

A MINI PROJECT REPORT
ON

**“ASSESSING THE FACTOR INFLUENCING INCLINATION OF
YOUNGSTERS TOWARDS ORGANIC PRODUCTS”**

SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
OF
BENGALURU CITY UNIVERSITY



Submitted by
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REG No: (MB206237)

Under the guidance of
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AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES
Affiliated to Bengaluru City University
(2021-22)

CERTIFICATE OF INSTITUTION

This is to certify that this project entitled “**ASSESSING THE FACTOR INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS**” has been successfully completed by **NUZHATH NAZEER** of **Reg No. MB206237** during the year 2021-22 and the report is submitted in partial fulfillment of the requirements for the award of “**Master of Business Administration**” degree as prescribed by the “**Bengaluru City University**” under the guidance of **Dr.Y.V. SHESHADRI**

Place: Bangalore

Dr. B.A. Anuradha

Date:

Principal

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This is to certify that the Project Report title “**ASSESSING THE FACTOR INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS**” Submitted by **NUZHATH NAZEER** bearing **Reg No. MB206237** is an original work of the student and is being submitted in partial fulfilment of the requirement for the award of degree of “**Master of Business Administration**” of “**Bengaluru City University**” under the guidance of **Dr.Y.V SHESHADRI** this report has not submitted earlier either to this university/ institution for the fulfilment of the requirement of a course of study.

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Dr.Y.V. SHESHADRI

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Place: Bangalore

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Prof. Deepak Singh M.C

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CERTIFICATE OF ORIGINALITY PLAGIARISM

Name of The Student: **NUZHATH NAZEER**

Registration Number: **MB206237**

Title of The Project: **“ASSESSING THE FACTOR INFLUENCING
INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS”**

Name of The Guide: **Dr. SHESHADRI**

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Name of The Student: **NUZHATH NAZEER**

Registration Number: **MB206237**

Title of The Project: **“ASSESSING THE FACTOR INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS”**

Name of The Guide: **Dr.Y.V. SHESHADRI**

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Prof. Deepak Singh M.C

Principal

Dr. B.A. Anuradha



CERTIFICATE OF ORIGINALITY

This is to certify that the project titled **“ASSESSING THE FACTOR INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS”** is an original work of **NUZHATH NAZEER** bearing university Register Number **MB206237** and is being submitted in partial fulfilment of award of the **“Master of Business Administration”** of **“Bengaluru City University”**. The report has not been submitted earlier either to this university or other institution for the fulfilment of the requirement of a course of study and is guided by **Dr.Y.V. Sheshadri** who is faculty guide as per the regulations of Bengaluru central university.

STUDENT DECLARATION

I hereby declare that the project report entitled “**ASSESSING THE FACTOR INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS**” has been prepared by me under the supervision and guidance of **Dr.Y.V. Sheshadri**, during the year 2019-20 in a partial fulfillment of the university regulations for the award of “**Master of Business Administration**” by “**Bengaluru City University**”.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

Place: Bangalore

Date:

NUZHATH NAZEER

Reg. No. MB206237

ACKNOWLEDGEMENT

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Here by, I express, my deepest thanks to **Hod Prof. Deepak Singh M.C** for his support and guidance to carry on with the mini project.

I am also thankful to **Bengaluru City University** for making this mini project a part of our curriculum. It has been a wonderful experience which has helped me gain knowledge and practical exposure in the process of the mini project.

Last but not the least I present my heartfelt thanks to my family, Friends and well wishers for their help and support.

NUZHATH NAZEER

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CHAPTER: 1

INTRODUCTION



CHAPTER 1:

INTRODUCTION

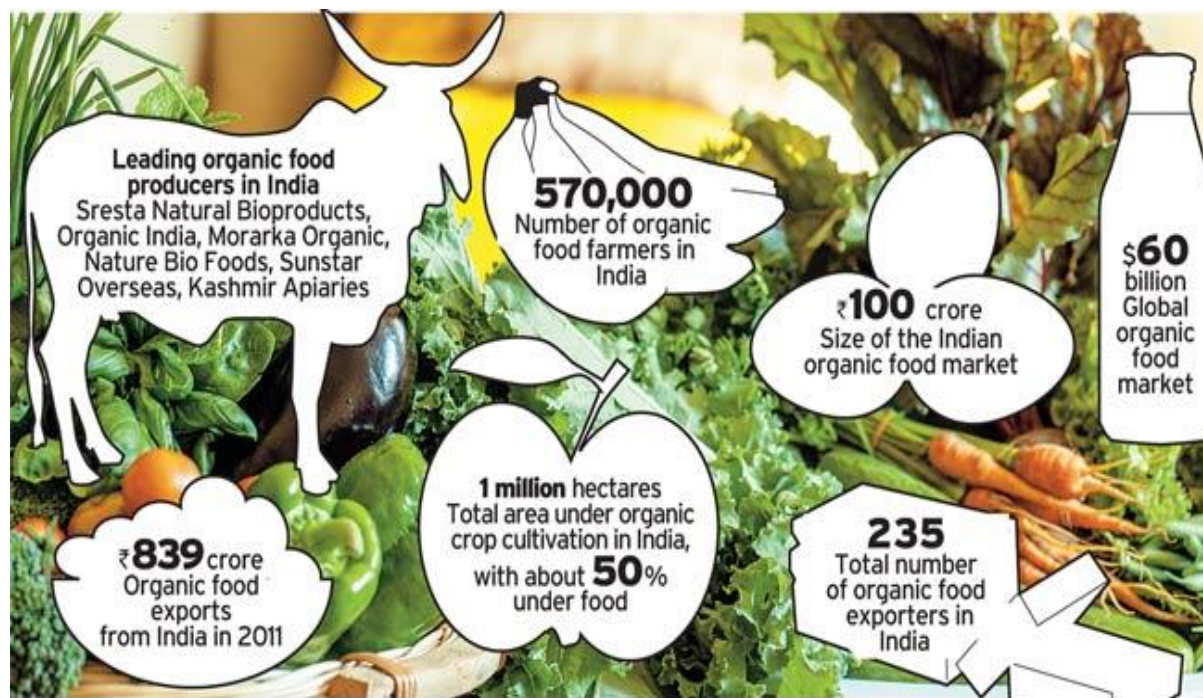
❖ INTRODUCTION TO ORGANIC FOOD INDUSTRY:



