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Green Consumerism: A study on Consumer Buying Behaviour with respect to Organic Food in Navi Mumbai.

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ABSTRACT
In the light of rising awareness on health, wellness, nutrition, dietary preferences, food safety concerns and environment sustainability, this study investigates consumer buying behaviour towards organic products in Navi Mumbai. Convenient Sampling method to survey 300 customers online was used for the study with an aim to examine demographic profile, buying behaviour, perception and post purchase behaviour of customers' of organic food. The research reveals that holistic health trends, environmental concerns, and product quality are the key drivers for a significant shift towards eco-friendly wellness products such as organic food among young adults, educated consumers in Navi Mumbai. While age, gender, marital status, education, occupation, and monthly income did not significantly differ, the study did show a substantial variation in organic concern depending on the type of family. The significant differences in purchase decision are associated with age, occupation, and monthly income. Gender, marital status, qualification, and type of family do not show significant variations in purchase decision. The study also indicates no statistically significant differences among family income and spending on the purchase of organic food. Gender and the location of organic food purchases are significantly correlated. Gender and satisfaction with organic food, however, do not significantly correlate. There is statistical significant relationship between median levels of gender and recommending organic food to others. The study reveal significant differences in product re-purchase based on marital status, qualification, occupation, monthly income, and type of family. When it comes to product repurchases, age and gender do not significantly differ. The study provides insights for marketers and retailers seeking to adopt sustainable practices, promote healthier choices and capitalize on the growing demand for organic food in Navi Mumbai. The policymakers and public health agencies can use this knowledge to implement effective health promotion initiatives...
Keywords: Consumer Buying Behaviour, Consumer Perception, Organic food, green consumerism, wellness products.

INTRODUCTION:

The principles and/or technology employed in production, along with the "organic philosophy," are highlighted in the majority of definitions of foods produced organically (e.g., Bourn and Prescott, 2002, FAO, 1999). The general philosophy of organic production (e.g., Torjusen et al., 1999) or particular dimensions like "biological" or "natural production system" (Klonsky and Tourte, 1998) and "green" or "environmental friendliness" (Bhaskaran et al., 2006) are highlighted in some definitions, while others emphasize the limited use of artificial chemicals in organic production (e.g., FAO, 1999, Yi, 2009). Organic agriculture's importance is further highlighted by its pivotal role in accomplishing the 2030 Agenda for Sustainable Development's Sustainable Development Goals (SDGs). The next few years should see a rise in organic output. Globally, a large number of customers are very interested in environmental issues (Diekmann and Franzen, 1999). Consumers want to purchase organic products and services and favor businesses that adhere to environmental standards as a result of growing awareness of the significance of environmental degradation (Laroche et al., 2001). Organic food purchases and consumption, a reduction in unhealthy food intake, eating locally farmed food, and little wasting food during cooking are examples of sustainable eating practices. Developing and expanding countries, in particular, should prioritize promoting these practices because they are facing serious environmental problems and a significant increase in food consumption. According to Minton and Rose (1997), consumers who care about the environment are more attentive to information about brands, products, and processing that may affect the environment as well as the environment itself.

Yi (2009) asserts that organic foods are enhanced rather than preserved, irradiated, or contain artificial ingredients in order to preserve food integrity. If food is produced or processed without the use of pesticides, mineral fertilizers, or any other type of chemical, it may be labeled as organic. Organic food is thought to be more natural, nutrient-dense, and ecologically friendly than conventional food. Consumers' increased consciousness towards healthy lifestyle is resulting in growth of organic foods market. (Bhaskaran et al., 2006). Thøgersen et al. (2016) suggest that the rise in demand for organic

products can be attributed to new marketing trends in which consumers research products' potential benefits before making purchases. Organic food is preferred by consumers due to its alleged health advantages, such as its increased nutritional content and lack of dangerous chemicals. Furthermore, organic food promotes eco-conscious living because it is thought to be more environmentally beneficial. As consumers look for healthier, more natural food options, the organic food market is expanding to include everything from fruits and vegetables to organic meats, dairy products, and packaged items.

Statement of Problem:

The terms "wellbeing" and "mindfulness" are popular right now. A growing number of people, including students, working adults, homemakers, and business owners, are interested in the newest trends in living better lives and achieving their physical and mental wellness goals. Wellness is the decision a person takes about his or her lifestyle to lead a whole, healthy life. Organic food is one of the types of wellness products that are found in abundance in the retail market of Navi Mumbai. The organic market in Navi Mumbai has witnessed rapid growth, driven by increasing consumer awareness of health and environmental issues. There is vast scope of research to understand and study the marketing aspects of organic products. However, this paper's primary goal is to investigate how consumers in the cosmopolitan metropolis of Navi Mumbai perceive organic food, how they make purchases, and how they behave after making a purchase.

Objectives of the study:

Understanding the purchasing habits of organic food consumers in Navi Mumbai is the primary goal of the study.

To research Navi Mumbai's organic food consumers' demographics.

To find out how Navi Mumbai consumers perceive about organic food

To know about purchase behaviour for organic food in Navi Mumbai.

To comprehend post purchase behaviour of organic food customers' in Navi Mumbai.

