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Innovating for the Conscious Consumer: A Study on Consumer Behaviour and Business Innovation Opportunities in the Organic Food Sector of Bengaluru City

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Abstract - Growing interest in health, food quality and responsible consumption is creating opportunities for organic food businesses. This study examines consumer awareness, purchase behaviour, satisfaction and the factors that may encourage greater organic food consumption in Bengaluru. A descriptive analysis was conducted using 61 valid responses from an online questionnaire. The results show that 96.7% of respondents were aware of organic products and 77.0% reported currently purchasing them. Health benefits were the most frequently stated purchase influence (62.3%), followed by product quality (26.2%). Social media was the leading reported source of awareness, while online channels were the most common place of purchase. Respondents generally expressed trust in certification and positive satisfaction with taste and freshness, although views on comparative quality and local availability were less decisive. Greater availability was the most common suggestion for encouraging further purchases. The findings point to practical opportunities for organic food businesses to improve access, communicate credible product information and strengthen consumer trust. The results are descriptive and should be interpreted in light of the small, non-probability sample.

Keywords: Organic food; consumer behaviour; business innovation; consumer trust; sustainable consumption; Bengaluru.

INTRODUCTION

Organic food has become a visible part of urban food retail as consumers consider health, quality, environmental impact and the credibility of product claims. For businesses, these expectations create more than a marketing challenge: they also offer opportunities to innovate in sourcing, certification communication, retail access and customer engagement. Bengaluru provides a relevant local setting for examining these choices because the survey captures consumers who encounter organic products through digital and physical channels.

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The purpose of this study is to describe organic food consumer behaviour in Bengaluru and identify practical business innovation opportunities suggested by the responses. It focuses on awareness, purchasing patterns, purchase influences, satisfaction and changes respondents say would encourage them to buy more organic products.

REVIEW OF LITERATURE

Research in Bengaluru and other Indian markets has repeatedly identified health, product quality, price, convenience, trust and environmental concerns as factors associated with organic food purchase decisions. Basha and Lal (2019), studying consumers in Bengaluru and Chennai, reported that health and lifestyle, quality, price and convenience were among the relevant determinants of purchase intention. Nandi et al. (2016) also examined consumer motives and preferences in Bangalore, highlighting the importance of understanding different consumer segments rather than assuming a single pattern of demand.

More recent work in Bengaluru found that consumers often associate organic food with health but may also perceive it as expensive; the authors emphasised the role of affordability and trust in organic claims (Kalyani & Prabhavathi, 2023; Ravindran & Janaki Priya, 2023). A broader Indian empirical study similarly reported that organic food knowledge, health benefits, convenience and availability are important predictors of purchase intention (Examining consumer purchase intention towards organic food, 2023). These studies provide context for the present survey. The current paper does not attempt to replicate their statistical models; it presents a concise descriptive reading of the 61 responses supplied for this project.

OBJECTIVES OF THE STUDY

- To examine awareness of organic food and the sources through which respondents learn about it.
- To describe current purchasing behaviour, product preferences and satisfaction among respondents.
- To identify consumer-reported factors and business improvements that may encourage greater organic food purchases

RESEARCH METHODOLOGY

The study uses a descriptive survey design. The supplied Google Forms response export was reviewed and analysed using frequency counts and percentages. The dataset contained 62 rows, of which one row had no respondent name or substantive answers; it was excluded, leaving 61 usable responses. The questionnaire covered demographic characteristics, awareness, certification, purchase motivations, frequency, purchase channels, monthly spending, satisfaction and suggestions.