The organic food industry started to boom a decade ago and there has been no looking back ever since then. Rising consciousness amongst people about the side effects of artificial chemicals in food production has further boosted the growth of organic food in recent years. Given the kind of innovation coupled with this rising demand, organic food industry is yet to witness a full-fledged evolution. But one can safely assume that the organic food sector is here to stay. The market for organic food is currently exhibiting strong growth in India. Indian consumers have started giving attention to the nutrient content and the quality of the food they eat, thereby leading to a rising demand of organic food. Moreover, driven by factors such as strong economic growth, urbanization, and rising income levels, the consumer expenditure on health and wellness products have increased significantly.

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❖ ORGANIC MARKET IN INDIA



Organic farming is introduced and practiced in at least 160 countries worldwide. In India certified organic farming is only about 15 years old in the modern context as established in the developed world. India is also a leading country in organic farming. In the world, it ranks among the largest producers of rice, tea, fruit and vegetables, various spices, pulses, medicinal plants and cashew nuts. Up to 4.5 million hectares of land are used for certified organic farming (S Amudha, 2017). The organic products market in India has seen a 25% growth in CAGR. The current market size of organic product is ₹4000 crores which is projected to reach at a ₹10,000-₹12,000 crore at 2022. According to the Agricultural and Processed Food Products Export Development Authority (APEDA), India exported organic products worth Rs. 30 billion (over \$440 million) in 2017-18, down from Rs. 24.77 billion in 2016-17. Increasing awareness and rising demand for organic food have helped to raise and increase sales in the last few years. Now consumers are more aware of the adverse effects of pesticides and chemicals. People have started looking for organic products on their own, and particularly for their children. In fact, thanks to the rise in discretionary income and education, families are constantly investing in the well-being of their children and willing to spend and pay a higher / better price in terms of product quality (Assocham and Ernst, 2019). Indian consumers have started paying attention to the nutritional content and quality of the food they buy, which contributes to increased demand for organic food. Customer spending

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on health and education has also significantly increased, driven by factors such as rapid economic development, urbanization and increasing rates of income. With additional funding from the Government of India, farmers are now more inclined towards organic farming, which the Government supports under various schemes such as the follows a) Mission for Integrated Horticultural Development (MIDH), b) National Food Security Mission (NFSM), c) National Mission for Sustainable Agriculture (NMSA), d) Rashtriya Krishi Vikas Yojana (RKVY), etc. (Aurora, 2020).

Some of the major players operating in the Indian Organic Food Market are

➤ Suminter India Organics Private Limited ➤ Nature Bio-Foods Limited ➤ Organic India Private Limited ➤ Sresta Natural Bioproducts Pvt. Ltd. ➤ Phalada Agro Research Foundations Pvt. Ltd.	➤ Mehrotra Consumer Products Pvt. Ltd. ➤ Morarka Organic Foods Pvt., Ltd. ➤ Nature Pearls Pvt Ltd ➤ Conscious Food Private Limited ➤ Nourish Organics Foods Pvt. Ltd.
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MEANING OF NATURAL AND ORGANIC

While you may see labels that assert that a food is "natural," "pesticide-free," or "hormone-free," these terms should not be considered synonymous with the term "organic." The USDA defines organic foods as products that are at least 95% organic according to the standard usage of the term. If manufacturers wish, they may use the USDA organic seal when marketing their products. Products that contain 100% organic ingredients may be labeled as "100% organic." Use of the USDA seal is not mandatory, however, so you may not see the seal on all organic products. In the U.S., the most commonly purchased organic foods are fruits and vegetables, which account for over 70% of organic food purchases. Because of the standards required to produce organic foods, these foods are generally more expensive than their non-organic counterparts.



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❖ INDIAN ORGANIC FOOD MARKET



India Organic Food Market

Historical Market and Forecast (2017-2027)



Market

The India organic food market stood at a value of USD 1023 million in 2021. The market is further expected to grow at a CAGR of about 20.5% in the forecast period of 2022 and 2027 to reach a value of about USD 3134 million by 2027.



Definition

Organic food refers to the product of an agricultural system that avoids the use of inorganic fertilizers, pesticides, and animal feed additives.



Segment By

- Product Type
- Distribution Channel



Key Players

- Suminter India Organics
- Nature Bio-Foods Limited
- Organic India Pvt. Ltd.
- Sresta Natural Bioproducts Pvt.Ltd.
- Others



Regional Analysis

The major regional markets can be divided into Assam, West Bengal, Tamil Nadu, Kerala, and Karnataka, among others.