Hypothesis Statement:

Following hypothesis was set up to understand about perception of organic food across demographic groups:

Following hypothesis were formed **to understand organic concern across demographic groups**

H0: There is no difference in the mean Organic concern scores across the demographic groups.

H1: There is significant difference in the mean Organic concern scores across the demographic groups.

To better understand Navi Mumbai residents' purchasing habits for organic food, the following hypotheses were established:

Following hypothesis were framed **to know about purchase decisions across demographic groups**

H0: There are no differences in the mean Purchase Decision scores across the demographic groups.

H1: There are significant differences in the mean Purchase Decision scores across the demographic groups.

To determine the **relationship between family income and spending on organic food,** the following hypotheses were developed

H0: There is no significant difference among the family income and spending on the purchase of organic food

H1: There is significant difference among the family income and spending on the purchase of organic food

4. To understand the connection between **gender and the location where organic food is purchased**, the following hypothesis was established.

H0: There is no significant difference among the gender and place of purchase of organic food

H1: There is a significant difference among the gender and place of purchase of organic food

Following hypothesis were set up to comprehend the customers' post purchase behaviour of organic food in Navi Mumbai

In order to understand the **relationship between gender and Navi Mumbai residents' satisfaction with organic food**, the following hypotheses have been developed.

H0: There is no significant relationship between gender and satisfaction of Organic food.

H1: There is significant relationship between gender and satisfaction of Organic food.

Following hypothesis was formed **to know about product repeat purchase of organic food across demographic groups.**

H0: There are no differences in the mean Product Re-purchase scores across the demographic groups.

H1**:** There are differences in the mean Product Re-purchase scores across the demographic groups.

The following hypothesis was established in order to determine **the relationship betweesn gender and the recommendation of organic food to friends and family.**

H0: There are no statistical significant relationship between median levels of gender and recommending organic food to others.

H1: There are statistical significant relationship between median levels of gender and recommending organic food to others.

Research Methodology:

A descriptive research approach was used for this study.

Study Population and Sample:

Elements – Customers who purchase organic food

Sampling units – Navi Mumbai City is the sampling unit.

Sample Size: There were 300 responders in the sample.

Data Collection:

Primary Data- First-hand data was gathered via an online survey using a Google form and a structured questionnaire. The 5-point Likert scale was employed in the questionnaire's design. The convenience sampling method was used to collect data.

Secondary Data- Data was also gathered from research journals, research articles, e-books, websites, magazines, newspapers, books, reports, and other sources. In order to perform the study, a thorough examination of the literature was also done.

Statistical Tools:

The study was carried out using statistical methods such the Chi-square test, ANOVA test, Kruskal Wallis test, and percentage analysis.

Limitations of the study:

The study is restricted to one wellness product, organic food, and is mostly based on the purchasing habits of consumers purchasing organic food in Navi Mumbai.

Only clients who lived in Navi Mumbai provided data.

There is a chance that some of the statistics may not accurately reflect the true nature of customer perceptions, purchasing patterns, and post-purchase behavior regarding organic food.

Scope of study:

This study underscores the importance of comprehending the purchasing habits of consumers about organic food. 300 respondents from the city of Navi Mumbai made up the study's sample size. With regard to organic food in Navi Mumbai, this study aims to comprehend customer purchasing patterns, attitudes, and satisfaction levels. The study also highlights post purchase behavior of consumers buying organic food in Navi Mumbai. Stakeholders can work together to understand and meet the needs of customers to build a more dynamic and healthy society in Navi Mumbai.

Review of literature:

Sreekala et al. (2021) looked at the variables affecting consumer knowledge of and preference for organic food items. The study aims to determine the amount of consumer knowledge, the factors influencing their purchasing decisions, and the general perception of organic food products in this community. Results show that consumers are generally aware of organic food items, and many of them are aware of the advantages that organic agricultural practices provide for their health and the environment. According to the study, customers' top reason for selecting organic products is their health consciousness, since they believe these items offer superior nutrition and safety when compared to conventionally farmed foods. To verify the legitimacy of the goods they buy, a lot of customers rely on labels with the organic certification.

According to Wee (2016), purchase intentions are strongly influenced by customers' opinions about organic food. Positive impressions, such as beliefs about the higher quality, environmental sustainability, and health benefits of organic foods, have a major impact on consumers' tendency to buy organic products. This means that actual purchasing behaviour is highly predicted by purchase intention. But the research also finds a number of moderating variables that may influence whether or not buying intentions materialize into real purchases. Product accessibility, cost, and disposable income are some of these variables. External variables can either help or impede real purchasing behaviour, even in cases where customers have a strong intention to purchase organic items. While having strong intentions and favourable views are important, the research shows that in order to turn intentions into actual purchases, it is necessary to remove practical hurdles.

The importance of perceived innovation and green marketing in encouraging consumer adoption of eco-friendly products is emphasized by Wu and Chen (2014). Businesses may increase their attractiveness to consumers who care about the environment and create demand for sustainable alternatives by effectively articulating the creative features and environmental qualities of their green solutions.