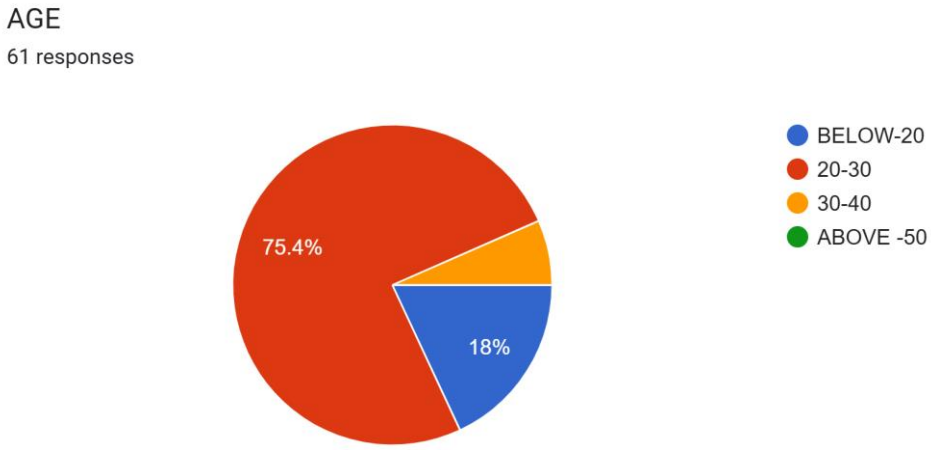
The analysis is based on the responses provided, with minor spelling and category-label inconsistencies standardised where the intended category was clear. Percentages are calculated using 61 respondents unless otherwise stated. Because the sample is small and appears to be a convenience sample, findings describe these

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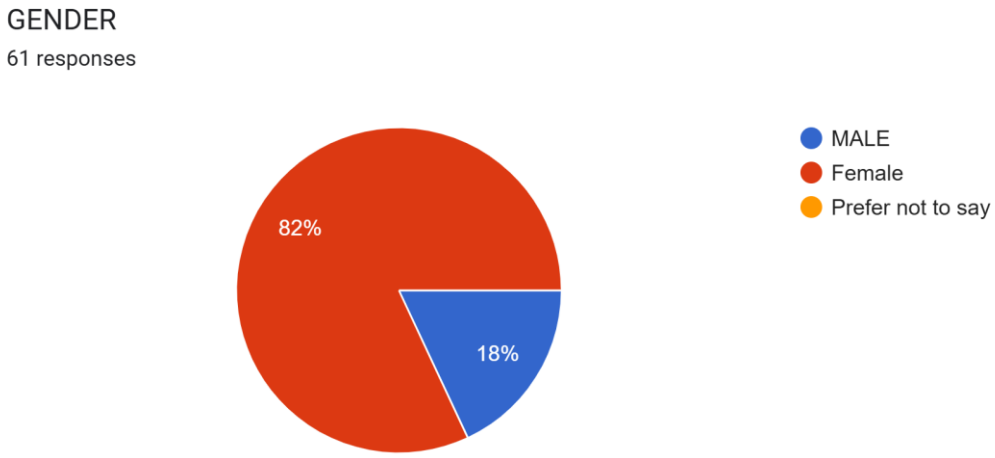
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respondents only and should not be generalised to all consumers in Bengaluru. No causal or inferential claims are made.

RESULTS AND DISCUSSION



The age-wise analysis shows that the majority of respondents belong to the 20–30 years age group, accounting for approximately 73.4% of the total respondents. Around 18% of the respondents are below 20 years of age, while a smaller proportion belongs to the 30–40 years age group. No significant representation is visible for respondents above 40 years in the chart. This indicates that the survey mainly reflects the opinions of young consumers, who may be increasingly interested in health, food quality, and healthy eating habits.