Growth

The major drivers of the industry include rising disposable incomes, increasing population, rising health consciousness, and consumer spending on health and wellness products.

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MEANING OF ORGANIC FOOD

The term 'organic' refers to an overall system of farm management and food production that aims at sustainable agriculture, high –quality products and the use of processes that do not harm the environment, and human, plant or animal health and welfare.

However, these widely used terms in food marketing have a variety of definitions, most of which are vague and assumed to imply foods that are minimally processed and all of whose ingredients are natural products. Organically grown foods are indeed not to be confused with foods sold as 'natural'. the term 'organic' can be used for certified organic products, while the label 'all-natural' is a legally unregulated expression.

TYPES OF ORGANIC PRODUCTS

1. Organic food products:



Organic food products are grown under a system of agriculture without the use of harmful chemical fertilizers and pesticides with an environmentally and socially responsible approach. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition, and sound soil management, produces nutritious food rich in vitality which has resistance to diseases.

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In this method growing plants take time to grow naturally and always good for health. Most of the country has its own organic products cultivation regulation monitor organic products. USA use USDA certification; India uses India Organic certification NPOP (National Program for Organic Production). There are many benefits involving organic food products. Organic foods contain fewer pesticides. This means that things such as insecticide that is used in most agricultural practices are eliminated. People are concerned with these chemicals that are used to preserve foods are then being consumed by the people who purchase them. Farming without pesticides is also better for the environment. Fewer chemicals are being placed on the ground, entering the soil and water supply. Organic meats can also contain a lot more nutrients. Nutrients like omega-3 fatty acids were up to 50 percent higher in organic meats and milk than in conventionally raised products.

2. Organic clothing products:

Awesome Organic



Clothing products made with such raw materials which have been produced by using organic methods are referred to as Organic Clothing. Organic cotton T-shirts are T-shirts which are made from organic cotton that has been grown using organic fertilizers and other supplements instead of inorganic insecticides and pesticides. By definition, organic clothing products are such products whose raw material have been produced using organic methods and the product has been produced using eco-friendly method including the machinery and equipment.

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3. Organic personal care products:



A personal care product can be deemed Organic if it contains agricultural ingredients and can meet the Organic production standards. Consumers are concerned with exactly what they put in and on their bodies. Just like people are concerned with putting more organic foods in their bodies, they are also concerned about using more organic personal care products. Personal care products can fall under a wide variety of products such as deodorant, makeup, tampons, lotion, shampoo, etc. Chemicals in these personal care products can be associated with a wide variety of concerns including things like hormone disruption, allergies, and infertility. Companies are hearing the concerns of these chemicals from consumers and trying to diversify. Many big makeup companies such as Avon and Revlon are removing phthalates from their products. Johnson & Johnson removed many chemicals from their products including parabens, formaldehyde, and certain fragrance chemicals. Cosmetic brands such as Laurel and Rose Mira are both 100 percent organic and have a wide array of skin care products. Similar to organic food, organic personal care products also have a higher price tag. While organic personal care products may lack many of the harmful chemicals that consumers like to stay clear of, this cleaner alternative comes with the cost of a higher price.

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❖ Reasons for the Increase in the Demand of Organic Food Worldwide:



During the COVID 19 pandemic the demand for organic food went up as consumers perceived them as being healthier and good for immunity. However, otherwise too, demand for organic food is increasing at a continuous pace. According to an Expert Market Research report the Indian organic food market stood at a value of USD 849.5 million in 2020. For the forecast period of 2021 – 2026, the trend in the organic food market is expected to grow at a CAGR of about 20.5% to reach about USD 2601 million by 2026 .

Trends in growth of organic food market

In India, there has been a paradigm shift post the 2020 pandemic as consumers began to buy more organic foods as a preventive health measure. This change in perception is likely to drive the growth of the organic food market in future as well. In fact, all over the globe, there has been a growth in the organic food and beverage market particularly fruit and vegetables. In fact, the biggest share in the organic food market comes from fruit and vegetables, followed by bread, cereals, milk and meat. Organically grown fresh fruit takes the leading position in international trade too. While the production and sale of organic food comes mainly from developed countries, even developing countries have begun to produce and export organic foods and products. India is a leader in the export of organic tea, basmati rice and cotton.

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ANOTHER AREA WHERE INDIA CAN SEE A DEMAND IN THE EXPORT MARKET IS THROUGH ORGANIC VEGETABLES:

ORGANIC FRUIT AND VEGETABLES



The demand for organic fruit and vegetables is likely to continue right till the forecast year 2026. The rich nutrition value in organic fruit and vegetables is the main reason why they are in demand in the domestic as well as global market. Fruit and vegetables contain rich amounts of vitamins, minerals, fibre, carbohydrates and calcium. Also, studies have shown that when testing was carried out, then organically grown fruit and vegetables proved to taste better. Other studies show that organic foods may have more antioxidants compared to conventionally grown varieties which makes them more beneficial for health, including prevention of cancer. Eating organic fruits and vegetables could increase your antioxidant intake by 20-40%. Organic strawberries have more nutrients and antioxidants than their conventional counterparts. Organic tomatoes are 50% higher in vitamin C content than conventional tomatoes.

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Several other reasons for demand:

In the last decade there has been an increase in awareness among people about other positive effects of organic foods like the following:

1. Fitness, health and wellbeing:

One of the main motives for the consumption of organic food is of course that they do not contain harmful chemicals and pollutants, as some chemicals could lead to cancer and other serious medical problems. Consumers have also begun to realise that their energy and fitness levels also increase when they consume organic food. People with allergies to certain foods, chemicals, or preservatives often find their symptoms decrease or go away when they consume only organic foods.

