

# **A Study On The Demographic Factors Influencing The Consumers Buying Behaviour With Special Reference To The Organic Food Product Brands In Bangalore City**

**N.R.Naresh, Dr.A.Hema Malini,**

Ph.D., Research Scholar, Alagappa Institute of Management, Alagappa University, Karaikudi  
Research Supervisor, Alagappa Institute of Management, Alagappa University, Karaikudi

## **ABSTRACT**

This study explores the demographic factors influencing consumer buying behavior regarding organic food product brands in Bangalore City. Utilizing a sample of 466 respondents, the research investigates how variables such as age, education, income, and gender impact preferences and purchasing decisions in the organic food market. The findings indicate that younger consumers (ages 21-30) exhibit a strong preference for brands like Dear Earth and Dhatu, while middle-aged consumers (ages 31-40) favor Down to Earth. Additionally, higher education levels correlate with a preference for 24 Mantra, reflecting increased awareness of health and wellness benefits associated with organic products. Income analysis reveals that budget-conscious consumers under ₹10,000 gravitate towards affordable brands, while those earning between ₹10,000 and ₹30,000 consistently prefer 24 Mantra. Overall, the study highlights the significance of demographic factors in shaping consumer behavior and provides valuable insights for marketers in the organic food sector.

**Keywords:** Organic, food product brands, consumer buying behavior, brands

## **INTRODUCTION:**

Consumers' perceptions and attitudes are unpredictable, making it difficult to determine the key factors that influence their decision to choose and purchase a product or service. The behavior of Indian organic food consumers is particularly important to study in order to support the continued growth of organic food consumption. The Indian market for organic products has expanded significantly, driven by the introduction of certified organic food items. It is observed that the organic food industry in India appeals to consumers through its branding and labeling. The term "organic" refers to products grown using approved practices that incorporate cultural, biological, and mechanical methods, which promote resource cycling, ecological balance, and biodiversity conservation.

Consumers are highly concerned about nutritional safety and seek products that offer quality, nutrition, and additional benefits. The presence of chemicals and pesticide-treated products has raised apprehensions among buyers. As a result, the demand for food with safe, natural ingredients is unavoidable. The wide range of organic food options provides consumers with a trustworthy platform to make informed choices, helping to alleviate their concerns about food consumption.

In the year 2019-20, India produced around 2.75 million tonnes of certified organic products. This vast output encompasses a wide range of food categories, reflecting the diversity of India's agricultural sector. Key organic products include oilseeds, sugarcane, cereals, millets, cotton, pulses, aromatic and medicinal plants, tea, coffee, fruits, spices, dry fruits, vegetables, and processed foods. The country's organic production, however, is not confined solely to consumable goods. India is also a significant producer of non-edible organic products such as organic cotton fiber and functional food products, which further highlights the versatility and scope of its organic farming industry.

The importance of India's organic sector is underscored by its impressive export performance. During 2019-20, the total volume of organic exports reached a substantial 6.389 lakh million tonnes. These

exports contributed to an export revenue realization of approximately INR 4,686 crore (equivalent to USD 689 million), showcasing the growing global demand for India's organic products. Indian organic products are exported to a wide array of countries, including major markets such as the United States, the European Union, Canada, Switzerland, Australia, Japan, Israel, the United Arab Emirates, New Zealand, and Vietnam, among others. This demonstrates the widespread international appeal of Indian organic products, with a solid presence in both Western and Eastern markets.

Within the range of exported organic goods, processed foods stand out as the most significant contributor to export revenue, accounting for a dominant 45.87% of the total export value. Soya meal, in particular, plays a key role within this category. Following processed foods, oilseeds make up 13.25% of export value, highlighting the importance of oilseeds as a major agricultural commodity in India's organic sector. Plantation crops, such as tea and coffee, contribute 9.61% to the export earnings, reaffirming India's long-standing reputation as a global supplier of high-quality organic beverages. Cereals and millets account for 8.19% of the export value, while spices and condiments represent 5.20%, further emphasizing the richness and diversity of India's organic agricultural output. Dry fruits, contributing 4.98%, also play a vital role in the organic export mix, while sugar makes up 3.91% and medicinal plants account for 3.84%. These categories of organic products showcase the breadth of India's organic farming capabilities, extending from everyday staples to specialized commodities.

