



# THE RELEVANCE OF SUSTAINABILITY IN DAY TO LIVING BY WAY OF ORGANIC CONSUMPTION: A DETAILED STUDY ON THE CONSUMER BUYING BEHAVIOUR OF ORGANIC PRODUCTS IN MUMBAI.

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## ABSTRACT

*Organic products like body care or food products are trending in the market for their originality, nutritional value and long term benefits to its users or consumers. Though this trend is observed we are keen to know about the exact sentiments or feelings of consumers while purchasing the products and after using them. Are these products successful in building their organic value and consumers' positive perception towards them? What are the trust building or reducing factors for these organic products? And many other aspects of consumer behavior in order to understand their motive and motivation behind selecting organic products and services. This paper is our sincere effort towards understanding the position of these organic products in consumers mind and in actual market through the consumer behavior sentiment analysis approach.*

**KEYWORDS:** *Organic product, Consumer Behavior, Health benefits, Consumer Perception, Organic Retailing, Organic food, Sustainable living.*

## INTRODUCTION

According to the past research, data samples from online web portals can be streamlined and contributed to enhance and boost the marketing strategy and improve the overall business and research objectives. The findings provide a boost to the potential market of organic products for both general and organic food products in specific. The strategic support of the government, marketers and farmers could offer a huge opportunity for a huge organic market in India and support its ecological imbalance for a sustainable development and food self-sufficiency in India. Govt. and the Marketers should be instrumental in creating the trust through authenticated labels and correct sources of availability of Organic products.

Today's consumer has transformed and this is a continuous process, so the technology also needs to be upgraded in all the industries to be future ready to meet the consumer requirements.

There have been many studies on Neuromarketing, marketers can introduce a non-traditional way of marketing technique by way of which consumers can be attracted through a better knowledge about products and services. This research tells us that access to organic food increases the chances of U.S people to buy more organic food. Our Indian markets can also increase the consumption of organic food by providing more accessibility to organic products by strategizing on the pricing factor, promotional factors, Govt. schemes.

The researcher analyses that perceived notion about healthy lifestyle leads to the preference for organic food consumption. There are studies that prove to be a great resource for future learners, academicians and the business world to understand the importance of natural language in understanding consumer behaviour. This research work also studies feature extraction which is an important aspect of sentiment analysis that allows us to identify the features in the given text and analyse the sentiment for each feature.



Therefore, from all the research, the concept of sustainability needs to be well communicated and reminded by the retail stores, standardized and reliable eco-labels should be developed and communicate the authenticity of the organic products and emphasize on the concept of sustainable choice. Also, cross-language information retrieval is not covered in detail in the previous studies. Thus, Machine Translation and Cross Language IR have become two important areas of. However more development needs to be done in the field of MT and CLIR

## LITERATURE REVIEW

1. (Asiya Chaudhary, 2021) Purpose –The paper examines the increasing annual income and earning capacity of the New Middle Class (NMC) category of Delhi-NCR Region which has a drastic impact on their buying and spending habits as the NMC imitate the lifestyles of the Western Countries in order to maintain a good status and a lifestyle financial institutions, investment planners, and various other marketers to design the marketing strategies of their products.
2. (Dr.Naseer Mohamed Jaffer, 2020) The researcher has focussed that today’s consumer has transitioned from a very passive to an abreast and attuned consumer. The internet is considered to have contributed a great deal towards transforming the consumers into a tech savvy and modern and updated consumer. The purpose of this paper is to research to understand the differences among the online consumers related to a variety of concerns. The paper concludes that a more improvised way to organise online consumer behaviour is required for a better understanding of the online consumer experience. Therefore, better technologies should be incorporated to understand the different online consumer experiences so as to provide consumer centric product information and knowledge to the consumers.
3. (B.Rajeswari, 2020) The study focuses on significant differences between regular and organic products. It has been estimated that the number of words in the regular products reviews is significantly lower than the mean number of words in the organic product reviews.
4. Aradhana, 2020) The researcher aims to understand the buying behavior of consumers who buy green products. The study aims to explore the parameters that affect the purchase behavior of green consumers. The researcher has estimated with the help of a quantitative study that altruism, awareness about the environment and various social factors are found having a significant impact on green buying behavior of consumers.
5. (Heerah Jose, 2019) The researcher has focused on the impact of trust and perceived price in establishing the direct relation between fear and intention among the consumer buying behavior. Through cluster analysis it was estimated by the researcher that married women with children are more inclined towards buying organic food products. The findings of the study are highly relevant to the stakeholders dealing with organic food products to target the proper niche market for the organic products. The findings suggest that even though consumers are quite apprehensive towards purchasing conventional food products, they still cannot trust to buy organic food products from third party organisations.
6. (Vijay Amrit Raj, 2018) The researcher attempts to find out the factors influencing consumers' attitude towards organic products.As per the study,one of the most critical factors influencing the consumers to buy organic products is a socially responsible behavior. The factors negatively influencing consumer attitude towards the organic product are high price and limited availability of organic products. The research undertaken suggests that price and availability should be considered as essential parameters in order to implement a strategy for organic products. This research offers suggestions to the Marketers towards implementing strategies that target on health aspects,safety measures to remain free from various health issues and environment friendly themes to be introduced to promote the products to make the consumers believe in their purchase decisions and develop a positive attitude towards buying the organic products.
7. (Richa Mishra, 2016) focuses on the impact of the intention of the purchasers of organic products who believe on the safety and health aspect of the product, trust and certification, information and availability and lifestyle which are drivers of growth. Some impending factors were identified like doubt in the professed quality of organic food, lack of awareness and price parity. The study was stressed to understand the awareness and perception of organic food consumers in urban India post-agricultural revolution..