2. Harmful effects of pesticides:

To increase crop production several man-made pesticides are used which are leading to the depletion of water tables and soil contamination. Organic farming is eco-friendly and more sustainable since there is no soil and water contamination from use of synthetic chemicals. Farming without the use of pesticides also provides a healthier life for small animals and humans who live close to or work on the farms.

3. Use of antibiotics:

Use of antibiotics on livestock is causing a poor immune response in humans. Animals that are organically raised do not receive antibiotics, growth hormones and are not fed any animal by-products. The animals are also given more space to move about outdoors, which ensures better health for the animal.

4. Unsafe food and food safety:

Worldwide organic food has gained popularity because they are produced in an agricultural system that provides food that is free from toxic pesticides, synthetic fertilizers and genetically modified organisms (GMOs). So organic products are seen as being of high quality and are considered safer for both health and the environment.



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5. Environmental protection:

Organic farmers follow strict cultivation standards which has a positive impact on soil, water and air. Natural farming methods also conserve biodiversity and maintain the natural balance of the ecosystem. Organic agriculture helps the fight against global warming as organically produced food is distributed locally and so less energy is used for transportation which automatically reduces carbon dioxide emission.

ORGANIC FOOD VS. LOCALLY-GROWN FOOD



Unlike organic standards, there is no specific definition for “local food”. It could be grown in your local community, your state, your region, or your country. During large portions of the year, it is usually possible to find food grown close to home at places such as a farmer’s market.

THE BENEFITS OF LOCALLY GROWN FOOD:

1. Financial:

Money stays within the local economy. More money goes directly to the farmer, instead of to things like marketing and distribution.

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2. Transportation:

In the U.S., for example, the average distance a meal travels from the farm to the dinner plate is over 1,500 miles. Produce must be picked while still unripe and then gassed to “ripen” it after transport. Or the food is highly processed in factories using preservatives, irradiation, and other means to keep it stable for transport.

3. Freshness:

Local food is harvested when ripe and thus fresher and full of flavor. Some small local farmers use organic methods but may not be able to afford to become certified organic. Visit a farmer’s market and talk with the farmers to find out what methods they use.

THE BENEFITS OF ORGANIC FOOD



How your food is grown or raised can have a major impact on your mental and emotional health as well as the environment.

1. Organic produce contains fewer pesticides:

Chemicals such as synthetic fungicides, herbicides, and insecticides are widely used in conventional agriculture and residues remain on (and in) the food we eat.

2. Organic food is often fresher:

Because it doesn’t contain preservatives that make it last longer. Organic produce is sometimes (but not always, so watch where it is from) produced on smaller farms nearer to where it is sold.

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3. Organic farming tends to be better for the environment:

Organic farming practices may reduce pollution, conserve water, reduce soil erosion, increase soil fertility, and use less energy. Farming without synthetic pesticides is also better for nearby birds and animals as well as people who live close to farms.

4. Organically raised animals are NOT given antibiotics, growth hormones, or fed animal byproducts:

Feeding livestock animal byproducts increases the risk of mad cow disease (BSE) and the use of antibiotics can create antibiotic-resistant strains of bacteria. Organically-raised animals tend to be given more space to move around and access to the outdoors, which help to keep them healthy.

5. Organic meat and milk can be richer in certain nutrients:

Results of a 2016 European study show that levels of certain nutrients, including omega-3 fatty acids, were up to 50 percent higher in organic meat and milk than in conventionally raised versions.

6. Organic food is GMO-free:

Genetically Modified Organisms (GMOs) or genetically engineered (GE) foods are plants whose DNA has been altered in ways that cannot occur in nature or in traditional crossbreeding, most commonly in order to be resistant to pesticides or produce an insecticide.

Other Advantages of organic foods

We can clearly see that as awareness about the benefits of organic food grows, the demand for them is growing proportionally. Besides this, other reasons for the demand of organic food are that they:

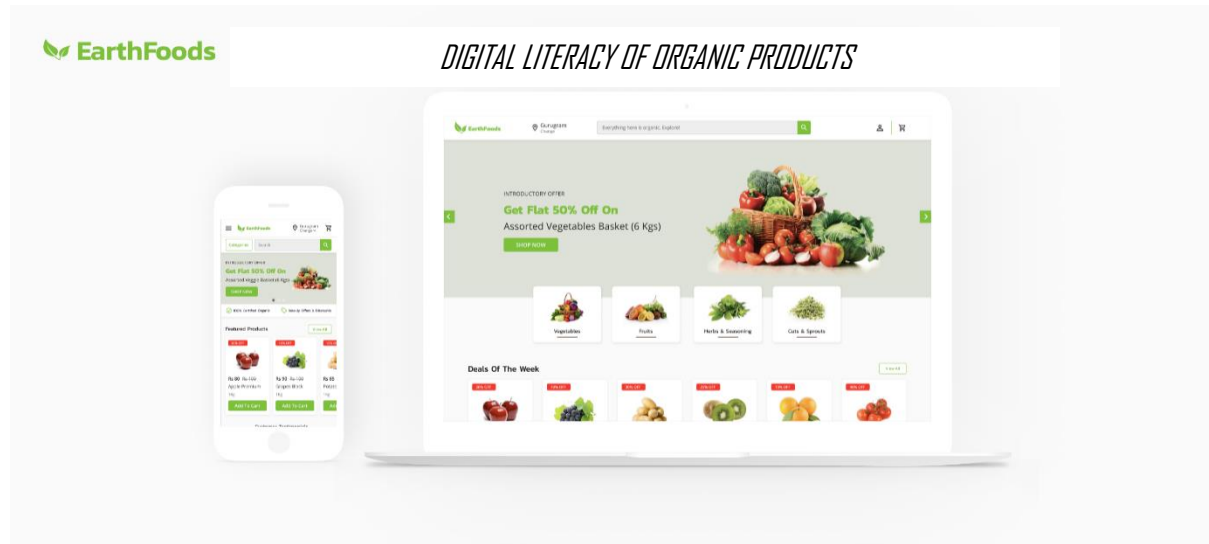
- Have high nutritional value
- Have high biological quality even when stored for longer periods of time
- Are more suitable for processing and distribution due to their longer shelf life.
- Need less energy to be processed
- Have higher organoleptic properties like colour, fragrance and taste