The production and export of organic cereals and millets, in particular, deserve special mention. These grains have become increasingly popular both in domestic and international markets due to their nutritional value and organic cultivation methods. Organic cereals and millets are consumed extensively by health-conscious consumers, contributing significantly to the export sector. Their growing demand in global markets highlights India's potential to further expand its organic product offerings and cater to the evolving preferences of consumers worldwide.

Overall, India's organic farming sector is rapidly gaining momentum, both in terms of production and export. The continued expansion of organic agriculture in the country, coupled with the rising global demand for sustainable and health-conscious food products, positions India as a leading player in the international organic market. This growth not only benefits the agricultural economy but also reinforces the country's commitment to environmentally friendly farming practices, resource conservation, and the promotion of biodiversity.

## REVIEW OF LITERATURE

Consumer behavior is a psychological process through which individuals identify their needs and gather information to meet those needs. Psychological factors, such as the motivations behind purchasing products—like taste, quality, and other attributes—play a crucial role in influencing buying decisions. In particular, taste significantly shapes consumers' attitudes when making decisions about purchasing organic food products. (Basha et al.,2015)

Organic consumers are generally younger and more highly educated. Their trust in organic products is rooted in the authenticity and credibility of the claims made about them. It is important to continuously educate consumers on the true meaning of organic products and their labeling. Consumers view organic food products very positively, associating them with being healthy, tasty, high-quality, fresh, nutritious, organically grown, and safe. These perceptions are the key factors driving their motivation to purchase organic foods. (Vukasovic, 2015)

Young consumers tend to place a high value on the safety and health benefits of certified products, viewing them as more trustworthy and reliable compared to items without proper labeling. Certification logos, which serve as a mark of quality and adherence to certain standards, play a crucial role in influencing their purchasing decisions. These consumers often associate labeled products with

being free from harmful substances like chemicals or pesticides, reinforcing their belief in the product's health benefits. (Cichocka & Oleniuch, 2017)

Organic foods have lower levels of pesticides and fertilizers, minimizing the risk of pesticide exposure. They are also considered superior to conventional foods due to their higher content of antioxidants, healthy fatty acids, and greater nutritional and protein value. (B, J, N, S, & Rajajayakumar, 2017)

Organic consumers are motivated by both health and environmental awareness. While health consciousness has a positive impact on their attitudes toward organic products, perceptions of high prices can negatively influence their decision to purchase. The study also revealed gender differences in the outlook and intent to buy organic food, with female consumers showing greater concern for health and environmental factors than their male counterparts. (Chen, M. F. 2009).

## **OBJECTIVES**

- To understand the demographic variables influencing the buying of packed food.
- To analyze the factors leading to the buying decision of organic food product brands in Kerala State.
- To suggest recommendations based on the findings

## **RESEARCH METHODOLOGY**

This study employs a descriptive research design to investigate the factors influencing consumer buying behavior regarding organic food product brands in Bangalore City, utilizing a sample of 466 responses collected through structured questionnaires. The target population comprises consumers who purchase organic food, with a convenience sampling method ensuring diverse demographic representation, including age, gender, education, and income levels. Data collection involved both primary and secondary sources; primary data were gathered via a structured questionnaire that assessed demographics, awareness of organic products, purchasing influences (such as health consciousness, price perception, and environmental concerns), and purchasing behavior. Secondary data were sourced from academic journals, government publications, and industry reports to provide contextual insights. The questionnaire was designed with multiple sections, including demographic information, consumer awareness, and purchasing behavior, and underwent pilot testing for reliability and validity, with Cronbach's alpha used to assess construct reliability. Data analysis included both quantitative methods (descriptive statistics and inferential statistics) and qualitative thematic analysis of open-ended responses. Ethical considerations were prioritized, ensuring informed consent and maintaining participant confidentiality. The study recognizes limitations, including the potential biases of self-reported data and the use of convenience sampling, which may affect generalizability. Overall, this research methodology aims to enhance understanding of consumer behavior in the organic food sector, providing valuable insights for marketers, policymakers, and researchers.