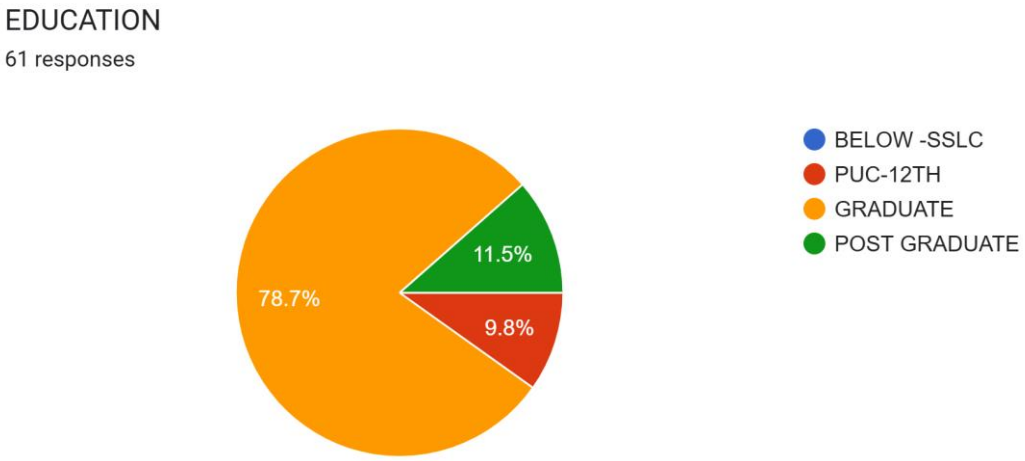


The gender-wise analysis reveals that approximately 82% of the respondents are female, while 18% are male. No noticeable response is recorded under the “Prefer not to say” category. This indicates that female respondents

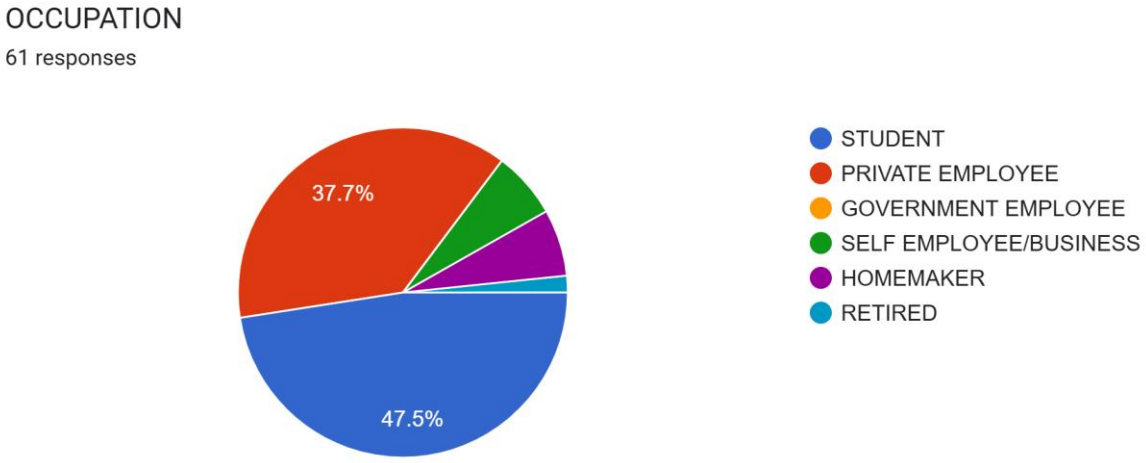
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form the majority of the participants in the survey. Their responses provide useful insights into consumer awareness and preferences regarding organic food products.



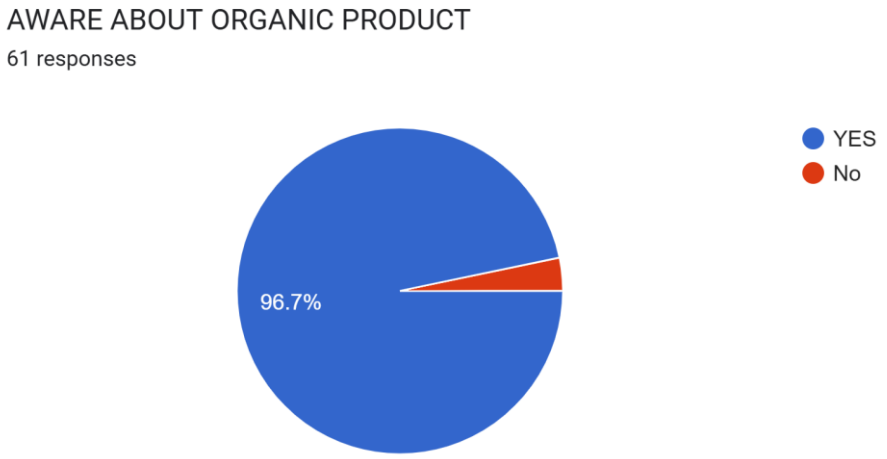
The majority of respondents (about 79%) are graduates, followed by post-graduates (11.5%) and PUC/12th-pass respondents (9.8%), with no representation below SSLC