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❖ REASON WHY THE ORGANIC FOOD INDUSTRY IS EXPECTED TO SEE AN ACCELERATED DEMAND IN YEARS TO COME:

1. Digital Literacy and E-commerce facilitation



Due to the surge of smart-phone usage India, coupled with low-cost internet, there has been an increase in access to information about organic food. Added with this, e-commerce platforms acted like a facilitator reaching out to potential customers across the country. This is the reason why the growth of organic food was initially harnessed by Tier I cities, but the industry eventually reached out to potential customers in Tier II and Tier III cities. E-commerce platforms also made the sector competitive with more and more players entering into the organic food industry. Experts are predicting an increased penetration of organic food into Tier II and III cities in the years to come, leading to demand for organic food at a continually increased rate.

2. Indian government supporting organic food industry

The Indian government is supporting and promoting organic farming by extending financial help to farmers adopting organic farming. Various government schemes like Mission for Sustainable Agriculture (NMSA), Mission for Integrated Development of Horticulture (MIDH), National Food Security Mission (NFSM) and Rashtriya Krishi Vikas Yojana (RKVY) have been implemented to promote the sector. GOI also implemented the National Programme for Organic Production (NPOP) which involves accreditation programme for certification bodies, standards for organic production, promotion of organic farming etc.

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3. Insignificant price difference



The price difference between organic and inorganic food is insignificant; when compared to the health benefits carried by organic food. While organic food might be priced higher by a few pennies, it prevents the body from the needless intake of pesticides and fertilizers. This further cuts down the risk of health hazards and unnecessary medical expenses in the longer run.

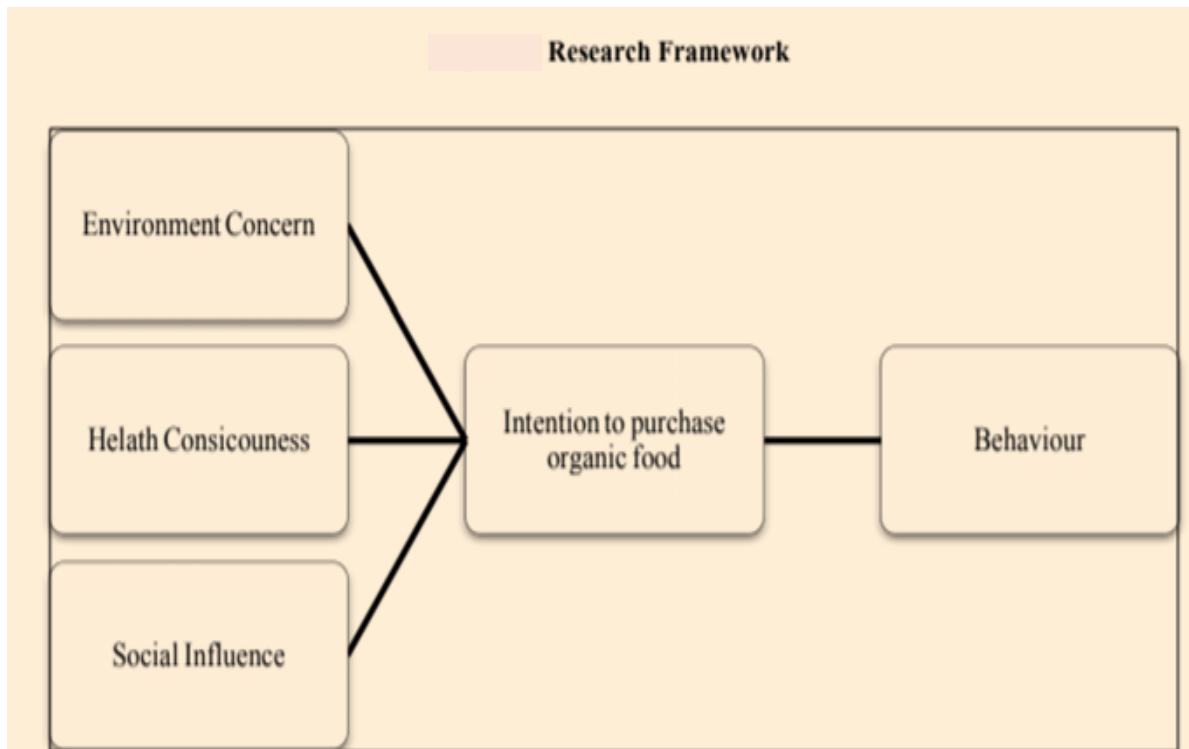
4. Increase in export



The demand for Indian organic food has not only witnessed a steady rise in India but it is receiving appreciation on a global platform. Due to India's favourable agro climatic conditions coupled with the inherited tradition of organic farming, the quality of organic food to export is very high. As per reports, the demand for Indian organic food is on the constant increase worldwide; India exported organic products worth \$515 million in the financial year 2017-18. The export trend will increase in the next five years.

