

# Study on Consumer Behaviour toward Organic Products in the Nainital District of Uttarakhand, India

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**Abstract:** *The review directed in the Nainital region of Uttarakhand state explored the customers' purchasing conduct towards natural food items in light of the information gathered from 110 respondents. The review utilized Henry Garrett's positioning test for investigation. The review zeroed in on figuring out the elements influencing purchaser conduct while buying natural items. The review has uncovered that factors accessibility, cost, quality, reference from others, ecological concern, brand, commercial, mindfulness and individual experience hold 1 to 9 rankings separately. This shows accessibility is a main pressing issue that ought to be viewed as first*

**Keywords:** Buyer conduct; natural food; factors influencing

## I. INTRODUCTION

Associations have been focusing closer on promoting green items. The idea "green" is frequently connected with terms like dependable utilization, biological advertising, naturally concerned customers, social obligation, regular, reasonable, ecological cordial, or supportive of ecological. The development of natural items is viewed as a component of arising showcasing patterns where customers try to understand what a natural item can convey prior to settling on buy choices. Green buyers try not to buy items that are thought of as unfortunate; that hurt the climate during creation, during use, and after use; consume overabundance energy; are repackaged; or on the other hand contain fixings from imperilled natural surroundings or species. Buyers' interests about harmless to the ecosystem, quality, sanitation, and good food are turning out to be progressively of worldwide premium, which gives developing business sectors to natural food sources, including natural rice. The food businesses must know the shoppers' information and insights towards devouring natural rice so they can deliver natural rice items that can address and fulfil the issues and needs of expected customers. The impact of buyers' information on natural rice can affect their mindfulness and cognizance about natural rice. Ibitoye et al. Buyers' confidence in the vapidness of the merchandise and their cost is viewed as a significant element that was uncovered as a boundary to the improvement of natural food sources as per shopper data. Ramesh and Divya Exploration planned to assess the ongoing status of purchasers' purchasing conduct towards natural food sources in the developing business sector. In light of a broad writing survey, the writers distinguished a few factors that impact purchasers' purchasing conduct towards natural food, which included (I) information, (ii) wellbeing cognizance, (iii) ecological concern, (iv) cost, (v) saw convictions and mentalities, (vi) government backing and strategy, as well as (vii) accessibility. (Md. Tareq Canister Hossain and Pei Xian Lim Respondents have a readiness to help ecological insurance, an acknowledgment of natural obligations, and a tendency towards looking for green item related data and finding out about green items. Green brand picture, green brand love, and green brand reliability decidedly influence green buy conduct. Supporting natural insurance, the drive for ecological obligation, the green item insight, the natural kind disposition of organizations, and social allure are recognized as significant variables influencing green item buy choices. The impact of green item mindfulness on the green buy aim of college understudies is enormously determined by mindfulness, saw cost, saw esteem, saw quality, and saw accessibility.

**II. MATERIALS AND METHODS**

To address the goals survey was ready and respondents were asked to respond to the inquiries, individual meetings were taken, other than these a profound investigation of the past exploration paper was finished. The information gathered through these techniques were additionally used to figure out the consequences of the review. The review was completed in the long stretch of June and July 2022 in which a sum of 110 respondents were approached to fill the poll while 26 respondents were evaluated by and by.

**III. ANALYSIS**

Garrett's Positioning Strategy Garrett's positioning method was utilized to rank the inclination Showed by the respondents on various elements. According to this strategy, respondents have been approached to appoint the position for all elements and the results of such positioning have been changed over into score esteem with the assistance of the accompanying recipe

$$\text{Percentage position} = 100 * \frac{(R_{ij} - 0.5)}{N_j}$$

Where-

R<sub>ij</sub> = Rank given for the ith variable by jth respondents.

N<sub>j</sub> = Number of variables ranked by jth respondents.

**IV. RESULTS AND DISCUSSION**

4.1 The Factors Responsible for the Preference for Organic Food Products with Reference to Organic Rice

**Table 1. Rank given by respondents to factors**

Factors	Rank Given by Respondents								
	1	2	3	4	5	6	7	8	9
Availability	19	16	23	11	10	9	8	8	6
Price	20	13	14	15	8	10	9	12	9
Quality	14	15	11	9	10	12	10	15	14
Brand	8	10	12	13	11	14	13	14	15
Reference from others	10	18	12	12	12	13	12	8	13
Previous experience	6	12	11	10	10	16	13	9	23
Advertisement	9	8	7	14	19	9	14	17	13
Environment concern	15	10	8	12	18	13	14	12	8
Awareness	9	8	12	14	12	14	17	15	9

**Table 2. Percent position & garrett value**

S No.	100*(R <sub>ij</sub> - 0.5)/N <sub>j</sub>	Garrett value
1	5.56	81
2	16.67	69
3	27.78	61
4	38.89	56
5	50.00	50
6	61.11	44
7	72.22	39
8	83.33	31
9	94.44	19

**Table 3. Calculated value & ranking**

Factors	Rank Given by Respondents									Total	Average	Ranking
	1	2	3	4	5	6	7	8	9			
Availability	1539	1104	1403	616	500	396	312	248	114	6232	56.65	1
Price	1620	897	854	840	552	440	351	372	171	6097	55.43	2
Quality	1134	1035	671	504	610	528	390	465	266	5603	50.94	3
Brand	648	690	732	728	616	616	507	434	285	5256	47.78	6
Reference from others	810	1242	732	672	600	572	468	248	247	5591	50.83	4
Previous experience	486	828	671	560	440	704	507	279	437	4912	44.65	9
Advertisement	729	552	427	784	741	396	546	527	247	4949	44.99	7
Environment concern	1215	690	488	672	558	572	546	372	152	5265	47.86	5
Awareness	729	552	732	784	228	616	663	465	171	4940	44.91	8

#### **V. INTERPRETATION**

As per the subtleties of the factors impacting respondents' way of behaving (Table 1) and the consequences of the computation (Table 3), the accessibility factor was the main (normal score 56.65), trailed by cost (normal score 55.43) positioned second, nature of the natural items (normal score 50.94) positioned third, reference from others (normal score 50.83) positioned fourth, climate worry among people (average score 47.86) positioned fifth, brand of the item (normal score 47.78) positioned 6th, promotion (normal score 44.99) positioned seventh, mindfulness among individuals (normal score 44.91) positioned eighth and past experience of individuals (normal score 44.65) positioned 10th.

#### **VI. CONCLUSION**

The review named "Concentrate on Customer Conduct towards Natural Items in the Nainital Locale of Uttarakhand" was done to more readily comprehend the various elements affecting buyer conduct with regards to buying natural items. The study was done using irregular testing in the assigned region with a sum of 110 respondents. The three key variables influencing purchaser conduct were viewed as the accessibility of natural items, their expense, and their quality. Organizations ought to zero in on making natural items open at an expense that is reasonable for most customers and thus has legitimate quality.

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