabetes and hypertension.
- Women play a lead role to buy food for their family and they always prefer to buy food which are healthy and help to improve their family lifestyle.

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