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FACTOR INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS:



1. Environment Concern

Environment attitudes demonstrate in what manner an individual's response towards the adjustment of his/her adjacent environmental situations. Environmental concerns have been identified as attitudes of consumers towards ecological ecosystem which leading to conserve the natural resources as well as proved to be significantly affecting consumers' purchase intention of green foods. The linkage of organic agricultural practices with preserving the ecological sustainability has aroused the interest as well as the inclination of environmental conscious customers to increase their spending on organic foods purchases even in the state of affairs of poor economic performance for the motivation of perceiving it as one of the essential goods. The findings of succeeding studies have proved that environmental concern has significant effect towards consumer's' purchase intention of organic food. However, there are likewise several researchers which discovered that there is no significant influence of environment concern towards consumers' purchase intention. Thus, it is a need to investigate whether the lecturers will be more concerned on environmental change and change their purchase intention towards organic food.

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2. Health Consciousness



In the concern of the possible health risk that might arising through consumption of conventional food, the contemporary consumer has emerged as more vigilant towards the dietary particularly on the origin of edibles in which the preferential goes to those absence of harmful substances, for instance, excessive number of pesticides, fertilisers, antibiotics, as well as synthetic food additives for the processed foods. In connection with health consciousness, prior researches have avowed that health issues are one of the leading considerations for consumer when comes to selection of food. Majority of consumers perceive that they will be getting more healthier by consuming organic foods (Hill & Lynchehaun, 2006) as empirical studies has substantiated that organic dietary product are generally content lesser fat yet higher level of carbohydrate and Vitamin C which is beneficial for our body immune system as well as reducing the progression rate of malignant cells. There are several researches to show that there is significant relationship between health consciousness and consumers' purchase intention towards organic food. However, there are some of the researches which mention that health consciousness is not a significant towards consumer purchase intention too. There is a significant positive influence between health concious and consuer intension to purchase organic food.

3. Social Influence



Subjective norms associate with the social pressure that influences a person to perform in a certain manner. Subjective norm is defined as the perception of others' expectations for certain behaviours that one will or will not perform. One of the influential forces is the social class whereas it reflects the consumers' position in the society whereby depending on the consumers' income level, family background as well as personal profession. Hence, individuals have the inclination to bond altogether with the group that having similar characteristics on their lifestyles, jobs and tastes. The typical categories of social influence towards the perception of organic food consumption could be listed as social dilemma, trend, sustainable lifestyle, compliance to laws and regulation, and influence of social media or entertainment. There are several researches which demonstrating a positive influence of social class towards consumers' purchase intention. On the other hands, there are findings of several studies which are not supported social influence will affect consumer purchase intention towards organic food. Thus, it is a need to investigate the effect of social influence towards lecturers whom are not easily persuaded or influenced by others.

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❖ Statement of the problem

The statement of the problem is assessing the factors influencing inclination of youngsters towards Organic products as Influence is the power to have an important effect on someone or something. If someone influences someone else, they are changing a person or thing in an indirect but important way. Sometimes a person who influences another doesn't intend to have any effect, but sometimes they are using influence to benefit themselves. It is not easy to interpret from where and how an individual's get influenced as it is subjective which depends and differ from person to person and also keeps on changing over time.

❖ Need of the study

The India organic food market is experiencing a robust growth with the rising awareness about the products. The nutritional content and quality of the food people eat have begun to be paid attention to by Indian consumers leading to the growing demand for organic food, it becomes important to explore the attributes like Nutritional value, Eco-friendly, pesticide free, taste and Price which affect the consumer's preference, attitude and buying behaviour. and hence the study becomes critical to know the factors influencing inclination of youngsters towards Organic Products.



CHAPTER: 2

METHODOLOGY



CHAPTER 2: -

METHODOLOGY

❖ REVIEW OF LITERATURE:

- **Yadav et al, (2010):** Globally, organic food annual market growth has been expanded day by day and in 2010 the annual growth was 23%. Total market of organic food observed up to 59.1 billion US dollar. Highest land acquired by organic apples is in the United States (17272 acres) in 2001. Among all European countries, Italy, Germany, France, Switzerland and Austria are the leading countries in the sector of organic fruits production.
- **Sangkumchaliang and Huang (2012):** Despite the fact that the growth of consumption in developed countries is expanding the domestic demand in developing countries has been still a challenge for the organic food sector. Many factors are proposed which prevented the domestic growth of organic foods in developing countries. Some of them were premium price, availability, trust in brand, awareness about organic foods, etc.
- **Mukul et al. in 2013:** Consumers' perceptions regarding organic food consumption are influenced by five factors, namely food safety, price, environmentally friendly, nutrition and sensory attributes. Food consumption patterns are ever-changing as a result of health and environmental issues. Interest in organically produced food is changing end-to-end the world.
- **Sharma and Bali in 2014:** Concluded that consumers are very much aware that organic food are good for health, these products are free from chemical which resulting in no side effects and do not cause harm to the consumers. The consumers living in urban areas are more aware about organic food products. Consumer believes that consuming of organic food helps to reduce stress level and maintain an energetic lifestyle. Another factor this study found that respondents are willing to pay even higher prices because of it is beneficial for health. **Sivathanu in 2015** also revealed that consumers prefer to buy organic food products because of their perception that the organic food products are healthy and safe, nutritious and environment friendly.

