CONSUMER INSIGHTS FOR ORGANICS FOOD MARKET: A DELHI-NCR STUDY

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Organic foods are now easily available everywhere irrelevant of the location. The pattern of organic food consumption in India is much different than in the developed countries. So what do Indian organic food consumers prefer? This research presents a study on consumer behaviour and attitude towards organic food in Delhi-NCR. Quantitative data is collected by online survey method consisting of structured questions which are only targeted to organic consumers in Delhi-NCR and analysed with SPSS 16. The results have provided some very insightful findings about the socio demographic and purchase behaviour of organic food consumers in Delhi-NCR. Organic food marketing is the new modified trend in the Indian agriculture sector. The scope for marketing organic food in India is vast and still not yet explored to its full potential. Organic food marketers can gain from these findings by incorporating these insights while strategising their marketing plan. This study also serves as good knowledgebase for more research in understanding organic food market and consumer preferences.

INTRODUCTION

Organic food is a term given to food which is prepared without using any harmful foreign substances such as pesticides, preservatives etc. Standards and certifying bodies for preparing the organic food vary from country to country. Years before as there were very few producers for organic food, acquiring organic food especially in the urban areas was difficult. Organic foods are now easily available everywhere irrelevant of the location. The global market for organically produced foods is $26 billion and is estimated to increase to $102 billion by 2020 as per the Indian Competence Centre for Organic Agriculture.

Domestic retail avenues for organic produce have traditionally been the odd cottage emporium, fruit mart, bakery and kirana stores along with an upmarket provision store. Today, however, marginal growth is slowly becoming evident in the increase in organised producers, retailers and product offerings in the market, where before the movement had been driven entirely by the spirit of individual initiatives of the farmers, the odd entrepreneur and non-governmental organisations.

Organic food consumption in India is on the rise. Though 50 percent of the organic food production in India is targeted towards exports, there are many who look towards organic food for domestic consumption. ACNielsen, a leading market research firm, recently surveyed about 21,000 regular internet users in 38 countries to find their preference for functional foods - foods that have additional health benefits. The survey revealed that India was among the top ten countries where health food, including organic food, is demanded by the consumers.

Organic food consumption is increasing in India and this is evident from the fact that many organic food stores are spurring up in India. As of 2006, every supermarket had an organic food store and every large city in India has numerous organic food stores and restaurants. This is a huge change considering that the first organic food store in Mumbai was started in 1997.

What do Indian organic food consumers prefer? The pattern of organic food consumption in India is much different than in the developed countries. In India, consumers
prefer organic marmalade, organic strawberry, organic tea, organic honey, organic cashew butter and various organic flours. This is exhibited in Table 1.

**TABLE 1**

<table>
<thead>
<tr>
<th>Type</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commodity</td>
<td>Tea, Coffee, Rice, Wheat</td>
</tr>
<tr>
<td>Spices</td>
<td>Cardamom, Black pepper, White pepper, Ginger, Turmeric, Vanilla, Mustard, Tamarind, Clove, Cinnamon, Nutmeg, Mace, Chilli</td>
</tr>
<tr>
<td>Pulses</td>
<td>Red gram, Black gram</td>
</tr>
<tr>
<td>Fruits</td>
<td>Mango, Banana, Pineapple, Passion fruit, Sugarcane, Orange, Cashew, Nut, Walnut</td>
</tr>
<tr>
<td>Vegetables</td>
<td>Okra, Brinjal, Garlic, Onion, Tomato, Potato</td>
</tr>
<tr>
<td>Oil seeds</td>
<td>Sesame, Castor, Sunflower</td>
</tr>
<tr>
<td>Others</td>
<td>Cotton, Herbal extract</td>
</tr>
</tbody>
</table>

*Source: Org-Marg, 2002 (Field survey and the publication- Organic and Biodynamics farming, Government of India, Planning Commission)*

Today, income and price differences are no longer the only barriers and also green movement is no longer the only motive in this sector. Important thing is, marketers and companies have to be aware of that organic consumption is rapidly expanding among the people from every socio-group and ideology and new individual needs are rising.