To improve the management of the organic food sector in India, a consumer-focused approach to understanding the organic product market is necessary. According to Aryal (2008), the procedure in issue is complex and impacted by a number of factors, including as infrastructure, quality production, certification, law, and market conditions. According to Dipeolu et al. (2009), it's critical to understand how customers choose foods that are produced organically and to find strategies to affect their willingness to pay a premium price for organic products based on their attitudes, beliefs, and behaviours. The vast bulk of earlier research was carried out in industrialized nations with high levels of dietary knowledge and awareness. The demand for organic food is urgently in need of study, especially in developing nations like India.

Marketers and consumers interested in organic foods might benefit from analyzing consumer attitudes and behaviors about organic food items in order to support market expansion. Research from around the world shows that customers choose to purchase organic food items for similar reasons. Although the order of preferences may vary depending on a person's cultural and demographic circumstances, the primary factors are environmental effect, product quality, and health. Such findings were confirmed by earlier research years ago (Tregear et al., 1994).

Findings and Results:

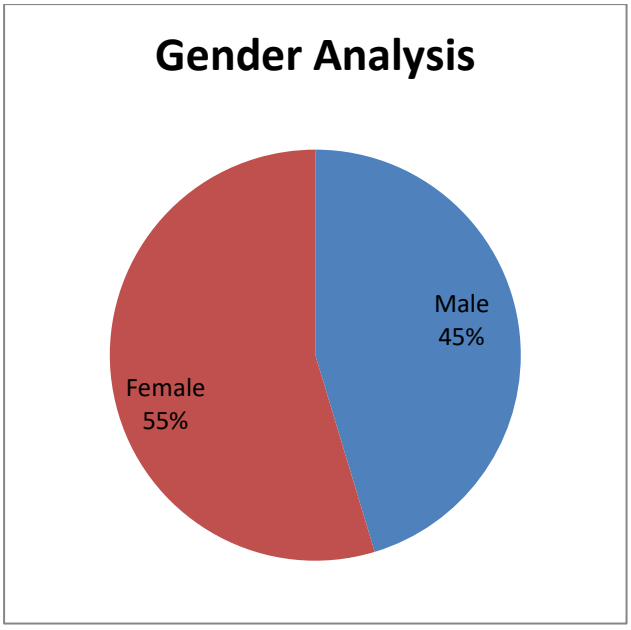
The study's conclusions are derived from the answers of 300 Navi Mumbai organic food consumers. The research is founded on the methods of hypothesis testing and percentage analysis.

Analysis are categorised with following findings based on demographic profiles, perception, buying behaviour and post purchase behaviour of respondents of organic food in Navi Mumbai.

The analysis of demographic profile of the customers of organic food in Navi Mumbai is as follows-

Percentage analysis is conducted to analyse gender, age, marital status and occupation.

The analysis by gender is as follows:



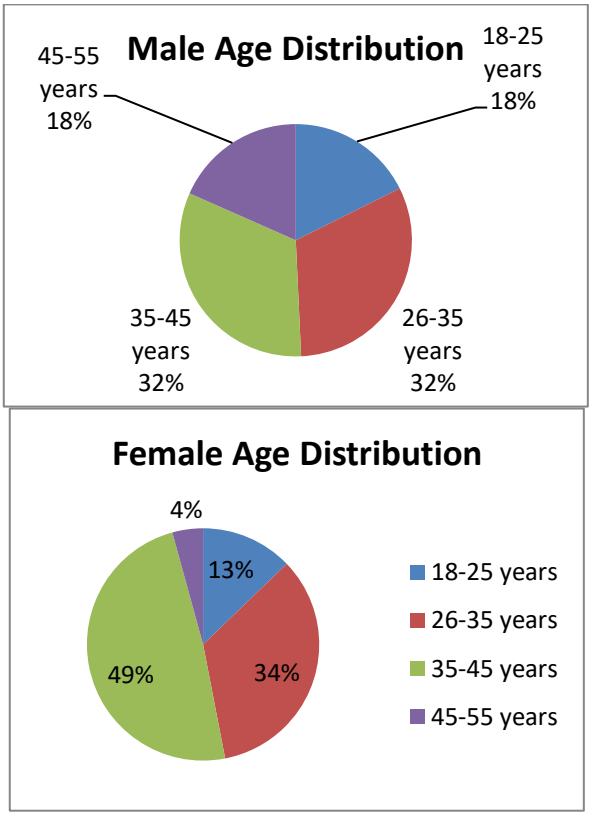
Graph 1 Genderwise Percentage of respondents

Source (Primary Data)

• Of the 300 respondents, 164 (or 55%) were female and 136 (or 45%) were male. These respondents were primarily organic food consumers.

• Age-wise breakdown of respondents is as follows:

The respondents were further divided into four age groups: 18 to 25, 26 to 35, 36 to 45, and 45 to 55.