## DATA ANALYSIS

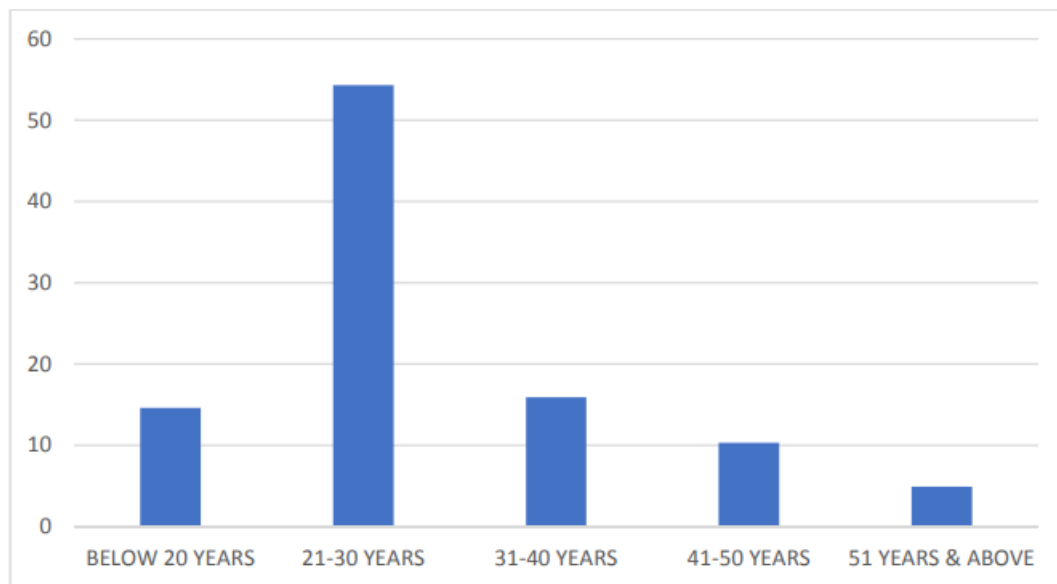
**Table 1.1**

*The age group of the consumers of organic food products*

| Age Group        | Frequency | Percent | Valid Percent |
|------------------|-----------|---------|---------------|
| BELOW 20 YEARS   | 68        | 14.6    | 14.6          |
| 21-30 YEARS      | 253       | 54.3    | 54.3          |
| 31-40 YEARS      | 74        | 15.9    | 15.9          |
| 41-50 YEARS      | 48        | 10.3    | 10.3          |
| 51 YEARS & ABOVE | 23        | 4.9     | 4.9           |
| Total            | 466       | 100.0   | 100.0         |

Source: Primary data

The table above illustrates the age distribution of the respondents. A significant 54.3% of them fall within the 21-30 year age range, while 15.9% are in the 31-40 year category. Additionally, 14.6% of the respondents are below 20 years old, and 10.3% fall into the 41-50 year age group. Only 4.9% of the respondents are aged 51 years and older.