## THEORETICAL FRAMEWORK OF THE STUDY

### Maslow’s Theory of Motivation

Maslow noted only one in a hundred people become fully self-actualized because our society rewards motivation primarily based on esteem, love and other social needs. (Maslow,A.1954)



### Marketing Implications of Maslow’s theory on Consumer Buying Behaviour

In order to buy good, healthy products the customer needs to have satisfied his first basic needs. He must have a motivation towards eating healthy food himself /herself and must also take care of his/her family. He must be having a good financial condition so as to develop the urge towards consuming healthy products .Also the Marketer needs to target on two important things, i.e, he has to understand his target customers to earn good profit and run a good and standardized business and secondly he needs to create awareness for his products among the others sections of the population.

The companies dealing with organic products should ensure the products are pure and Govt. Certified and that's how they can convince the target market and once when the can sell more in the target market, these products can have more sales. This will enable more production and thereby create a market in lower income groups too. So, Maslow's theory is very important for the Marketers to understand the motivation behind a certain behavior of a customer.

### RESEARCH METHODOLOGY

The target consumers selected for the research work were mostly college graduates, professionals ,married couples and a few unmarried people.The responses collected were limited to 134 respondents only due to the time constraints.

This is a descriptive study and based on Probability Clustered Sampling.

### RESEARCH PROBLEM

Health has to be given the utmost priority and along with it a sustainable choice preference in terms of healthy products by the consumers is definitely the need of the hour owing to the health crises and environmental degradation. To understand a Consumer, his affections need to be understood in the form of his sentiments. Sentiments are really important to analyze the real Consumer Buying Behavior. Through Natural Language Processing and Sentiment Analysis Approach, the Consumer preferences can be obtained towards Organic food and body care products and strategies can be taken towards developing a more sustainable choice preferred by the consumer.

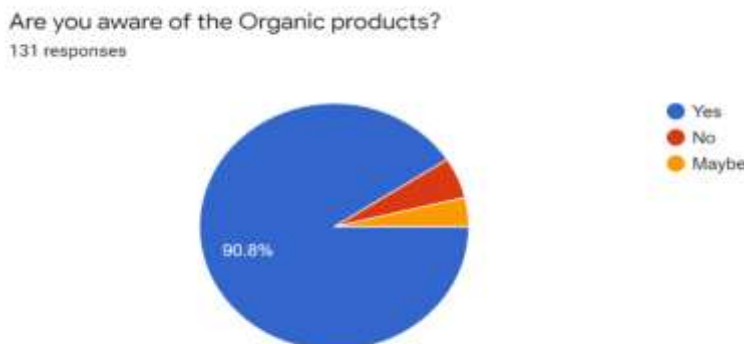
### AIMS AND OBJECTIVES

The aim of this research is to analyze the consumer buying behavior towards Organic food and investigate effective strategies to increase buyer preferences towards the organic products.

### RESEARCH OBJECTIVES

1. To understand the consumer behavior with online and offline organic product experiences
2. To understand how organic products are sustaining in current market scenario.
3. To analyse the perception of consumer’s towards purchasing of Organic products.