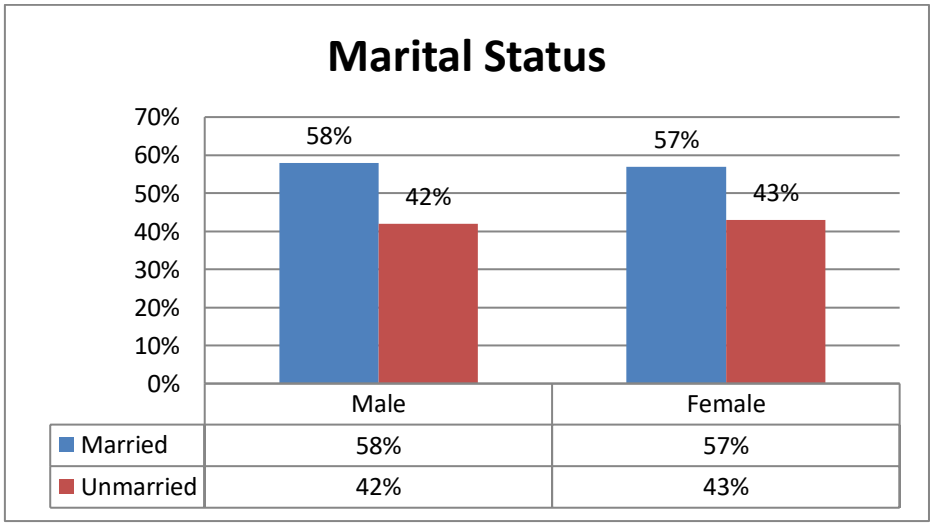


Graph 2 Gender and Age Distribution of Respondents

Source (Primary Data)

The male respondents between the age group of 18-25 years are 24 (18%), 26-35 years are 43(32%), 35-45 years are 44 (32%) and between 45-55 years are 25 (18%). The female respondents between the age group 18 to 25 are 21(13%), 26-35 years are 56 (34%), 35-45years are 80 (49%) and 45 to 55 years are 7 (4%). It implies that majority buyers of organic food are between the age groups of 35 years and 45 years followed by age group of 26years to 35 years in both female and male respondents.

The analysis of marital status is as follows:



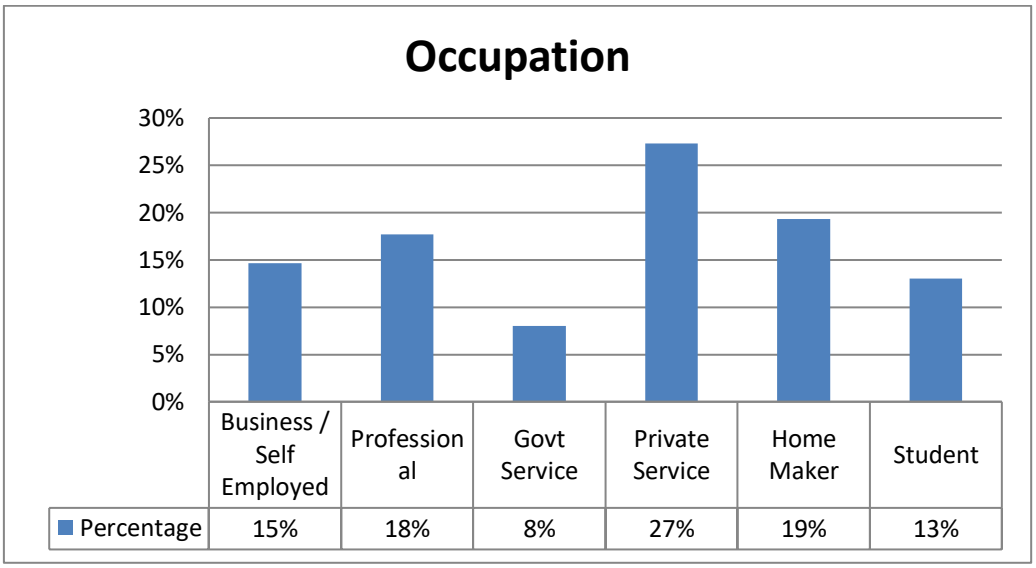
Graph 3 Gender and Marital Percentage of respondents

Source (Primary Data)

Out of 136 male respondents, the unmarried and married male population are 57 respondents (42%) and 79 respondents (58%) respectively, while out 196 female respondents, the unmarried and married female population are 71 respondents (43%) and 93 respondents

(57%) respectively. The maximum buyers of organic food are married male and married female over unmarried people.

Occupation Analysis is as follows:



Graph 4 Occupation Distribution of Respondents

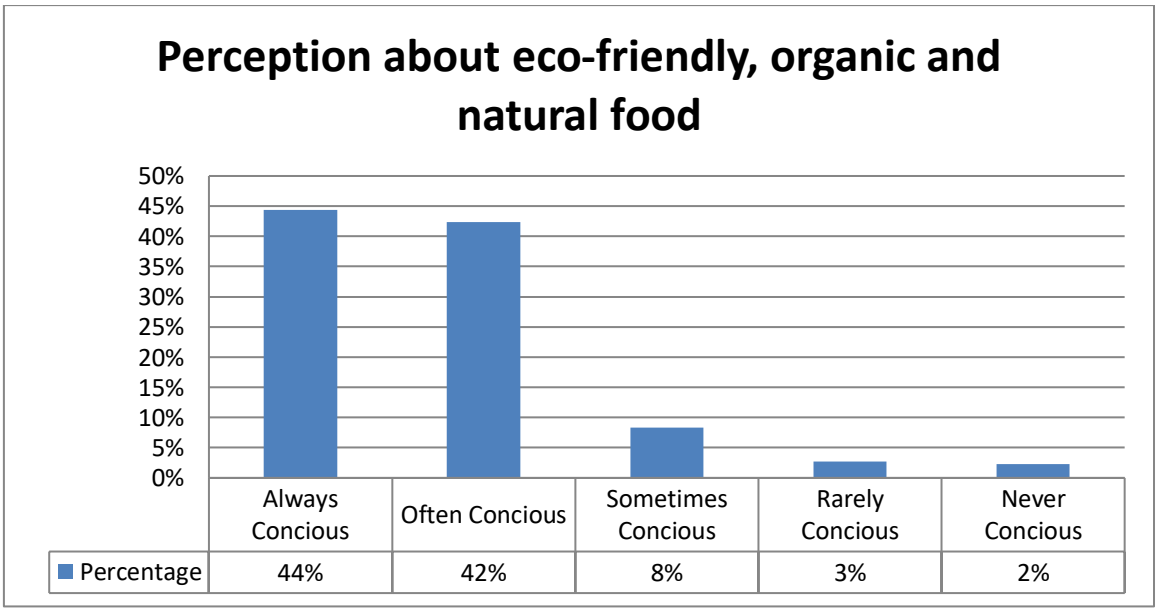
Source (Primary Data)

Out of 300 respondents, the maximum 82 respondents (27%) are from private service sector followed by homemaker 58 (19%) then professionals 53 (18%), business/self-employed 44 (15%), students 39 (13%) and government service 24 (8%). The organic food buyers are predominantly salaried people working in private sector followed by homemaker.

The study was conducted to analyse perception of respondents for organic food. In Navi Mumbai.

Percentage analysis was conducted to study the perception of customers towards words such as organic, natural and eco-friendly and hypothesis testing was conducted with the help of ANOVA test to know about organic concern based on various demographic variables

The percentage analysis to know about respondents' perception towards words like eco-friendly, natural, Organic food is as follows-



Graph 5 Perception about organic food

Source (Primary Data)

Observations show that, among the 300 responders, majority of respondents 133 (44%) are always conscious about organic while 127 (42 %) of respondents are often conscious whereas only 25 (8 %) are sometime conscious, 8 respondents (3 %) and rarely conscious and 7 respondents (2%) never conscious about words such as organic and natural. It implies that respondents' perception is more towards organic, natural and eco-friendly product over other conventional products. The

consumers in Navi Mumbai are more mindful about organic food.

To further understand organic concerns depending on demographic variables such age, gender, marital status, education, occupation, monthly income, and family type, a hypothesis analysis using ANOVA was performed.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	12.916	19	0.718	0.55	0.175
	Within Groups	184.048	281	0.653		
	Total	196.965	300			
Gender	Between Groups	2.601	19	0.145	0.59	0.133
	Within Groups	34.203	281	0.121		
	Total	36.804	300			
Marital Status	Between Groups	2.137	19	0.119	0.41	0.333
	Within Groups	40.482	281	0.144		
	Total	42.619	300			
Qualification	Between Groups	6.409	19	0.356	0.60	0.127
	Within Groups	83.199	281	0.295		
	Total	89.608	300			
Occupation	Between Groups	40.922	19	2.273	0.72	0.056
	Within Groups	445.155	281	1.579		
	Total	486.077	300			
Monthly Income	Between Groups	63.450	19	3.525	0.48	0.245
	Within Groups	1022.230	281	3.625		
	Total	1085.680	300			
Type of Family	Between Groups	8.358	19	0.464	1.10	0.002
	Within Groups	59.178	281	0.210		
	Total	67.536	300			

Table 1 ANOVA Analysis regarding Organic concern Based on Demographic Variables

Source Primary Data

The table 1 above indicates that:

Age- Sum of squares between groups is 12.916, degrees of freedom between groups is 36, mean square between groups is 0.718, for age, the F-statistic is 0.55 with a p-value of 0.175. Since the p-value exceeds 0.05, the null hypothesis cannot be ruled out. Age-based differences in organic concern are not statistically significant.

Gender- The mean square between groups is 0.145, the degrees of freedom between groups are 19, and the sum of squares between groups is 2.601. With a p-value of 0.133, the gender F-statistic is 0.59. The null hypothesis cannot be rejected since the p-value is higher than 0.05. Gender does not significantly affect organic concern.

Marital Status- Between groups, the mean square is 0.119, the degrees of freedom are 19, and the sum of squares is 2.137. The p-value is 0.333 and the F-statistic is 0.41 for marital status. The fact that this p-value is higher than 0.05 suggests that marital status has no discernible impact on organic concern.

Qualification- Between groups, the mean square is 0.356, the degree of freedom is 19, and the sum of squares is 6.409. The p-value for qualification is 0.127 and the F-statistic is 0.60. Since the p-value is higher than 0.05, there is no discernible variation in organic concern according to qualification.

Occupation- The degree of freedom between groups is 19, the mean square between groups is 2.273, and the sum of squares between groups is 40.922. With a p-value of 0.056, the occupation F-statistic is 0.72. Given that the p-value is higher than 0.05, it may be concluded that occupation has no discernible impact on organic concern.