**Consumer Behaviour**

Consumer behaviour consists of ideas, feelings, experiences and actions of consumers with additional environmental factors like ads, prices and commend. Furthermore, consumer behaviour is a dynamic process, because of the continuous changes in ideas, perceptions and activities of consumers as an individual or in a group. (Consumers’ response to different types of marketing strategies is the major question to be answered. (Figure 1)

**FIGURE 1**

Consumer Behaviour

*Source: Peter and Olson, 2008*
Stimulus-respond model is often used to explain this query as shown in the Figure 2. Buyer’s black box is the vital point that companies and other actors in the market have to discover from various researches (Armstrong and Kotler, 2007).

**Determinants of Consumer Analysis**

Attitude is very commonly mentioned and used by the society with various meanings. Allport defined attitude as “a mental and neural state of readiness, organised through experience, exerting a directive or dynamic influence upon the individual’s response to all objects and situations with which is related”. Attitude is used to connote selectively to compromise consumers needs and could be changed by external effects like: joining a new community, gaining more knowledge and environment of a person (Chisnall, 1995). Also, attitude measurement is necessary for finding out how marketing strategies and advertisements are influencing people. Moreover, new products emerge in the market or existing product’s future demand can be predicted by measuring consumers’ attitude. (Blackwell et al., 2001). Due to the various marketing strategies to increase consumer portfolio in the market, many companies conduct large scale consumer attitude surveys to catch changes over time.

**FIGURE 2**

Three Elements of Consumer Analysis

![Diagram of Consumer Analysis](source: Peter and Olson, 2008, p. 22)

There have been examples in the past about how the big companies ended up with failure due to their lack of interest in society’s attitude changes, toward their product or services while the new brands tract their consumers after handling sophisticated attitude researches (Peter and Olson, 2008). To sum up, attitude is not the exact forerunners that say which consumption behaviour will be in the future, but they can show the way what buyers are likely to do in a defined situation (Chisnall, 1995). Marketers are aiming to satisfy the consumers’ needs that rise in certain time or period. When there is a need, people seek solutions to diminish or sift (Solomon, 2006), People’s needs and motivations are intensively connected to each other. Motivations start up behaviour and direct to a goal or a specific action. A motivated person’s involvement to an activity is obviously more than the unmotivated. Psychologists have examined motivation and its importance in human behaviour in several ways and the most common ideas were propounded by Abraham Maslow and Sigmund Freud (Armstrong and Kotler, 2007). Maslow has developed a theory that classifies the needs as “lower” and “higher” wishes.