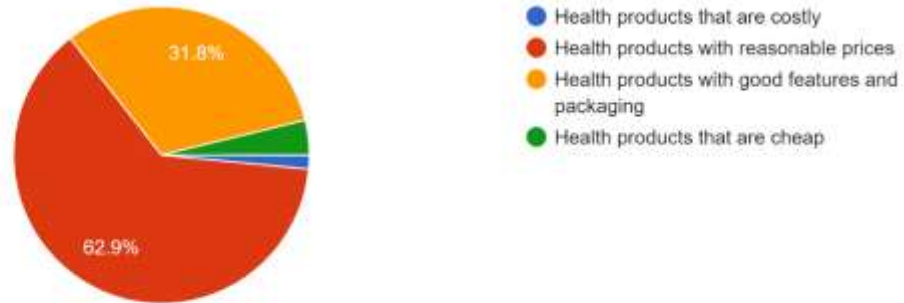
### DATA ANALYSIS & INTERPRETATION



62.9% responders prefer health products with reasonable prices, since price of a product matters even if it is a health product. 31.8% people focus on health products with good features and packaging .

Which of the following do you prefer as a buyer of Organic Products ?

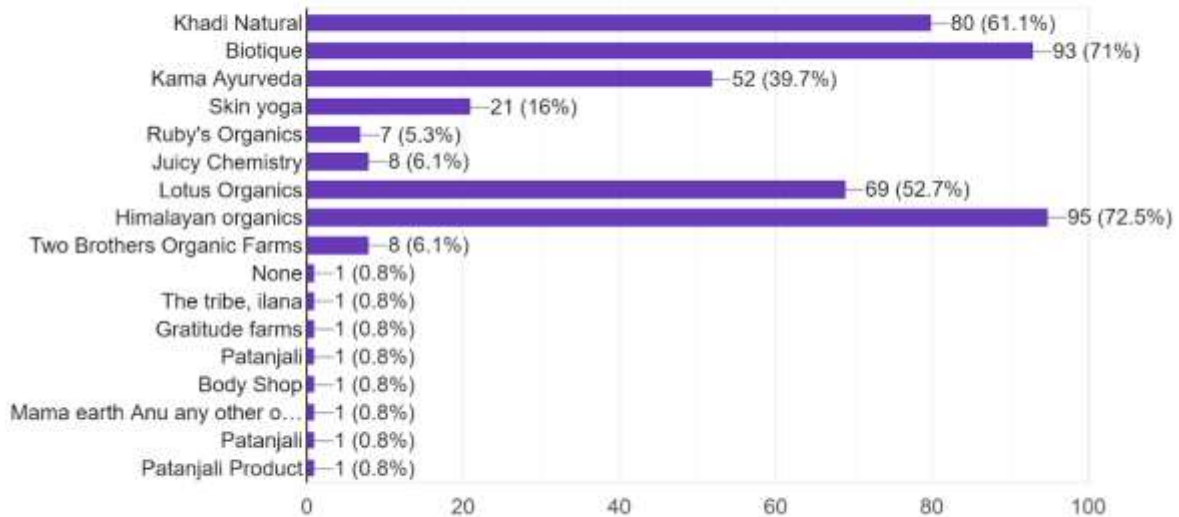
132 responses



Himalayan organics, Biotique and khadi natural are the most known products amongst the responders.

Which of the following organic products are you aware of ?

131 responses

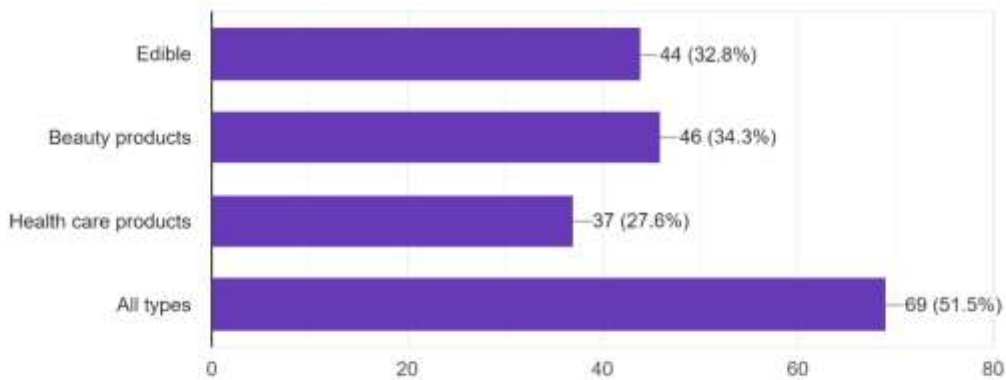


32.8% responders prefer to buy Edible organic products, 34.3% organic beauty products, 27.6% organic health care products and 51.5% prefer buying generic organic products.