Monthly Income- The mean square between groups is 3.525, the degree of freedom between groups is 19, and the sum of squares between groups is 63.450. The p-value is 0.245 and the F-statistic for monthly income is 0.48. The null hypothesis cannot be rejected since the p-value is higher than 0.05. Monthly income has no discernible impact on organic concern.

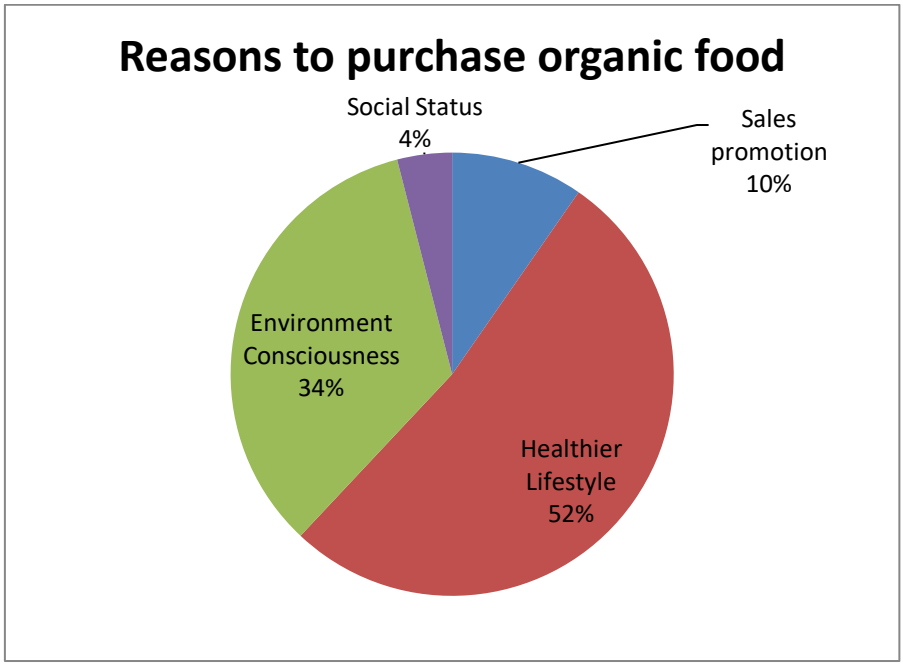
Type of Family- The degree of freedom between groups is 19, the mean square between groups is 0.464, and the sum of squares between groups is 8.358. The type of family has a p-value of 0.002 and an F-statistic of 1.10. The null hypothesis is rejected since the p-value is less than 0.05. Depending on the kind of family, there are notable differences in organic concerns.

The results of the ANOVA show that the type of family has a substantial impact on organic concern. No significant differences were found for age, gender, marital status, qualification, occupation, or monthly income. It implies that nuclear and joint families have different organic concern. However organic concern is similar in different age, gender, marital status, qualification, occupation and monthly income groups. Most of the demographic groups are more concerned for organic, natural, and eco-friendly products.

The study was conducted to understand buying behaviour of respondents for organic food in Navi Mumbai.

The buying behaviour of respondents was studied by doing percentage analysis to identify various reasons of purchase as well as end users of organic food. Also, mean purchase decisions across demographic groups was studied through ANOVA Test. Hypothesis analysis was conducted using Kruskal Wallis H test to understand association between family income and spending on purchase of organic food. Using the Chi square test, the association between gender and organic food purchasing behavior was also thoroughly examined.

The percentage analysis for reasons to purchase organic food is as follows-

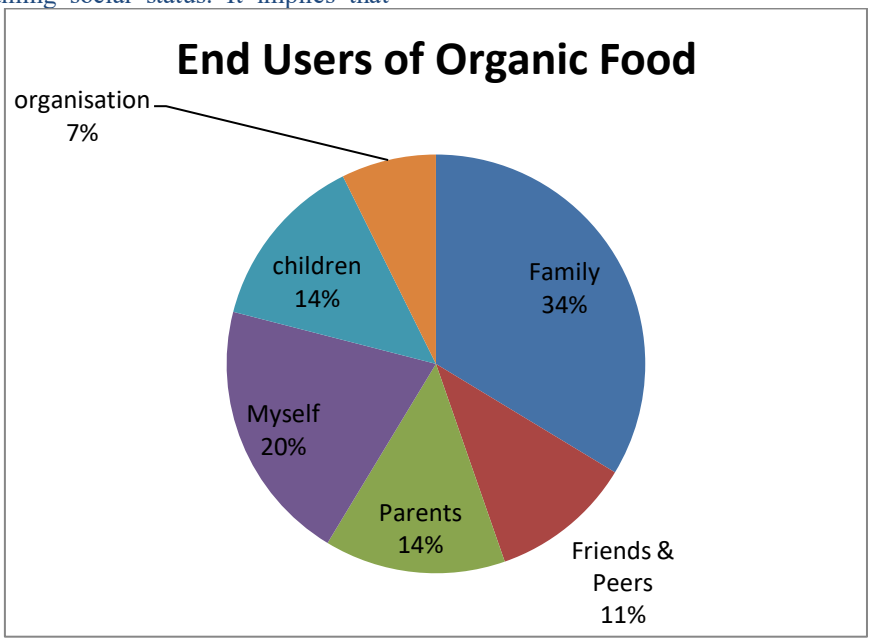


Graph 6 Reasons to purchase organic food

Source (Primary Data)