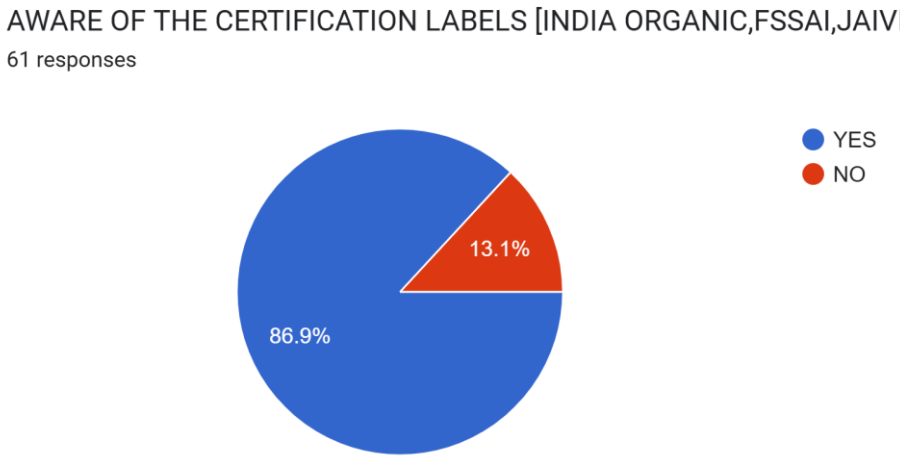
Students form the largest group (47.5%), followed by private employees (37.7%), while self-employed/business persons, homemakers, and retired respondents make up only small shares.

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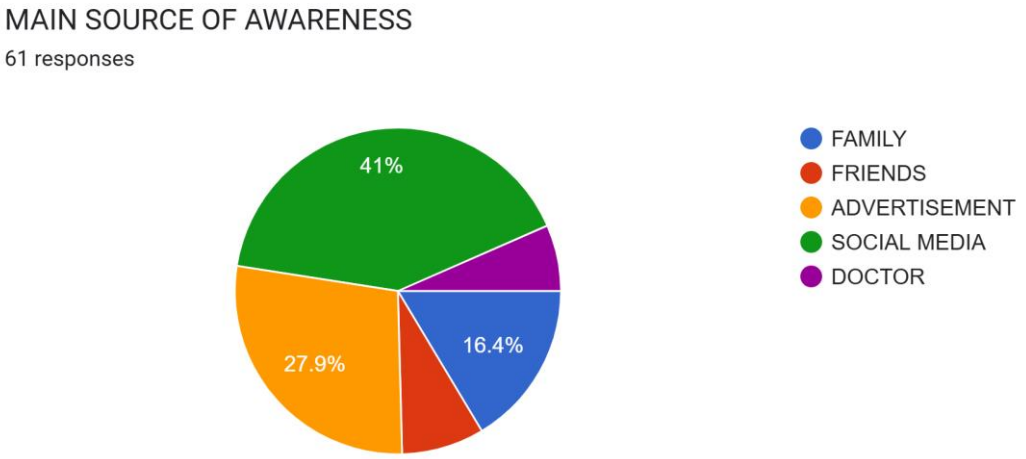
Almost all respondents (about 96.7%) are aware of organic products, while only a very small share said they are not