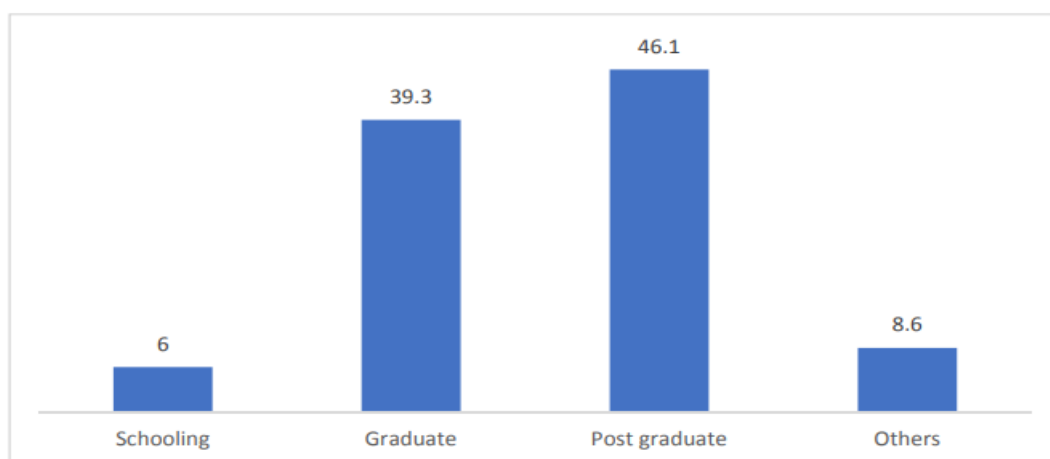
**Table 1.2**

***Educational qualification of the consumers of organic food products***

| Levels of Qualification | Frequency | Percent | Valid Percent |
|-------------------------|-----------|---------|---------------|
| Schooling               | 28        | 6.0     | 6.0           |
| Graduate                | 183       | 39.3    | 39.3          |
| Postgraduate            | 215       | 46.1    | 46.1          |
| Others                  | 40        | 8.6     | 8.6           |
| Total                   | 466       | 100.0   | 100.0         |

Source: Primary data

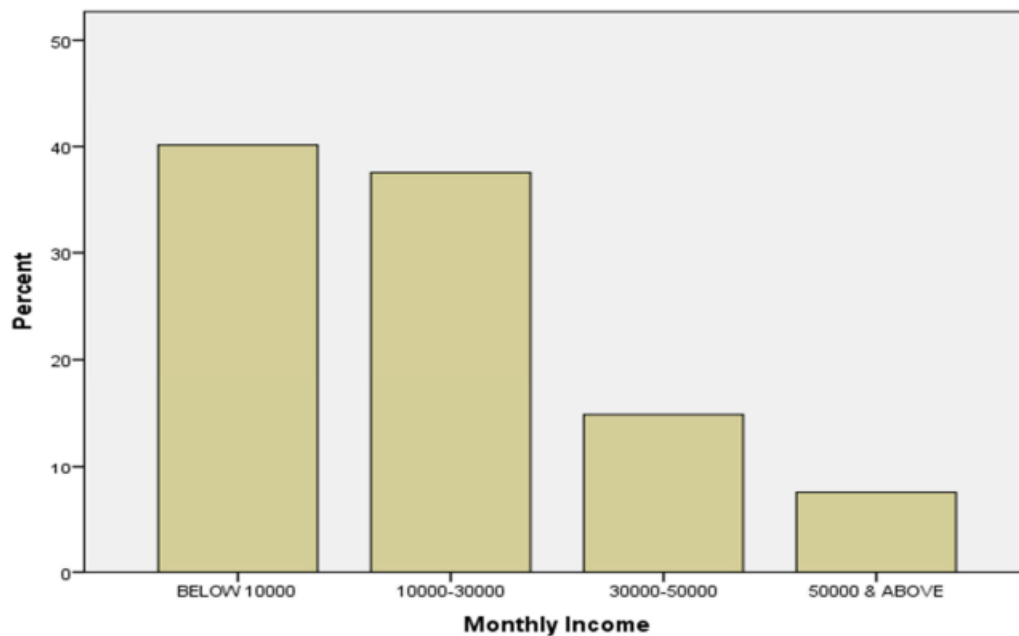
The table above displays the educational qualifications of the respondents. It is clear from the table that the highest level of education achieved is post-graduation, with 46.1% of respondents holding this qualification. The second largest group consists of graduates, comprising 39.3% of the respondents. Additionally, 8.6% fall into another qualification category, while 6% have completed only their schooling.