It is observed that out of 300 respondents, majority of 157 respondents (52%) purchase organic food for healthier lifestyle while 102 (34 %) buy for environment consciousness, 29 respondents (10 %) buy due to sales promotional offers and only 12 respondents (4 %) purchase for maintaining social status. It implies that majority of respondents buy organic food to maintain healthier lifestyle and environment consciousness. In order to live a better and improved way of life, customers are purchasing organic food in Navi Mumbai.

The analysis of end users of organic food is as follows-



Graph 7 End Users of organic food

Source (Primary Data)

It is noted that majority of respondents 101 (34%) purchase organic food for their family followed by 61 respondents (20 %) for their own self while 41 respondents (14%) purchase for their parents and children then 34 respondents (11 %) respondents for their friends and peers and only 22 respondents (7 %) buy for their organisation. It implies that organic food is mainly purchased for self and family members.

Those between the ages of 35 and 45 who were married women made up the majority of organic food purchasers. The salaried class from private sector are maximum buyers of organic food in Navi Mumbai. Buyers in Navi Mumbai are very conscious about organic, natural and environmentally friendly products because it is purchased to maintain healthier lifestyle and environment concern. Most customers feel that eating organic food is safer, healthier, cleaner, more nutrient-dense, safer, and more environmentally friendly than eating conventional food. Hence they buy organic food for themselves as well as their family.

Hypothesis analysis was conducted using ANOVA to understand mean purchase decision across demographic groups.

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	73.311	88	0.843	0.72	0.008
	Within Groups	123.654	212	0.581		
	Total	196.965	300			
Gender	Between Groups	12.385	88	0.143	0.62	0.053
	Within Groups	24.420	212	0.115		
	Total	36.804	300			
Marital Status	Between Groups	14.508	88	0.167	0.63	0.045

	Within Groups	28.110	212	0.132		
	Total	42.619	300			
Qualification	Between Groups	28.908	88	0.332	0.58	0.094
	Within Groups	60.701	212	0.285		
	Total	89.608	300			
Occupation	Between Groups	186.066	88	2.139	0.76	0.004
	Within Groups	300.012	212	1.408		
	Total	486.077	300			
Monthly Income	Between Groups	415.316	88	4.774	0.76	0.004
	Within Groups	670.364	212	3.147		
	Total	1085.680	300			
Type of Family	Between Groups	22.688	88	0.261	0.62	0.054
	Within Groups	44.847	212	0.211		
	Total	67.536	300			

Table 2. ANOVA Analysis for Purchase decision Based on Demographic Variables

Source Primary Data

The following are the findings from ANOVA table no. 2 on the influence of demographic characteristics on purchasing decisions:

Age (F = 0.72, p = 0.008): Age significantly affects Purchase Decision, with a p-value less than 0.05. Different age groups exhibit varying levels of Purchase Decision.

Gender (F = 0.62, p = 0.053): Gender does not significantly impact Purchase Decision, as the p-value is more than 0.05.

Marital Status (F = 0.63, p = 0.045): No significant difference in Purchase Decision is observed based on marital status, as the p-value is slightly above the 0.05 threshold.

Qualification (F = 0.58, p = 0.094: Qualification does not significantly affect Purchase Decision, as the p-value exceeds 0.05.

Occupation (F = 0.76, p = 0.004): Significant differences in Purchase Decision are related to occupation, with a p-value less than 0.05. Occupation impacts Purchase Decision levels.

Monthly Income (F = 0.76, p = 0.004): Purchase Decision varies significantly with monthly income, as indicated by a p-value below 0.05. Different income levels affect Purchase Decision.

Type of Family (F = 0.62, p = 0.054): No significant differences in purchase decision are found based on the type of family, with a p-value more than 0.05.

Purchase decisions are significantly influenced by factors such as age, occupation, and monthly income. Gender, marital status, qualification, and type of family do not show significant variations in purchase decision. It implies that different age groups prioritise different factors in purchase of organic food. Varying lifestyle, interests or financial stability due to occupation also influences purchasing patterns of organic food. Monthly income also impacts purchasing power and decisions for organic food in Navi Mumbai. It also implies that males and females, single or married, joint or nuclear family and qualification with different education level have similar purchasing patterns and behaviour.

The Kruskal Wallis H test was used to investigate the relationship between family income and the amount spent in Navi Mumbai on organic food purchases.

The following are the findings of the Kruskal Wallis H test:

H statistic	df	p-value	Significance level 0.05
0.7733	4	0.942	P>0.05

Table Number 3 Kruskal Wallis H test results

Source (Primary Data)

H0 is accepted and H1 is denied because the H statistic is 0.7733 and the p value is 0.942, both of which are higher than the significance level of 0.05. Therefore, there is no discernible difference between median family income levels and the amount spent on organic food purchases. This justifies that buying behaviour with respect to purchase of organic food is similar for various family income groups. It implies that customers across various income levels allocate similar proportions of their income to buy organic foods.