### Which type of Organic products do you prefer buying?

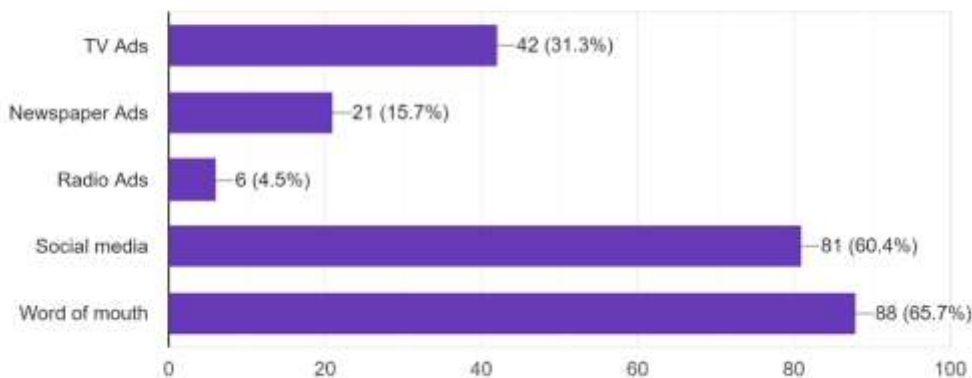
134 responses



65.7% of the population rely and believe in word of mouth from their friends and family or consumers when it comes to make purchase decisions about organic products. 60.4% rely on social media contents and 31.3% rely on TV Ads for the same.

### Which type of marketing appeals you more towards your purchase decisions towards the Organic Products?

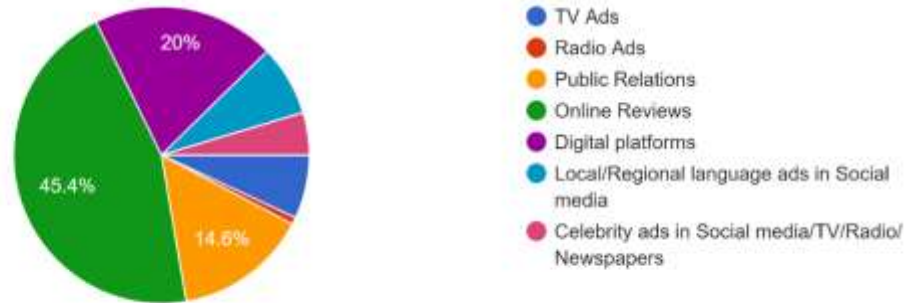
134 responses



Online reviews and digital platforms and public relations are major motivational factor for consumers to buy organic products.

Which of the following motivates you to buy an organic product?

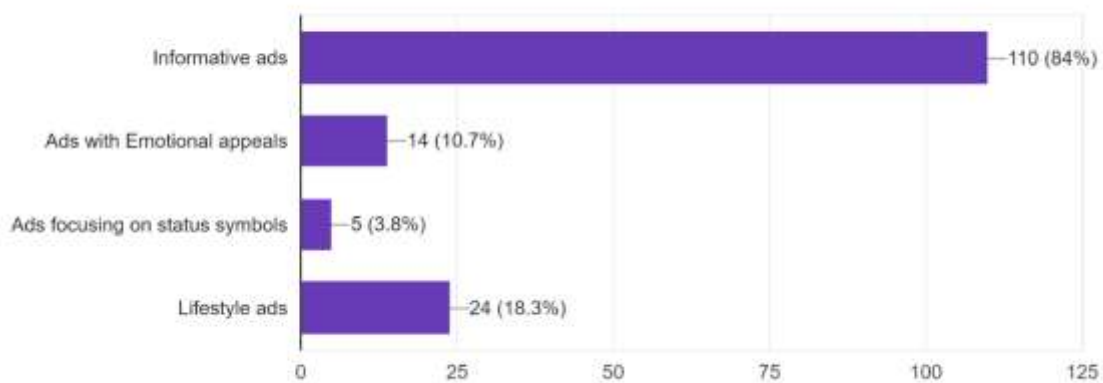
130 responses



Informative ads are the most consumer attention seeking factor as per the 84% respondents.

