



# Study on Consumer Behaviour toward Organic Products in the Nainital District of Uttarakhand, India

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## Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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## ABSTRACT

The study conducted in the Nainital district of Uttarakhand state investigated the consumers' buying behaviour towards organic food products based on the data collected from 110 respondents. The study used Henry Garrett's ranking test for analysis. The study focused on finding out the factors affecting consumer behaviour while purchasing organic products. The study has revealed that factors availability, price, quality, reference from others, environmental concern, brand, advertisement, awareness and personal experience hold 1 to 9 rankings respectively. This indicates availability is a major concern that should be considered first.

**Keywords:** Consumer behaviour; organic food; factors affecting.

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## 1. INTRODUCTION

Organisations have been paying more attention to marketing green products [1]. The concept "green" is often associated with terms such as responsible consumption, ecological marketing, ecologically concerned consumers, social responsibility, natural, sustainable, environmental-friendly, or pro-environmental [2]. The growth of organic products is seen as part of emerging marketing trends where consumers seek to know what an organic product can deliver before making purchase decisions [3]. Green consumers avoid purchasing products that are considered unhealthy; that harm the environment during production, during use, and after use; consume excess energy; are repackaged; or contain ingredients from endangered habitats or species [4]. Consumers' concerns about environmentally friendly, quality, food safety, and healthy food are becoming increasingly of global interest, which provides growing markets for organic foods, including organic rice. It is then important for the food industries to know the consumers' knowledge and perceptions towards consuming organic rice so that they can produce organic rice products that can meet and satisfy the needs and wants of potential consumers. The influence of consumers' knowledge of organic rice can impact their awareness and consciousness about organic rice. Ibitoye et al. [5] Consumers' trust in the authenticity of the goods and their price is considered an important factor that was revealed as a barrier to the development of organic foods according to consumer information. Ramesh and Divya [6] Research aimed to evaluate the current status of consumers' buying behaviour towards organic foods in the emerging market. Based on an extensive literature review, the authors identified several factors that influence consumers' buying behaviour towards organic food, which included (i) knowledge, (ii) health consciousness, (iii) environmental concern, (iv) price, (v) perceived beliefs and attitudes, (vi) government support and policy, as well as (vii) availability. (Md. Tareq Bin Hossain and Pei Xian Lim [7] Respondents possess a willingness to support environmental protection, a realisation of environmental responsibilities, and an inclination towards searching for green product-related

information and learning about green products. Green brand image, green brand love, and green brand loyalty positively affect green purchase behaviour [8]. Supporting environmental protection, the drive for environmental responsibility, the green product experience, the environmental friendliness of companies, and social appeal are identified as important factors affecting green product purchase decisions [9]. The effect of green product awareness on the green purchase intention of university students is greatly driven by awareness, perceived price, perceived value, perceived quality, and perceived availability [10].

## 2. MATERIALS AND METHODS

To address the objectives questionnaire was prepared and respondents were asked to answer the questions, personal interviews were taken, other than these a deep study of the previous research paper was done. The data collected through these methods were further used to find out the results of the study. The study was carried out in the month of June and July 2022 in which a total of 110 respondents were asked to fill the questionnaire while 26 respondents were interviewed personally.

## 3. ANALYSIS

**Garrett's Ranking Technique** Garrett's ranking technique was used to rank the preference indicated by the respondents on different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula-

$$\text{Percentage position} = 100 * \frac{(R_{ij} - 0.5)}{N_j}$$

Where-

**R<sub>ij</sub>** = Rank given for the *i*th variable by *j*th respondents.

**N<sub>j</sub>** = Number of variables ranked by *j*th respondents.

## 4. RESULTS AND DISCUSSION

### 4.1 The Factors Responsible for the Preference for Organic Food Products with Reference to Organic Rice

**Table 1. Rank given by respondents to factors**

Factors	Rank Given by Respondents								
	1	2	3	4	5	6	7	8	9
Availability	19	16	23	11	10	9	8	8	6
Price	20	13	14	15	8	10	9	12	9
Quality	14	15	11	9	10	12	10	15	14
Brand	8	10	12	13	11	14	13	14	15
Reference from others	10	18	12	12	12	13	12	8	13
Previous experience	6	12	11	10	10	16	13	9	23
Advertisement	9	8	7	14	19	9	14	17	13
Environment concern	15	10	8	12	18	13	14	12	8
Awareness	9	8	12	14	12	14	17	15	9

**Table 2. Percent position & garrett value**

S No.	$100*(R_{ij} - 0.5)/N_j$	Garrett value
1	5.56	81
2	16.67	69
3	27.78	61
4	38.89	56
5	50.00	50
6	61.11	44
7	72.22	39
8	83.33	31
9	94.44	19

**Table 3. Calculated value & ranking**

Factors	Rank Given by Respondents									Total	Average	Ranking
	1	2	3	4	5	6	7	8	9			
Availability	1539	1104	1403	616	500	396	312	248	114	6232	56.65	1
Price	1620	897	854	840	552	440	351	372	171	6097	55.43	2
Quality	1134	1035	671	504	610	528	390	465	266	5603	50.94	3
Brand	648	690	732	728	616	616	507	434	285	5256	47.78	6
Reference from others	810	1242	732	672	600	572	468	248	247	5591	50.83	4
Previous experience	486	828	671	560	440	704	507	279	437	4912	44.65	9
Advertisement	729	552	427	784	741	396	546	527	247	4949	44.99	7
Environment concern	1215	690	488	672	558	572	546	372	152	5265	47.86	5
Awareness	729	552	732	784	228	616	663	465	171	4940	44.91	8

## 5. INTERPRETATION

According to the details of the variables influencing respondents' behaviour (Table 1) and the results of the calculation (Table 3), the availability factor was the most important (average score 56.65), followed by price (average score 55.43) ranked second, quality of the organic products (average score 50.94) ranked third, reference from others (average score 50.83) ranked fourth, environment concern among people (average score 47.86) ranked fifth, brand of the product (average score 47.78) ranked sixth, advertisement (average score 44.99) ranked seventh, awareness among people (average score 44.91) ranked eighth and

previous experience of people (average score 44.65) ranked ninth.

## 6. CONCLUSION

The study titled "Study on Consumer Behaviour towards Organic Products in the Nainital District of Uttarakhand" was carried out to better understand the different factors impacting consumer behaviour when it comes to purchasing organic products. The survey was carried out utilising random sampling in the designated area with a total of 110 respondents. The three key factors impacting consumer behaviour were found to be the availability of organic products, their cost, and

their quality. Businesses should focus on making organic products accessible at a cost that is affordable for most consumers and as a result has proper quality.

## CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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