**Table 1.3*****Monthly income of the consumers of organic food products***

| Monthly Income | Frequency | Percent | Valid Percent |
|----------------|-----------|---------|---------------|
| Below 10000    | 187       | 40.1    | 40.1          |
| 10000-30000    | 175       | 37.6    | 37.6          |
| 30000-50000    | 69        | 14.8    | 14.8          |
| 50000 & above  | 35        | 7.5     | 7.5           |
| Total          | 466       | 100.0   | 100.0         |

Source: Primary data

The table above illustrates the monthly income levels of the respondents. Approximately 40.1% of them earn less than ₹10,000, while 37.6% fall within the ₹10,000 to ₹30,000 range. Additionally, 14.8% of respondents have an income between ₹30,000 and ₹50,000, and 7.5% earn ₹50,000 or more.



**Table 1.4**

***Brand preference of the consumers based on age group***

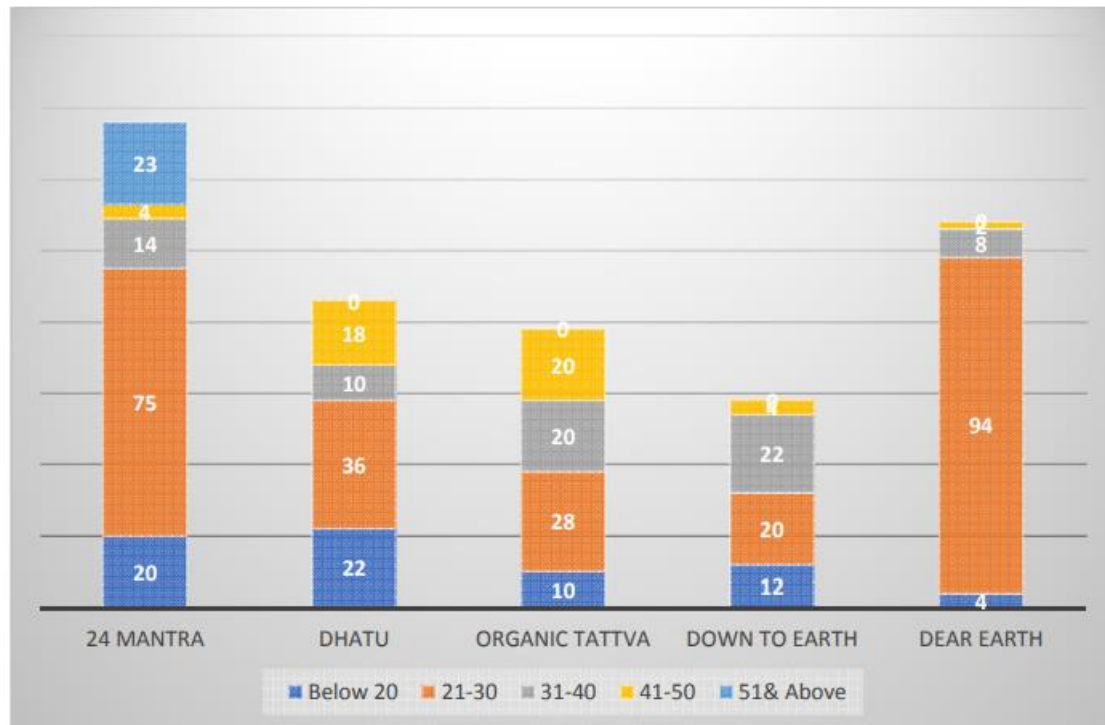
| Age       | 24 Mantra | Dhatu | Organic Tattva | Down to Earth | Dear Earth | Total |
|-----------|-----------|-------|----------------|---------------|------------|-------|
| Below 20  | 20        | 22    | 10             | 12            | 4          | 68    |
| 21-30     | 75        | 36    | 28             | 20            | 94         | 253   |
| 31-40     | 14        | 10    | 20             | 22            | 8          | 74    |
| 41-50     | 4         | 18    | 20             | 4             | 2          | 48    |
| 51& Above | 23        | 0     | 0              | 0             | 0          | 23    |
|           |           |       |                |               |            | 466   |