**REVIEW OF LITERATURE**

Research related to consumer attitudes and preferences for organic produce is very sparse (Gil et al., 2000; Pearson, 2001; Squires et al., 2001; Magnusson et al., 2001; Chinnici
et al., 2002; Harper and Makatouni, 2002; Conner, 2004; among others). Most researches on consumer attitudes towards organic food lack an explicit theoretical basis (Magnusson et al., 2001). It is also noted that consumer involvement is relatively higher for organic food (Grunert and Juhl, 1995; Pauri and Zanoli, 1996). Piirto (1992) and Flynn et al. (1996) indicated that green or environment friendly category might be especially appropriate for a study of opinion leadership and accordingly, this paper focuses extensively on the social system dimension, which is one of the main components of diffusion of innovation studies (Schiffman and Kanuk, 2004). Consumers’ actions regarding organic food stem from attitudes that in turn, are linked to a complex set of ideas, motivations and experiences. Beliefs and perceptions are highly subjective notions (Fishbein and Ajzein, 1975), because they reflect opinions about the objective state of the world. Although in reality such perceptions may or may not be true, the individual who holds the perception thinks that it is true. Various researchers aimed to distinguish organic consumers by looking at the demographics like age, sex, income, presence of children and education. Classifications can be diverse depending on the writers. Most studies use terms of regular and occasional buyers (Zanoli et al., 2004; Zanoli and Naspetti, 2002) while other uses terms; unaware consumers, unaware non-buyers, buyers of organic food. Studies on consumer perceptions about organic versus conventionally produced food therefore attempt to determine what consumers think is true. Although particular attitudes are often assumed to lead to specific behaviours, the food and nutrition science and social-psychological literature provide limited evidence to support the assumption (Goldman and Clancy, 1991). Overall, the scholarly literature suggests that various consumer attitudes work in contrasting ways- for and against purchasing organic products.Consumer preference for organic food is based on a general perception that organic products have more desirable characteristics than conventionally grown alternatives. Apart from health, food safety and environmental considerations, several other product characteristics such as nutritive value, taste, freshness, appearance, color and other sensory characteristics influence consumer preferences (Bourn and Prescott, 2002). Many studies have investigated the effect of organic quality attributes and other characteristics on consumer preferences. These studies differ in several respects, making comparisons across studies very difficult. For example, there is inconsistency in defining the concept of quality. In general, the empirical evidence supports the hypothesis that product quality characteristics affect consumers’ preferences for organic food; with the most important including nutritional value, economic value, freshness, flavor or taste, ripeness, and general appearance especially of fruits and vegetables. Cunningham (2002) also reported that 93 percent of Canadian respondents prefer food products with good taste. O’Donovan and McCarthy (2002) also reported product availability and price as key inhibitors to consumers’ demand for organic foods in Ireland. By comparison, O’Donovan and McCarthy (2002) reported that among Irish respondents who did not purchase organic food, 43 percent indicated it was too expensive, 28 percent cited lack of availability, while 29 percent were just not interested. Sriram and Forman (1993) argue that the organic product purchase is a matter of lifestyle choice by environmentally conscious consumers. It is a niche category and remains within the social system of target market of health focused consumers in India (Nielsen, 2006). This paper focuses specifically on understanding the motivation and attitudes of Indian organic food buyers. Related international papers have offered key insights for focusing the study. There are very few studies available on Indian customer attitude towards organic food. Hence this paper also intends to fill this knowledge gap.

RATIONALE FOR THE STUDY
The pattern of organic food consumption in India is much different than in the developed countries. Hence this research aims to a study consumer attitude and behaviour towards organic food in Delhi-NCR.

OBJECTIVES OF THE STUDY

This research describes the general organic consumer with classification in age, gender, family structure, education level, occupation and income level. Furthermore, consumer attitude in Delhi-NCR has been examined. Lastly, product choice of consumers in Delhi-NCR will be examined. Hence following are the objectives:

- To study the demographic distribution of organic food consumers.
- To study the buying behaviour of organic food consumers.
- To study customer attitude towards organic food.

RESEARCH DESIGN

The study was descriptive in nature and focuses primarily on population consisting of consumers of organic food in Delhi-NCR. The sampling technique used was convenient sampling. Data was collected from primary data sources i.e. from organic food consumers and also from secondary data sources i.e. from organic food marketers, which consisted of some well know organic food brands in Delhi-NCR. One hundred and twenty responses were received via online questionnaire, face to face and telephonic interviews. Various statistical techniques using SPSS 16 were applied for data analysis and inferences have been drawn. The data collected for the study was limited to consumers of organic food in Delhi-NCR. The study is subjective in nature and prone to researcher’s understanding and interpretation of the context and respondent’s feedback.