Which of the following attracts you towards making a purchase decision for organic products?

131 responses



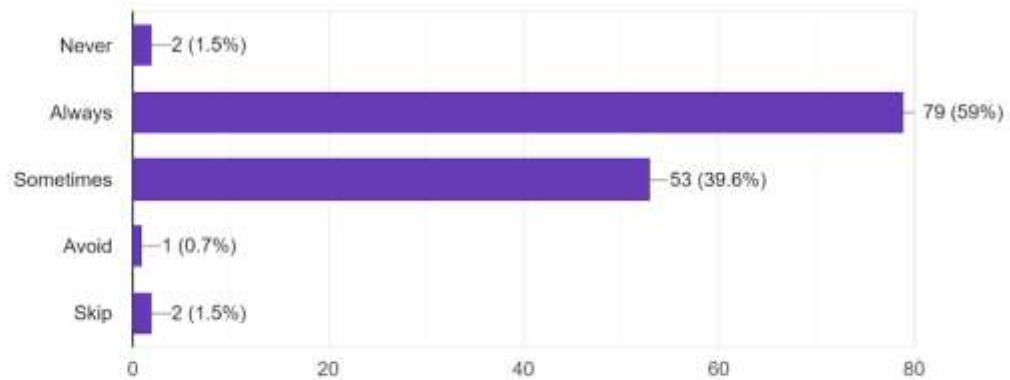
59% respondents always refer and 39.6% respondents sometimes refer to the customer reviews before making purchase decisions about organic products.





Do you refer to customer reviews before making a purchase decision for the Organic products?

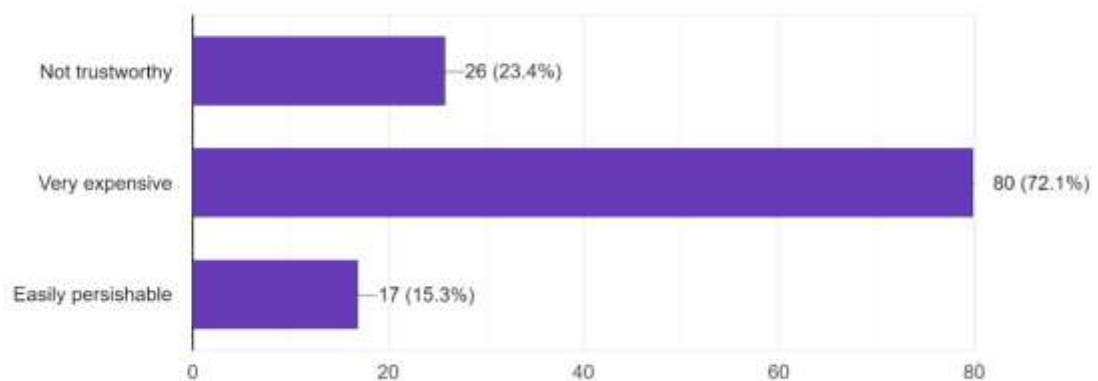
134 responses



72.1% respondents feel organic products are very expensive whereas 23.4% respondents believe these organic products are not trustworthy.

What is the reason for not purchasing the organic products?

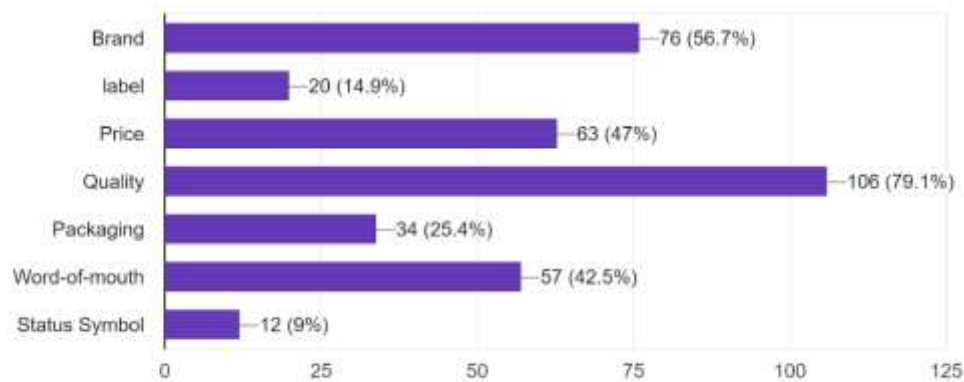
111 responses



79.1% respondents consider quality, 56.7% consider brand and 47% consider price while purchasing an organic product.