Source: Primary data

The table above highlights the preferred brands among respondents, segmented by age group. For individuals under 20, Dhatu emerges as the most favored brand, indicating its strong appeal among younger consumers. In the 21-30 age range, Dear Earth takes the lead as the preferred choice, reflecting the brand's resonance with younger adults who may prioritize organic and sustainable options. For the middle-aged demographic, specifically those aged 31-40, Down to Earth is identified as the most popular brand, suggesting its effective positioning within this group.

In the age group of 41-50, Organic Tattva is favored, which may indicate a preference for brands that emphasize health and wellness. Meanwhile, for respondents aged 51 and older, 24 Mantra stands out as the preferred brand, highlighting its appeal among older consumers who may value familiarity and

trust in organic products. This differentiation in brand preferences across various age groups illustrates how marketing strategies and product offerings can be tailored to meet the unique needs and preferences of different consumer segments.



**Table 1.5**

*Brand preference of the consumers based on the educational qualification*

| Educational Qualification | 24 Mantra | Dhatu | Organic Tattva | Down to Earth | Dear Earth | Total |
|---------------------------|-----------|-------|----------------|---------------|------------|-------|
| Schooling                 | 12        | 6     | 2              | 4             | 4          | 28    |
| Graduate                  | 128       | 22    | 13             | 10            | 10         | 183   |
| Postgraduate              | 193       | 13    | 6              | 0             | 3          | 215   |
| Others                    | 14        | 0     | 12             | 10            | 4          | 40    |

Source: Primary data

The table above illustrates the preferred brands among respondents, categorized by their educational qualifications. It reveals that 24 Mantra is the most favored brand among both graduate and postgraduate consumers. This trend suggests that 24 Mantra resonates well with individuals who have attained higher levels of education, possibly due to its emphasis on quality and organic certification. The preference for 24 Mantra among these educated demographics may be attributed to several factors, including an increased awareness of health and wellness issues, a strong inclination toward sustainable and environmentally friendly products, and a greater appreciation for organic farming practices. This brand's appeal could also stem from effective marketing strategies that communicate its values, such as quality, authenticity, and health benefits, aligning with the values and priorities of

highly educated consumers. As a result, understanding these preferences can provide valuable insights for marketers aiming to connect with this segment of the population.