RESULTS AND DISCUSSIONS

TABLE 2
Demographic Analysis of the Respondents

<table>
<thead>
<tr>
<th>S.No</th>
<th>Variable</th>
<th>Parameter</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td>Male</td>
<td>35</td>
<td>29.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>85</td>
<td>70.8</td>
</tr>
<tr>
<td>2</td>
<td>Age</td>
<td>Less than 20 years</td>
<td>19</td>
<td>15.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Between 20-35 years</td>
<td>19</td>
<td>15.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Between 35-45 years</td>
<td>59</td>
<td>49.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 45 years</td>
<td>23</td>
<td>19.1</td>
</tr>
<tr>
<td>3</td>
<td>Education</td>
<td>School passed</td>
<td>19</td>
<td>15.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Graduate</td>
<td>25</td>
<td>20.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Post graduate and above</td>
<td>76</td>
<td>63.3</td>
</tr>
<tr>
<td>4</td>
<td>Profession</td>
<td>Student</td>
<td>21</td>
<td>17.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Servicemen</td>
<td>48</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Businessmen</td>
<td>19</td>
<td>15.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Others</td>
<td>32</td>
<td>26.6</td>
</tr>
<tr>
<td>5</td>
<td>Income</td>
<td>Between 25000-35000</td>
<td>11</td>
<td>9.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 35000</td>
<td>109</td>
<td>90.8</td>
</tr>
<tr>
<td>6</td>
<td>Marital status</td>
<td>Single</td>
<td>33</td>
<td>27.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Married</td>
<td>87</td>
<td>72.5</td>
</tr>
</tbody>
</table>

Source: Primary data analysis by SPSS v.16

Gender distribution shows that 70 percent of the respondents were female indicating women as predominant purchasers of organic food, Delhi-NCR organic consumers age
distribution shows that, dominant group is between the age group of 35 and 45 years, with 59 percent respondents, above the age of 45 years were 23 percent and between the ages of 20 to 35 years were only 19 percent. This may due to the popularity of fast food among young people in Metro city.

Majority of the respondent have high education level since post graduate and above formed 63 percent of the respondents indicating the awareness about organic food among highly educated people, employment status of the respondent is reported as 40 percent in full time jobs or servicemen and 32 percent were in others which composed of house wives and retired people. Student formed 17 percent and businessmen were 15 percent in number. indicating that organic food is more popular among people in full time job. This is exhibited in Table 2.

Income distribution is predominantly composed of respondent with high income level being 91 percent and those forming the middle income group were 9 percent. There was no respondent from low income group, indicating lack of interest in organic food in this group.

Marital status of the respondents shows that 72.5 percent are married and 27.5 percent are single. This shows that organic food is more popular among married as compare to single people. This is exhibited in Table 2.

### TABLE 3
Purchase Responsibility, Frequency and First Purchase

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Variable</th>
<th>Parameter</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Shopping responsibility</td>
<td>Me</td>
<td>33</td>
<td>27.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Another person</td>
<td>21</td>
<td>17.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Me and another person</td>
<td>66</td>
<td>55</td>
</tr>
<tr>
<td>2</td>
<td>Purchase frequency</td>
<td>5-7 times in a week</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1-2 times in a week</td>
<td>79</td>
<td>65.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2-3 times in a month</td>
<td>13</td>
<td>10.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Once in a month</td>
<td>1</td>
<td>0.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Less than once in a month</td>
<td>3</td>
<td>2.5</td>
</tr>
<tr>
<td>3</td>
<td>First purchase of organic food</td>
<td>More than 5 years</td>
<td>34</td>
<td>28.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3-5 years</td>
<td>54</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1-3 years</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Last year</td>
<td>3</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Last 6 months</td>
<td>11</td>
<td>9.1</td>
</tr>
</tbody>
</table>

*Source: Primary data analysis by SPSS v.16*

55 percent of the respondents reported that they and the other person in their household were responsible for the purchasing of the food. Indicating that purchasing of food is generally a joint decision in the families, 27 percent said that they alone were responsible and 17 percent said that another person was responsible. This is exhibited in Table 3.

Respondents are asked about their organic food purchasing frequency. 65 percent said that they buy 1 to 2 times in a week and 20 percent said that they buy 5 to 7 times in a week, hence indicating a relatively high purchasing frequency. 10 percent said that they buy 2 to 3 times in a month and 25 percent said that they buy less than once a month. Only 0.8 percent people buy once in a month. This is exhibited in Table 3.