“ASSESSING THE FACTOR INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS”

- **Mehra and Ratna (2014):** found that six significant factors were found to influence the attitude towards organic food. They were perception towards organic food, health consciousness, product information, value for money, accessibility and trust. Results of the study showed that women and younger consumers showed a positive attitude towards organic food and perceived consumption of organic food to be a healthier food option.
- **Lernoud and Willer (2016):** The organic food industry has experienced surprising growth in the past few years. Still, the total percentage of agricultural land in the world that is certified organic still remains around 1% at 43.16 million hectares. This is almost four times the area covered under organic agriculture in 1999 recorded at 11 million hectares.
- **Amudha, Kanagarathinam (2017):** In their paper entitled “study on consumer awareness towards organic food products in Coimbatore city” Concluded that Consumers must give equal importance as much as they consume fundamental food items like fruits, vegetables and cereals, and give importance to other items of organic food products. More amount of organic cultivation will lead to increase the consumption level of consumers. Most of the consumers do not aware of the availability of varieties of organic products in the market.
- **Manaloor et al., (2016):** The organic food industry in India is also in the early stages of growth. Higher disposable income and greater health awareness have resulted in an increased domestic demand for organic food. There is huge premium in selling organic products, not only to export markets but also to affluent, health-conscious domestic consumers.
- **Balaji and Injodey, (2017):** Organic food products are popular across Europe and United States of America. India being a prominent player. The concept of organic food products is not new to Indian farmers. However, there is not much of a consumption taking place domestically despite the fact that India is one of the top players in the world when it comes to the number of farmers engaged in organic cultivation.
- **Pandurangarao et al. (2017):** Concluded ten factors such as labels, health, concern, environment concern, brand advertising, safety, accessibility, affordability, freshness and store location as influencing factors to buy organic food. Out of this health, environment and safety are key factors that are found primary influencers.



“ASSESSING THE FACTOR INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS”

❖ Objective of the study

- To know the concept of Organic Products
- To identify the factors influencing Organic products on health and environment
- To determine the factors influencing inclination of youngsters towards Organic Products

❖ Research methodology

The research under this study will be descriptive in nature for analyzing the collected data. its major purpose is description of the state of affairs as it exists at present. It has been carried out with the help of secondary data taken from various Journals, text books, magazines, internet sources and Online research reports.

❖ Sources of data collection

Secondary data

Secondary data consist information that already exists. The secondary data under this study is collected from text books, newspapers, internet, various company's websites and online reports

❖ LIMITATIONS

- Time constraint is one of the major limitations.
- In depth research was not made.
- There might be bias in the secondary information.



CHAPTER: 3

SWOC ANALYSIS



CHAPTER 3: -

SWOC ANALYSIS

<u>STRENGTH</u> ➤ Uniqueness ➤ Made for contiguous ➤ Highly in demand ➤ Normal Cost of Production ➤ Diversify supply of Organic sustenance ➤ Good Distribution System ➤ Eco-Friendly Nature	<u>WEAKNESS</u> ➤ Seasonality ➤ Not Widely Available ➤ Lack of Reputation ➤ Storage and Transportation ➤ Construction Time ➤ Perishability of Products ➤ Higher Price ➤ Unauthorized vender
<u>OPPORTUNITY</u> ➤ Customer Loyalty ➤ Changing Customer Tastes/Needs ➤ Growing natural Concern ➤ Growing prosperity Concern ➤ Fast lifting of market	<u>CHALLENGES</u> ➤ Certification Issues ➤ Adverse Weather Conditions ➤ Competition ➤ Price Fluctuation ➤ Input Supply

CHAPTER: 4

OUTCOMES OF THE STUDY



CHAPTER 4: -

OUTCOMES OF THE STUDY:

❖ OUTCOME:

One can say that the organic food industry will witness a humongous rise in the next five years. The industry is still naive and on an emerging phase; it has huge potential for growth and may even contribute to the economic growth of the country in the longer run. The results demonstrating that social influence has been identified as most influential factors for the purchase intention towards organic foods whereas the leading channel is via social media, followed by newspapers and magazines. Foods that are cultivated without the application of chemical pesticides can be called organic foods.

- The feed cannot include antibiotics or growth hormones for the food products labeled organic for foods derived from animals (e.g., eggs, meat, milk, and milk products)
- Organic foods are perceived as environmentally safe, as chemical pesticides and fertilizers are not used in their production. They also are not grown from genetically modified organisms. Furthermore, organic foods are not processed using irradiation, industrial solvents, or synthetic food additives.
- Thus, these foods are considered environmentally safe, as they are produced using ecologically sound methods. Consumers worldwide are now more concerned with the environment
- They are sensitive to information about products, processing, and brands that might impact the environment
- Environmental issues are perceived as having a more direct impact on consumers' well-being. Consumers who know environmental degradation activities are willing to buy organic foods
- Heightened awareness of the environment and the consumer's desire to buy organic foods leads to increased corporate investment toward organic food production and marketing. They are thus initiating significant innovations in the organic food industry

“ASSESSING THE FACTOR INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS”

- As a result, the organic food market is increasing, in addition, effective campaigns create awareness about the environment. Because of these effective campaigns, consumers are now ready to spend more on green products
- Furthermore, people's living standards have significantly improved in the past few decades. With these improvements, the demand for better lifestyles and food has also increased. The steady growth in purchases of organic foods is an emerging trend. Consumers want to learn what organic foods offer before purchasing decisions.