Which of the following do you consider while purchasing an organic product?

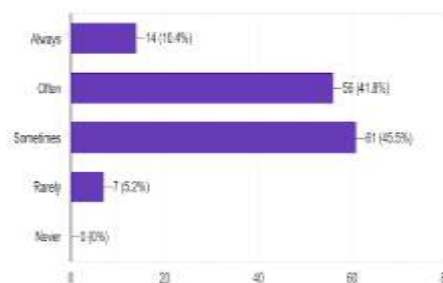
134 responses



When it comes to buying organic products online, 51.6% respondents take moderate time to search online products. 42% buyers feel their queries may be resolved during online shopping experience whereas 52.7% buyers feel that one to one communication with sales personnel from retail stores helps solve their query regarding these organic products. 45% respondents always read online product reviews before making a buying decision from which 39.9% of online product reviews are authentic according to them. Most of the buyers can make online transactions easily due to increased e-commerce customer experiences in recent years. Quality is the major benefit as per respondents and consumers after buying organic products, followed by options in product and cost benefits.

How often do you see an organic product in the physical outlets/stores?

134 responses



85% often see an organic product in the physical stores, 45.5% sometimes see an organic product in the physical outlet, 5.2% rarely see, and 10.4% always see an organic product in the organic stores and there are 0% responses who have never seen any organic product in the physical stores.

## CONCLUSION AND RECOMMENDATIONS

- 62.9% respondents prefer health products with reasonable prices, since price of a product matters even if it is a health product. 31.8% people focus on health products with good features and packaging. People want that they should get healthy products at reasonable prices.
- Himalayan organics, Biotique and khadi natural are the most known products amongst the responders.
- 32.8% responders prefer to buy Edible organic products, 34.3% organic beauty products, 27.6% organic health care products and 51.5% prefer buying generic organic products. Quite a good number of population prefers to consume organic products but still majority of the population prefers using generic products.
- 65.7% of the population rely and believe in word of mouth from their friends and family or consumers when it comes to make purchase decisions about organic products. 60.4% rely on social media contents





- and 31.3% rely on TV Ads for the same. More and more focus of advertising of Organic products should be done through social media ads and word of mouth publicity.
5. Online reviews and digital platforms and public relations are major motivational factor for consumers to buy organic products.
  6. Informative ads are the most consumer attention seeking factor as per the 84% respondents.
  7. 59% respondents always refer and 39.6% respondents sometimes refer to the customer reviews before making purchase decisions about organic products.
  8. 72.1% respondents feel organic products are very expensive whereas 23.4% respondents believe these organic products are not trustworthy. Price is a major factor to hinder people from taking purchase decisions for organic products, price should be reduced by the support of Government schemes and interventions. Bulk production should be introduced for organic products.
  9. 79.1% respondents consider quality, 56.7% consider brand and 47% consider price while purchasing an organic product.
  10. When it comes to buying organic products online, 51.6% respondents take moderate time to search online products. 42% buyers feel their queries may be resolved during online shopping experience whereas 52.7% buyers feel that one to one communication with sales personnel from retail stores helps solve their query regarding these organic products. 45% respondents always read online product reviews before making a buying decision from which 39.9% of online product reviews are authentic according to them. Most of the buyers can make online transactions easily due to increased e-commerce customer experiences in recent years. Quality is the major benefit as per respondents and consumers after buying organic products, followed by options in product and cost benefits. Organic products can be sold more efficiently through e-commerce.
  11. 41.85% often see an organic product in the physical stores, 45.5% sometimes see an organic product in the physical outlet, 5.2% rarely see, and 10.4% always see an organic product in the organic stores and there are 0% responses who have never seen any organic product in the physical stores. Mostly people notice the Organic products in the stores when they purchase their daily groceries etc, so there should be more and more availability of organic products both in online and in offline stores, likewise many people can buy when it is more easily available.

## RESEARCH GAP

The research work can be extended further to cover the entire state of Maharashtra as the state has a lot of potential to grow organic products because of its favorable climatic condition but due to the higher cost, lack of awareness, proper certification of organic products by the Govt. bodies and lack of incentives and motivation given to the entrepreneurs this industry is still to progress ahead.

There has been very few studies in Indian market for Organic culture among consumers, very few research works have been carried out to include organic cultivation and promotion of organic consumption in education system.

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