Delhi-NCR consumers are asked about the first purchase time of an organic product. 45 percent have stated that they first purchased between three and five years ago, 28 percent stated more than five years and 15 percent said that they purchased between one to three years. There is a positive relation between first purchase time of the respondents and the Purchase frequency. According to the analysis, first adaptors buy more frequent than consumers who start to purchase in the last years. This is exhibited in Table 3.
In order to figure out the most preferred shopping places in the organic food market, organic consumers were asked about the places they go for shopping when they want to buy organic products. Before asking the question, six places were identified as common shopping malls for Delhi-NCR: Supermarkets, discount shops, organic shops, bazaar, specialized shops (bakery, butcher, etc) and farm are the multiple choices in the survey. This is exhibited in Table 4. Respondents were free to mark all the choices. Majority of the consumer preferred supermarket and organic shops nearly equally for purchase. 22 percent preferred specialised shops and around 2 percent preferred open market as a place of purchase.

Consumers were asked to choose between the same six places as much as they can for the shopping places they want to see more in their area in the future. Majority and equal number of respondent said that they would like to see more of supermarket and discount stores. 17 percent said specialised shops and 15 percent reported preference for organic shops as place of purchase in future. 14 percent mentioned open market and rest 14 percent said farm shop as preferred place in future. This is exhibited in Table 4.

Conventional retail chains are the most preferred place for organic buyers in Delhi-NCR, due to the lack of other sale channels. Future expectations of Delhi-NCR consumers are to find more organic shops in these areas and to see more organic products in bazaars, discounts and specialized shops. However, supermarkets maintain their first place on the future preference list as they have conjugated with Delhi-NCR lifestyle in every socio-group.

Table 4
Preferred Place of Purchase Today and in Future

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Variable</th>
<th>Parameter</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Preferred place of purchase, today</td>
<td>Supermarket</td>
<td>114</td>
<td>38.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OrganicShop</td>
<td>109</td>
<td>37.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OpenMarket</td>
<td>5</td>
<td>1.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SpecShop</td>
<td>65</td>
<td>22.1</td>
</tr>
<tr>
<td>2</td>
<td>Preferred place of purchase, in future</td>
<td>Supermarket</td>
<td>119</td>
<td>18.4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DiscountStore</td>
<td>119</td>
<td>18.4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OrganicShop</td>
<td>103</td>
<td>15.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OpenMarket</td>
<td>95</td>
<td>14.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SpecShop</td>
<td>112</td>
<td>17.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>FarmShops</td>
<td>96</td>
<td>14.9</td>
</tr>
</tbody>
</table>

Source: Primary data analysis by SPSS v.16

Table 5
Product Consumption Today and in Future

<table>
<thead>
<tr>
<th>S.No</th>
<th>Variable</th>
<th>Parameter</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Product consumed today</td>
<td>Fresh vegetables</td>
<td>50</td>
<td>14.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fresh fruits</td>
<td>96</td>
<td>28.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Meat and meat products</td>
<td>3</td>
<td>0.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Milk and milk products</td>
<td>7</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cereals</td>
<td>105</td>
<td>31.4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bread and bakery products</td>
<td>7</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pulses</td>
<td>8</td>
<td>2.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dry fruits</td>
<td>3</td>
<td>0.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Beverages</td>
<td>4</td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Oil</td>
<td>4</td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sugar Products</td>
<td>4</td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Herbs and Spices</td>
<td>42</td>
<td>12.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Textile products</td>
<td>1</td>
<td>0.2</td>
</tr>
</tbody>
</table>
In the case of organic consumption, 31 percent of the respondents are purchasing cereals which is at the top of the preference list. Second most preferred group is of fresh fruits with 28 percent preference and third being fresh vegetables with 15 percent. 12 percent have shown interest in herbs and spices. Meat and meat products (0.8 percent) are listed at the bottom as they are very new in the market and very hard to find. Moreover textile (0.2) and baby products (0 percent) are the least consumed goods as they are also not available and especially baby products are really dependant to respondents household situation whether there is a baby or not. This is exhibited in Table 5.