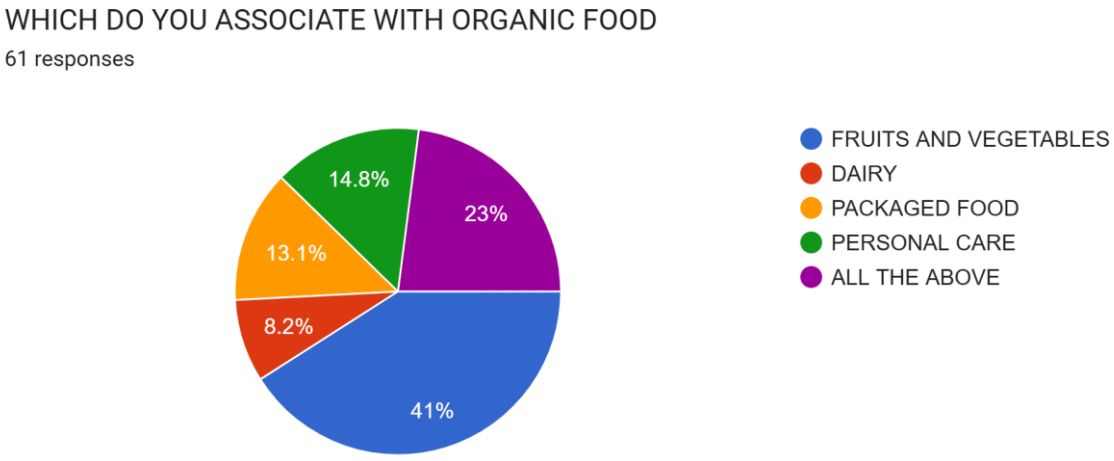
Most respondents (about 86.9%) know about organic certification labels, while around 13.1% are unaware of them.

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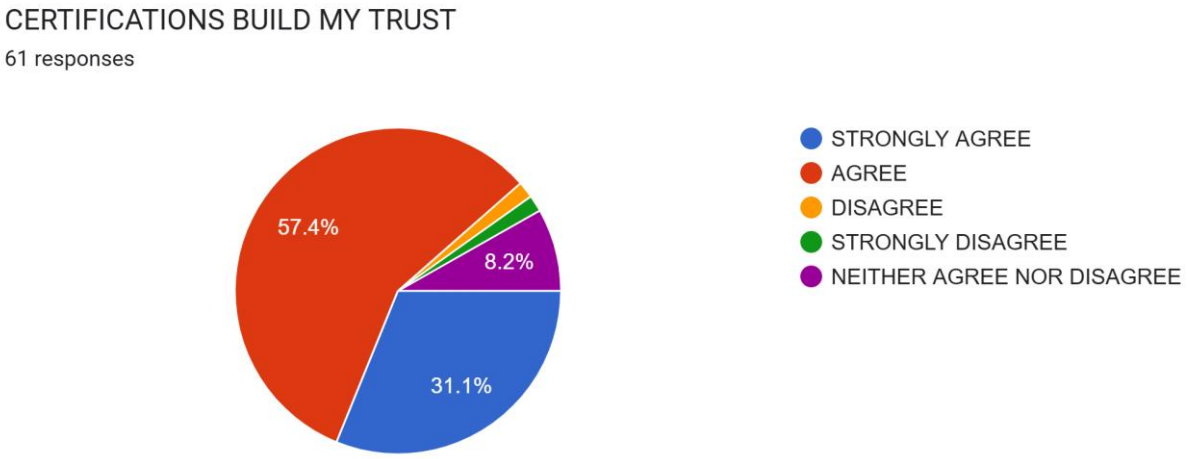
Social media is the leading source of awareness (about 41%), followed by advertisements (about 27.9%) and family (about 16.4%), while friends and doctors contribute only small shares