❖ FINDINGS AND ANALYSIS

TABLE SHOWING THE VARIABLE & REASONS OF FACTORS INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS:

VARIABLE	REASONS
Attitude towards Environment Concern	➤ Youngster pay more attention to the Environment. ➤ They are worried about the worsening of the quality of Environment. ➤ They are emotionally involved in Environmental protection issues. ➤ Environment concern is my major concern in Purchasing product. ➤ Organic Food is an Environmentally friendly product.
Social influence	➤ Family encourages to purchase organic food. ➤ Friends encourage me to purchase organic food. ➤ Important People encourages to purchase organic products.

“ASSESSING THE FACTOR INFLUENCING INCLINATION OF YOUNGSTERS TOWARDS ORGANIC PRODUCTS”

	➤ News and magazines influence to purchase the Organic food. ➤ Social media encourage me to purchase organic food.
Health Conciousness	➤ Youngsters are alert to their health Conditions. ➤ They consider themself as health Conscious. ➤ Consumption of organic products for long-term health benefits. ➤ They take responsibility for the state of their Health. ➤ It is important to know well how to eat healthy.
Purchase Intension towards Organic Food	➤ They It is important to know well how to eat healthy. In recent months, they have willingness to buy Organic Food. ➤ To increase the purchase frequency of buying Organic food. ➤ Willingness to buy organic food on regular basis. ➤ People recommend others to buy Organic food.

INTERPRETATION:

The above table showing the various factors influencing the inclination of youngsters towards Organic Products that is Environment, Health conciousness, Social and purchase intension towards organic food.



❖ **Suggestions: -**

- Availability of Organic Products in all types of Market is needed.
- The Production of Organic products should be increased by encouraging the Farmers to go for more Organic Farming.
- Price of Organic Products should be reduced.
- More awareness on Consumption of Organic Products is needed.
- After post Pandemic its compulsory to Eat healthy and Live healthy.
- Organic food specially Fruits and vegetable are more nutritious hence Encourage the Consumption of Organic Products among Childrens.
- Encouraging more labouratories for testing and certifying Organic Products.
- Penalty for selling or labelling spurious Organic Products not as per NPOP Regulations.
- Introduction of Minimum Support Price (MSP) on Organic Products.
- On top of this, marketer could attract Youngsters to purchase organic food by posting advertisement via social media such as Facebook, newspaper, and magazine as well as engaging healthcare professional expertise in contemplation to prompt their motivation to consume green food.
- Doctor could take the part of providing expert advices to foster the health value of organic foods.
- Its essential for dealers of organic foods to formulate an affectual promotional strategy in order to captivate the attentions of potential buyers by sharing relevant information of health benefits through participating via their virtual communities and social networking services.

CHAPTER: 5

LEARNING EXPERIENCE AND CONCLUSION



CHAPTER 5: -

LEARNING EXPERIENCE AND CONCLUSION

❖ Learning experience

- Opportunity to learn new concepts.
- Opportunity to get explore new insights.
- Added value to the learning.
- Learned professional communication.
- Learned to collect relevant information.
- Learned to be persistent to complete the task.
- Learned to create a balance between collaborative and individual work.
- Learned to work independently.
- Learned about the methods and issues.
- Studied about Organic products.
- Studies about important benefits of consuming organic products.

❖ CONCLUSION

The India Organic food market is experiencing a robust growth with the rising awareness about the products. The nutritional content and quality of the food people eat have begun to be paid attention to by Indian consumers leading to the growing demand for organic food, it becomes important to explore the attributes like Nutritional value, Eco-friendly, pesticide free, taste and Price which affect the consumer's preference, attitude and buying behaviour. Factors influencing inclination of youngsters towards organic products is deriving out of their social circle such as friends, family members and etc. In recent years, Indian consumers have started paying more attention to their health, the nutrient content and quality of the food they eat. Due to these concerns, they have gradually begun shifting towards organic food, even though organic foods are priced higher than conventional foods. This awareness among consumers is further giving a boost to the organic market as consumers are willing to pay for them if it is going to benefit their health and wellness. Also, in places where consumers are aware about the safety and quality of organic products, the market is growth is increasing, since consumers are willing to pay higher prices Correspondingly, health consciousness likewise demonstrating positive and significant towards purchase intention for organic food. This study, in its limited generalization use as it has fixated on with the advent of organic lifestyle, organic products have shed the lights of the consumers who are conscious towards their health condition as well as the sustainability of their living environment, whilst relishing on obtaining information through circulation of information via social media and other reputable experts advisory. the various factors influencing the inclination of youngsters towards Organic Products that is Environment, Health conciousness, Social and purchase intension towards organic food, therefore we can conclude that social media have adverce affect on assessing the factors influencing inclination of younsters towards Organic Products.

CHAPTER: 6

BIBLIOGRAPHY



CHAPTER 6: -

BIBLIOGRAPHY

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19-Nov-2021	Discussion of title of the study, objectives of the study, statement of the problem, and need of the study.	
21-Nov-2021	Discussion of research methodology, tools for data collection and limitations of the study	
25-Nov-2021	Discussion of Organic Market, impact of Organic products on health, and SWOC analysis.	
13-Dec-2021	Discussion of outcomes of the study, learning experiences and conclusion	