Prediction of potential demand among product groups was done when the respondents marked their future preferences for organic product by their own. According to the survey, most preferred group was again cereals, fresh vegetables and fruits in the future with the rate of 10 percent each. Pulses and herbs and spices also showed equal number of preference followed by preference for dry fruits and beverages being 9 percent. Milk and milk products and oil showed preference 8 percent. Meat and meat products and Baby products are again listed at the bottom of the list with 0.2 percent and 0.8 percent of the demand respectively. This is exhibited in Table 5.

When we analyse the magnitude of the demand differences between products consumed today and expected to be consumed in the future, it is obvious that there will be a big demand in herbs, spices, pulses, dry fruits and beverages. Moreover oil, milk and milk products and sugar products are coming in the next group. It can be seen that market is getting mature in the product groups; cereals, fresh fruits and vegetables.

The respondents were asked about the most motivating factor for the purchase of organic foods. The various factors were rated on a scale from 1 (Strongly agree) to 5 (Strongly disagree). Almost all factors had mean score around 1 which indicates their high agreement for almost all factors. Low accessibility to market is still the major factor for keeping people away from organics. As Delhi-NCR organic market is in the emerging phase; it is not hard to predict the second and third major barrier. Availability with limited assortments of organic products is the following barriers. Moreover fourth place in barrier lists is shared by; lack of media information, less seasonal product availability in the market and insufficient income to afford organic products. Organic consumers have problems with expiration date and ranked “durability” of the products which means they agree on if there is more durability they will purchase more. “Trust” is seemed to a barrier but on the other hand 9 percent of the respondents believe that the products they buy are exactly coming from organic origin. This is exhibited in Table 6 and Figure 3.

### Table 6

<table>
<thead>
<tr>
<th>Products</th>
<th>Percent</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh vegetables</td>
<td>118</td>
<td>10.8</td>
</tr>
<tr>
<td>Fresh fruits</td>
<td>119</td>
<td>10.8</td>
</tr>
<tr>
<td>Meat and meat products</td>
<td>3</td>
<td>0.2</td>
</tr>
<tr>
<td>Milk and milk products</td>
<td>89</td>
<td>8.1</td>
</tr>
<tr>
<td>Cereals</td>
<td>111</td>
<td>10.1</td>
</tr>
<tr>
<td>Bread and bakery products</td>
<td>23</td>
<td>2.1</td>
</tr>
<tr>
<td>Pulses</td>
<td>116</td>
<td>10.6</td>
</tr>
<tr>
<td>Baby food</td>
<td>9</td>
<td>0.8</td>
</tr>
<tr>
<td>Dry fruits</td>
<td>99</td>
<td>9.0</td>
</tr>
<tr>
<td>Beverages</td>
<td>99</td>
<td>9.0</td>
</tr>
<tr>
<td>Oil</td>
<td>93</td>
<td>8.5</td>
</tr>
<tr>
<td>Sugar Products</td>
<td>85</td>
<td>7.7</td>
</tr>
<tr>
<td>Herbs and Spices</td>
<td>113</td>
<td>10.3</td>
</tr>
<tr>
<td>Textile products</td>
<td>15</td>
<td>1.3</td>
</tr>
</tbody>
</table>

*Source: Primary data analysis by SPSS v.16*
Motivations towards Organic Products