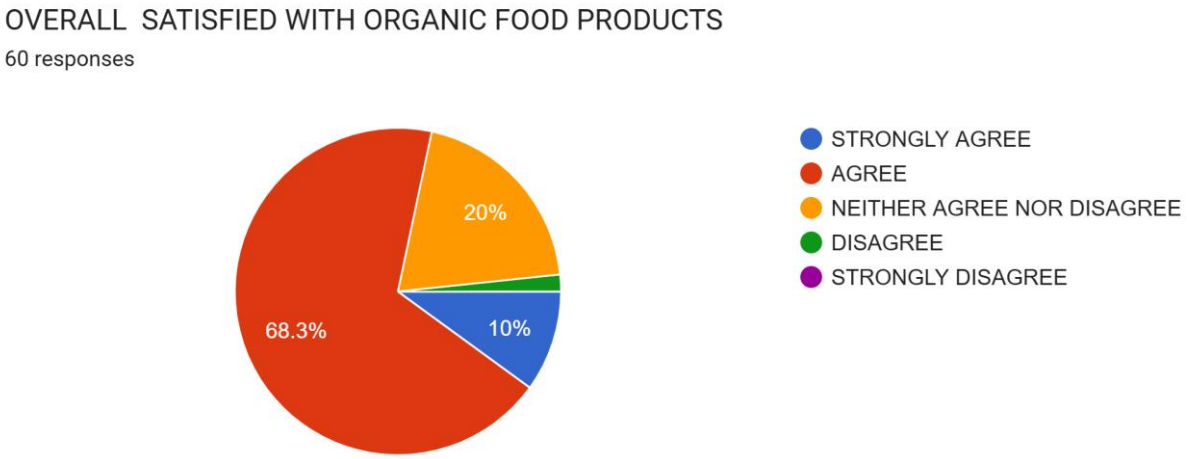
Fruits and vegetables are the most associated category (about 41%), followed by "all of the above" (about 23%) and personal care (about 14.8%), while packaged food and dairy form smaller shares.

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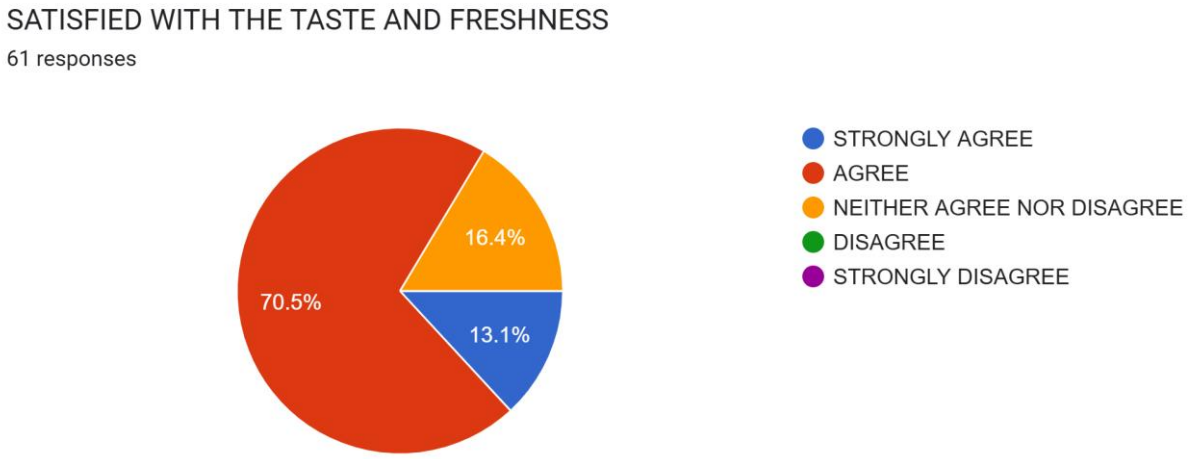
Most respondents agree that certifications build trust, with about 57.4% choosing agree and 31.1% strongly agree, while around 8.2% stayed neutral.



