

## **Customers' Preference Towards Nature's Basket Organic Products - With Reference To Bengaluru City**

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### **Abstract**

The first wealth is health, is a statement which describes the importance of health. Now-a-days people are lagging in good health because of not eating healthy food products. The healthy consciousness made the public to move for organic products, which will be cultivated without the use of harmful fertilizers and pesticides. Organic food consumption has become the need of the hour to strengthen the life span of the people.

**Key words:** Organic food, green products, environment friendly products, organic farming, etc.

### **1. Introduction**

Nature's Basket is India's pioneering food destination present through offline stores, online store and a mobile application. It is a chain of retail stores focused in gourmet food. It is headquartered in Mumbai and has multiple stores in various cities like Mumbai, Bengaluru, Pune and Kolkata, with a diverse product portfolio.

### **2. Review of previous studies**

Mohana Sundari and Sathya (2017) stated that the strongest relationship with buyers' intention to buy organic food products followed by the buyers' belief that consuming organic food product is contributing to preserving the environment.

Abisha and Kannan (2018) in their study entitled "Consumer awareness and satisfaction towards organic products in Palakkad district, Kerala" have indicated that the main reason for purchasing organic food products is an expectation of a healthier and environment friendly means of production.

### 3. Objectives of the study

1. To ascertain the factors influencing the purchase of organic products in Nature's Basket store.
2. To identify the level of preference towards purchase of organic products in Nature's Basket store.

### 4. Research methodology

The study has been limited to the customers residing in Bengaluru city. The researcher has used convenience sampling method for the study. The sample size is 80. The study was mainly based on primary data, by using questionnaire. The secondary data sources include journals, websites, magazines, etc.

### 5. Analysis and interpretations

**Table 1**

*Descriptive Statistics*

S. No.	Particulars	Percentage	
1	Gender	Male	54
		Female	46
2	Age (years)	Below 20	19
		21-40	49
		40-50	32
3	Monthly income (Rs.)	Below 75000	14
		75000- 150000	47
		Above 150000	39
4	Source of awareness	Online advertisements	25
		Friends & relatives	50
		Others	19
5	Frequency of purchase	Once in a month	24
		Whenever desired	31
		Once in a week	45
6	Usage	Offline organic store	41
		Online organic store	59
7	Types of products	Fruits & vegetables	40
		Groceries	27
		Snacks & beverages	19

	Others	14
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Majority of the respondents are male. Majority of the respondents are falling under the age group of 21-40 years. Majority of the respondents are earning between Rs.75000-150000. Majority of the respondents came to know about Nature's Basket through their friends and relatives. Majority of the respondents are purchasing the products once in a week in the above mentioned store. Majority of the respondents prefer to purchase organic products online. Majority of the respondents are purchasing fruits and vegetables followed by groceries and snacks and beverages.

**Table 2**

***Factors Influencing to Purchase Organic Products in Nature's Basket Store***

S. No.	Factors	Total Score	Rank
1	High quality	25774	III
2	High Nutritional Value	27363	II
3	Taste	22585	X
4	Healthy	28370	I
5	No Harmful effect on human body	25326	IV
6	Free from pesticides	25261	V
7	To preserve environment	23576	VIII
8	Farmer friendly	24004	VI
9	Fresher than conventional food	23923	VII
10	Products are grown in harmony with nature	23357	IX

Table 2 shows that the factor 'Healthy' has secured first rank as the main influencing factor to purchase organic products in Nature's Basket Store, followed by high nutritional value, high quality, no harmful effect on human body, free from pesticides, farmer friendly, fresher than conventional food, to preserve environment, products are grown in harmony with nature and taste has secured second, third, fourth, fifth, sixth, seventh, eighth, ninth, and tenth rank respectively.

**Table 3**

***Level of Preference towards Nature’s Basket Organic Products***

	Y <sub>1</sub>	X <sub>1</sub>	X <sub>2</sub>	X <sub>3</sub>	X <sub>4</sub>	X <sub>5</sub>	X <sub>6</sub>	X <sub>7</sub>	X <sub>8</sub>	X <sub>9</sub>
Y <sub>1</sub>	1									
X <sub>1</sub>	.064*	1								
X <sub>2</sub>	.157**	.042	1							
X <sub>3</sub>	-.023	-.102**	-.296**	1						
X <sub>4</sub>	.021	-.107**	.132**	.080*	1					
X <sub>5</sub>	-.009	.131**	-.027	-.222**	-.186**	1				
X <sub>6</sub>	.057	.043	-.263**	.016	-.093**	.227**	1			
X <sub>7</sub>	-.007	.075*	.001	.260**	.163**	-.111**	-.093**	1		
X <sub>8</sub>	-.020	-.058	.107**	-.254**	-.091**	.322**	-.043	-.185**	1	
X <sub>9</sub>	.007	-.076*	.000	.055	.023	.022	-.029	.112**	.136**	1

\*\* Significant at 0.01 level (2-tailed).

\* Significant at 0.05 level (2-tailed).

Y<sub>1</sub> = Level of preference

X<sub>1</sub> = Gender

X<sub>2</sub> = Age

X<sub>3</sub> = Marital status

X<sub>4</sub> = Family size

X<sub>5</sub> = Education

X<sub>6</sub> = Occupation

X<sub>7</sub> = Area of residence

X<sub>8</sub> = Monthly income

X<sub>9</sub> = Period of usage

Table 3 shows the customers’ level of preference towards Nature’s Basket Store’s organic products. There is a significant positive correlation between Y<sub>1</sub> (Level of Preference) and X<sub>1</sub> at 5% level and X<sub>2</sub> at 1% level. There is a positive correlation between X<sub>1</sub> (gender) and X<sub>5</sub> at 1% level, and X<sub>7</sub> at 5% level. Further,

there is a close relationship between  $X_2$  (Age) and  $X_4$ , and  $X_8$  is positively correlated at 1% level. There is a significant and close relationship between  $X_3$  (marital status) and  $X_4$  is positively correlated at 5% level and  $X_7$  at 1% level. There is a positive correlation between  $X_4$  (family size) and  $X_7$  at 1% level. There is a close relationship between  $X_5$  (educational background) and  $X_6$  and  $X_8$  is positively correlated at 1% level. There is a close association between  $X_7$  (area of residence), and  $X_9$  is positively correlated at 1% level. There is a positive correlation between  $X_8$  (income per month) and  $X_9$  at 1% level.

## 6. Conclusion

Health plays a vital role in all our lives without which no action can be performed. Especially, young generation people have addicted to junk food than the healthy one, and falls ill often as there is no stamina to challenge the health issues. This is the situation where organic food products which are grown with harmony in nature and with no dangerous pesticides, came into real picture. This study has concluded that the consumption of organic food products will lead us to have a healthy life and also to prevent environment pollution.

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