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Motivating Factors</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Healthy for me and my family</td>
<td>112</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>1.13</td>
</tr>
<tr>
<td>2</td>
<td>High safety level of guarantee and control</td>
<td>103</td>
<td>12</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>1.21</td>
</tr>
<tr>
<td>3</td>
<td>Animals are treated better</td>
<td>98</td>
<td>9</td>
<td>11</td>
<td>2</td>
<td>0</td>
<td>1.33</td>
</tr>
<tr>
<td>4</td>
<td>Environment is less polluted</td>
<td>105</td>
<td>12</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>1.17</td>
</tr>
<tr>
<td>5</td>
<td>Taste good</td>
<td>71</td>
<td>29</td>
<td>19</td>
<td>1</td>
<td>0</td>
<td>1.60</td>
</tr>
<tr>
<td>6</td>
<td>Fresher than conventional food</td>
<td>78</td>
<td>25</td>
<td>16</td>
<td>1</td>
<td>0</td>
<td>1.50</td>
</tr>
<tr>
<td>7</td>
<td>High quality</td>
<td>92</td>
<td>27</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1.27</td>
</tr>
<tr>
<td>8</td>
<td>Support local and smaller farmer.</td>
<td>75</td>
<td>24</td>
<td>20</td>
<td>0</td>
<td>1</td>
<td>1.57</td>
</tr>
<tr>
<td>9</td>
<td>Support organic movement and sustainability</td>
<td>74</td>
<td>5</td>
<td>41</td>
<td>0</td>
<td>0</td>
<td>1.73</td>
</tr>
<tr>
<td>10</td>
<td>Not willing to support big MNC</td>
<td>76</td>
<td>29</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>1.49</td>
</tr>
<tr>
<td>11</td>
<td>Saving resources for next</td>
<td>97</td>
<td>19</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>1.23</td>
</tr>
<tr>
<td>12</td>
<td>Has a positive image</td>
<td>75</td>
<td>31</td>
<td>14</td>
<td>0</td>
<td>0</td>
<td>1.49</td>
</tr>
<tr>
<td>13</td>
<td>Fashion to consume</td>
<td>4</td>
<td>18</td>
<td>11</td>
<td>1</td>
<td>86</td>
<td>4.23</td>
</tr>
</tbody>
</table>

Source: Primary data analysis by SPSS v.16

FIGURE 3
Motivating Factors for Purchase of Organic Food

Moreover, majority of the consumers want to have regional products. Packaging materials like using too many plastic materials with organic goods seems to be a small barrier. Furthermore, nearly half of the respondents (82.5 percent) declared that if they have more “time” to search for organic products they would consume more. In addition, “recognition” of organic labels and products is a barrier for half of the respondent. Taste and appearance of organic products do not seem to be big barrier for Delhi-NCR people. List ends with “cooking difficulties” like better and shorter conditions which is not a real barrier for consumers.

The responses were subjected to Multi Dimensional Scaling (MDS) which shows the responses on a positional mapping. The responses can be seen clustered in 4 parts. Primarily the respondents have two reasons to prefer organic foods: health and safety and support for a
cause. Respondents believed that the organic foods are high quality, healthy and natural. The concern for animals was not rated high. On the other hand, concern for local farmers/organic food movement was not as much important as were taste, freshness, positive image. This is exhibited in Figure 4.

**FIGURE 4**
Multidimensional Scaling

![Multidimensional Scaling](image)

*Source: Primary data analysis by SPSS v.16*

**Table 7**
Stimulus Coordinates

<table>
<thead>
<tr>
<th>Stimulus Number</th>
<th>Stimulus Name</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>1</td>
<td>S13.1</td>
<td>1.7715</td>
</tr>
<tr>
<td>2</td>
<td>S13.2</td>
<td>1.6803</td>
</tr>
<tr>
<td>3</td>
<td>S13.3</td>
<td>1.3015</td>
</tr>
<tr>
<td>4</td>
<td>S13.4</td>
<td>1.6555</td>
</tr>
<tr>
<td>5</td>
<td>S13.5</td>
<td>-1.0251</td>
</tr>
<tr>
<td>6</td>
<td>S13.6</td>
<td>-0.9533</td>
</tr>
<tr>
<td>7</td>
<td>S13.7</td>
<td>0.6089</td>
</tr>
<tr>
<td>8</td>
<td>S13.8</td>
<td>-1.1379</td>
</tr>
</tbody>
</table>
Iteration history for the 2 dimensional solution (in squared distances). RSQ values are the proportion of variance of the scaled data (disparities) in the partition (row, matrix, or entire data) which is accounted for by their corresponding distances. As exhibited in Table 7, stress values are Kruskal's stress formula 1.