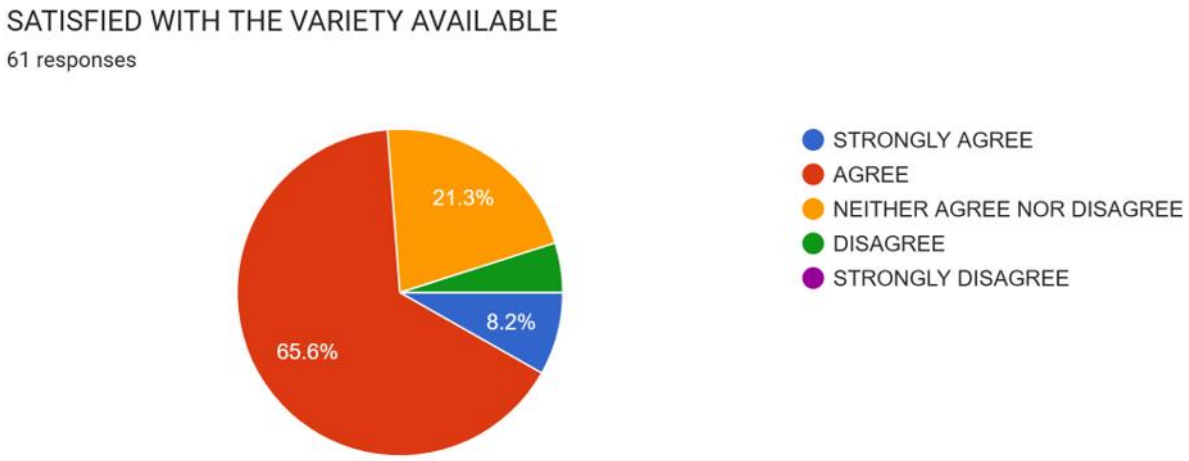
Most respondents are satisfied, with the majority choosing agree (about 66%) and around 10% choosing strongly agree, while about 20% remained neutral.

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Most respondents agree that they are satisfied with the taste and freshness (about 70.5%), followed by about 16.4% who stayed neutral and 13.1% who strongly agree.



A majority of respondents agree that they are satisfied with the variety (about 66.6%), while around 21.3% remained neutral and about 8.2% strongly agree..

WHAT COULD ENCOURAGE MORE PURCHASES?

Greater availability was the most common suggestion, selected by 30 respondents (49.2%). Lower prices and more awareness campaigns were each selected by 12 respondents (19.7%), while seven (11.5%) chose better labelling or certification. The responses suggest that interest alone may not be enough: consumers also want convenient access and clear, credible information.

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BUSINESS INNOVATION IMPLICATIONS

- **Improve access across channels.** Expand dependable online ordering and delivery while maintaining visibility in supermarkets, farmers' markets and speciality stores. Communicate delivery areas and product availability accurately.
- **Make certification easy to understand.** Use clear label explanations, batch or supplier information and simple traceability details. Businesses should make only claims that can be substantiated.
- **Lead with health and quality, responsibly.** Since health benefits and quality were the most frequently selected influences, provide factual product information and avoid unsupported medical or pesticide-free claims.
- **Test affordability options.** Offer smaller packs, seasonal bundles or transparent price comparisons to learn whether cost is preventing repeat purchases. This is worth testing even though few respondents selected price as their single biggest influence.
- **Use digital communication thoughtfully.** Social media was the most common awareness source. Businesses can use short educational posts, sourcing stories and customer feedback while ensuring that promotional claims remain accurate.

CONCLUSION

The survey indicates high reported awareness of organic food among the respondents, alongside a substantial share who currently purchase it. Health benefits and product quality were the strongest stated purchase influences, while social media and online channels featured prominently in awareness and purchasing. Responses on certification and overall satisfaction were generally positive, but views on comparative quality were less conclusive. Greater availability was the most frequently suggested way to encourage additional purchases.

For organic food businesses in Bengaluru, the practical opportunity is to combine convenient access with credible certification information and clear product communication. These conclusions are indicative rather than representative because the study is based on 61 usable responses from a limited survey sample. Further research with a larger, more diverse sample and more detailed price and trust measures would help test whether the same patterns hold across Bengaluru's wider consumer population.

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