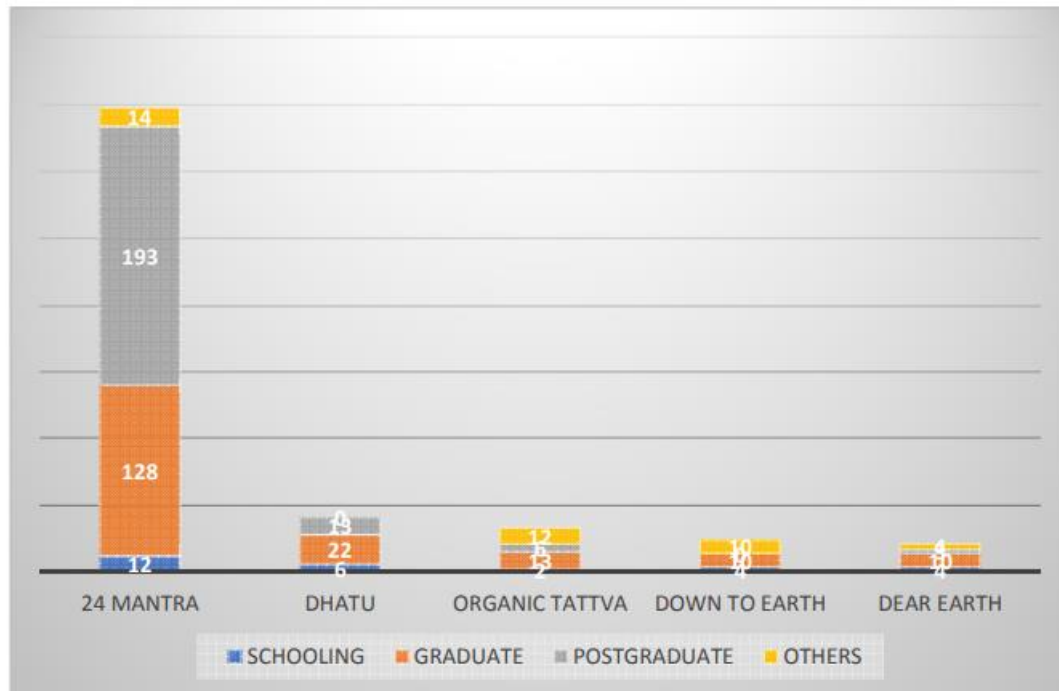


Table 1.6

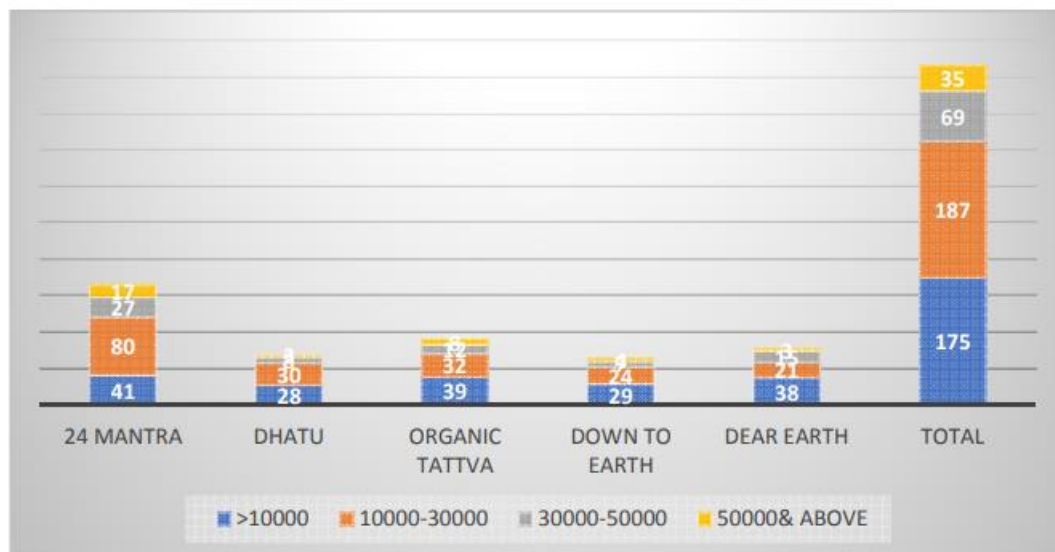
*Brand preference of the consumers based on income level*

| Income       | 24 Mantra | Dhatu | Organic Tattva | Down to Earth | Dear Earth | Total |
|--------------|-----------|-------|----------------|---------------|------------|-------|
| >10000       | 41        | 28    | 39             | 29            | 38         | 175   |
| 10000-30000  | 80        | 30    | 32             | 24            | 21         | 187   |
| 30000-50000  | 27        | 8     | 12             | 7             | 15         | 69    |
| 50000& Above | 17        | 3     | 8              | 4             | 3          | 35    |