For matrix Stress = .08387  RSQ = .97473

R-square value greater than 80 percent is considered good (Malhotra, 2009).

**FIGURE 5**

Barriers to Purchase of Organic Food

Barriers towards buying organic products are measured in the form of question that; in which conditions will have effect for buying more organic products. Percentages of the respondents are stated and “low accessibility to market” is still the major factor for keeping people away from organics. As Delhi-NCR organic market is in the emerging phase; it is not hard to predict the second and third major barrier. Availability with limited assortments of organic products are second and third barrier. Moreover fourth place in barrier lists is shared by; lack of media information, less seasonal product availability in the market and insufficient income to afford organic products. This is exhibited in Figure 5.

Organic consumers have problems with expiration date and ranked “durability” of the products which means they agree on if there is more durability they will purchase more. “Trust” is seemed to a barrier but on the other hand 9 percent of the respondents believe that the products they buy are exactly coming from organic origin.

Moreover, majority of the consumers want to have regional products. Packaging materials like using too many plastic materials with organic goods is seem to be a small
barrier. Furthermore, nearly half of the respondents (82.5 percent) declared that if they have more “time” to search for organic products they would consume more. In addition, “recognition” of organic labels and products is a barrier for half of the respondent. Taste and appearance of organic products do not seem to be big barrier for Delhi-NCR people. List ends with “cooking difficulties” like better and shorter conditions which is not a real barrier for consumers. This is exhibited in Figure 5.

**MANAGERIAL IMPLICATIONS: KEY INSIGHTS**

Managers need to take into consideration these points while designing the strategies. Delhi-NCR organic sector needs more information network and better infrastructure to reach more age groups to convince people for changing their shopping habits. Generally, female is dominant in the market. Marketers should pay attention to the household structures since majority of customers are couples. Moreover, organic consumers have high education levels, a full-time job and belonging to high income groups.

Furthermore, conventional retail chains are the most preferred place for organic buyers in Delhi-NCR, due to the lack of other sale channels. Future expectations of Delhi-NCR consumers are to find more organic shops in there area and to see more organic products in bazaars, discounts and specialized shops. However, supermarkets maintain their first place on the future preference list as they have conjugated with Delhi-NCR lifestyle in every socio-group.

Fresh fruits and vegetables are the main nutritional groups in Delhi-NCR diet. Future demands of these products are also expecting to be the same. Owing to the lack of product assortment in Delhi-NCR market, respondents have high future demands on each product groups. Especially, pulses, oil can be the new future of domestic bazaar, whereas fruits and vegetables already have a matured market. Moreover, Delhi-NCR organic market should be fortified with beverages, pulses, sweets and bakery products. Actually, oil, milk products and sugar products need to be introduced to the Delhi-NCR market due to the high demand from the half of consumers.

High price and less availability are the major barriers for two respondent groups. Hence sale policy needs to be reviewed by the companies. Finally lack of media information can be handled within organic programs and education seasons by government, associations or private sector.

**CONCLUSIONS OF THE STUDY**

The scope for marketing organic food in India is vast and still not yet explored to its full potential. Organic food consumption is increasing in India and this is evident from the fact that many organic food stores are spurring up in India. Owing to the lack of product assortment in Delhi-NCR market, consumers have high future demands on each product groups. Organic food marketers can gain from these findings by incorporating these insights while strategising their organic food marketing plan.

**REFERENCES**