Source: Primary data

The table above assesses the most preferred brands according to the respondents' income levels. It reveals that among those earning less than ₹10,000, 24 Mantra is the top choice, with 41 respondents favoring it. This is closely followed by Organic Tattva, which received 39 votes, and Dear Earth, which garnered 38 votes. This trend indicates a strong inclination towards these brands among lower-income consumers, likely due to their accessibility and perceived value in the organic food market. In the income range of ₹10,000 to ₹30,000, 24 Mantra continues to be the preferred brand, reflecting its strong market presence and appeal to individuals in this income bracket. This suggests that as consumers' disposable income increases, they may still prioritize brands that are perceived as providing quality organic products at a reasonable price. The preference for 24 Mantra across different income categories indicates its successful positioning in the market, appealing to a wide audience by

meeting both quality and affordability standards. Understanding these brand preferences can be beneficial for marketers aiming to target specific income groups effectively.



## CONCLUSION

This study aimed to investigate the demographic factors influencing consumer buying behavior concerning organic food product brands in Bangalore City. Through a comprehensive analysis of 466 respondents, the research identified key demographic variables—such as age, education level, income, and gender—that significantly impact consumer preferences and purchasing decisions in the organic food market.

The findings reveal that younger consumers, particularly those in the age group of 21-30, exhibit a strong preference for organic food brands, indicating a growing trend among millennials and Gen Z towards healthier eating and sustainable consumption practices. This age group primarily favors brands like Dear Earth and Dhātu, highlighting their appeal to health-conscious and environmentally aware individuals. Conversely, middle-aged consumers (31-40 years) showed a preference for brands like Down to Earth, which may reflect their established purchasing power and the prioritization of quality and reliability in their food choices.

Education also plays a crucial role in shaping consumer preferences. The study found that graduates and postgraduates favor 24 Mantra, suggesting that higher educational attainment correlates with a greater awareness and appreciation for the benefits of organic products. This aligns with the notion that educated consumers are more likely to seek out and invest in products that align with their health and wellness values.

Income level emerged as another critical factor influencing buying behavior. Consumers with lower incomes (below ₹10,000) preferred 24 Mantra, Organic Tattva, and Dear Earth, demonstrating that these brands successfully cater to budget-conscious consumers while maintaining a focus on quality. In contrast, individuals with higher incomes (₹10,000 to ₹30,000) consistently favored 24 Mantra, indicating that even as disposable income increases, consumers still prioritize brands that offer a balance of affordability and perceived value.

Overall, the study underscores the importance of demographic factors in shaping consumer behavior in the organic food sector. The insights gained from this research can be invaluable for marketers and brand managers in developing targeted marketing strategies that resonate with specific consumer segments. By understanding the preferences and motivations of different demographic groups, brands can tailor their messaging, product offerings, and promotional efforts to effectively meet the needs of their target audience.

In conclusion, as the demand for organic food products continues to rise, particularly in urban areas like Bangalore, it is essential for brands to recognize and adapt to the diverse factors influencing consumer purchasing behavior. The findings from this study not only contribute to the existing literature on consumer behavior but also provide practical implications for stakeholders in the organic food industry. Future research could further explore the evolving trends in consumer preferences and the impact of cultural and socio-economic factors on organic food consumption, ensuring that brands remain responsive to the changing landscape of consumer needs.

## **BIBLIOGRAPHY**

1. Basha, M. B., Mason, C., Shamsudin, M. F., Hussain, H. I., Salen, M. A., & Ali, A. (2015). Consumer Acceptance Towards Organic Food. *Global Journal of Interdisciplinary Social Sciences*, Elsevier, 29-32.
2. Vukasovic, T. (2015). Attitudes towards organic fruits and vegetables. *Agricultural Economics Review*, 20-34.
3. Cichocka, I., & Oleniuch, I. (2017). The awareness of the EU food labeling system among university students. *Journal of Agribusiness and Rural Development*, 45-65.
4. Rock, B., Suriyan, J., Vijay, B., Thalha, N., Elango, S., & Rajajeyakumar, M. (2017). Organic food and health: a systematic review. *Community Med. Health Educ*, 7, 2161-2711.
5. Chen, M.-F. (2009). Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle. *British food journal*, 165-178.