To find out how gender and the purchasing habits of organic food in Navi Mumbai relate to one another, hypothesis testing was conducted.

The relationship with the gender and place of purchase of organic food is as follows;

Hypothesis relationship	χ2 statistic	p-value	Significance level (0.05)	Decision
Relationship between the gender and place of purchase of organic food	15.8057	0.003291	p<0.05	H0 rejected

Table Number 4 Chi Square Analysis of gender and place of purchase of Organic food in Navi Mumbai

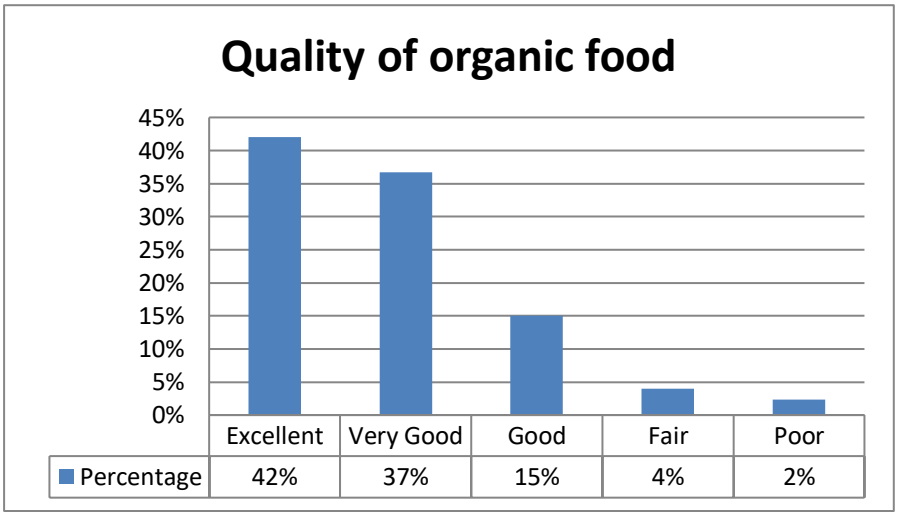
Source (Primary Data)

According to Table 4, the p value is 0.003291 and the X2statistic is 15.8057, both of which are below the significance criterion of p<0.05. As a result, the null hypothesis is denied. The alternative theory has been accepted. The location of organic food purchases is significantly correlated with gender. The chi square test shows that, at the 0.05 level, there is a statistically significant correlation between the gender and the location of organic food purchases in Navi Mumbai. This justifies that males and females prefer to purchase organic food from different places such as supermarket, retail shops, social media, online portals and other locations.

4) An investigation into the post-purchase behavior and customer satisfaction of organic food consumers in Navi Mumbai was carried out.

The quality, changes in brand preferences along with the reasons for changes were studied by conducting percentage analysis. Hypothesis analysis using ANOVA is done to know the mean product repeat purchase across demographic groups. To determine the association between gender and satisfaction and between gender and suggesting organic products to friends and family, the chi square test is used.

The following is a study of the quality of the organic food that was purchased:

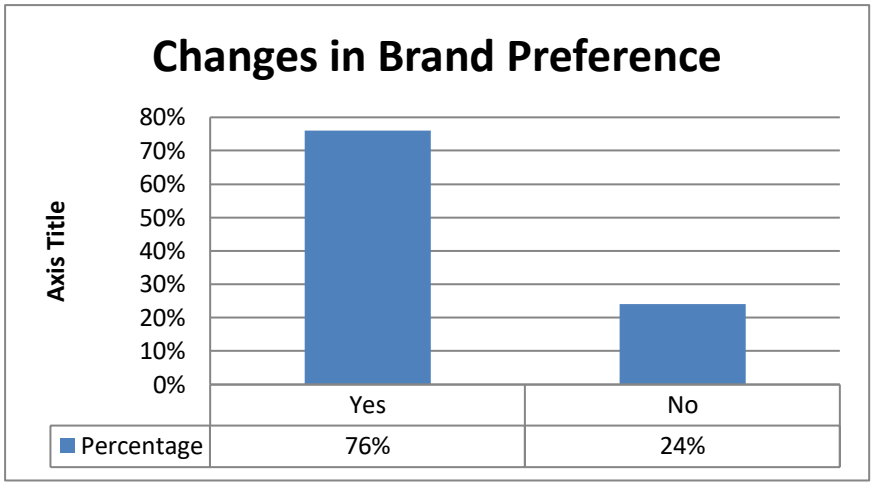


Graph 8 Quality of organic food

Source (Primary Data)

Out of 300 respondents, majority of respondents 126 (42%) found quality of organic food purchased as excellent, more 110 respondents (37%) found very good, while 45 respondents (15%) found it good, whereas 12 respondents (4%) found it fair and only 7 respondents (2 %) found it poor. Overall, majority of buyers of organic food have rated excellent for quality of organic food purchased by them. It can be inferred that majority of the buyers of organic food are satisfied with the quality of organic food.

Percentage analysis was conducted to know whether customer prefers to change their brand of organic foods in Navi Mumbai.

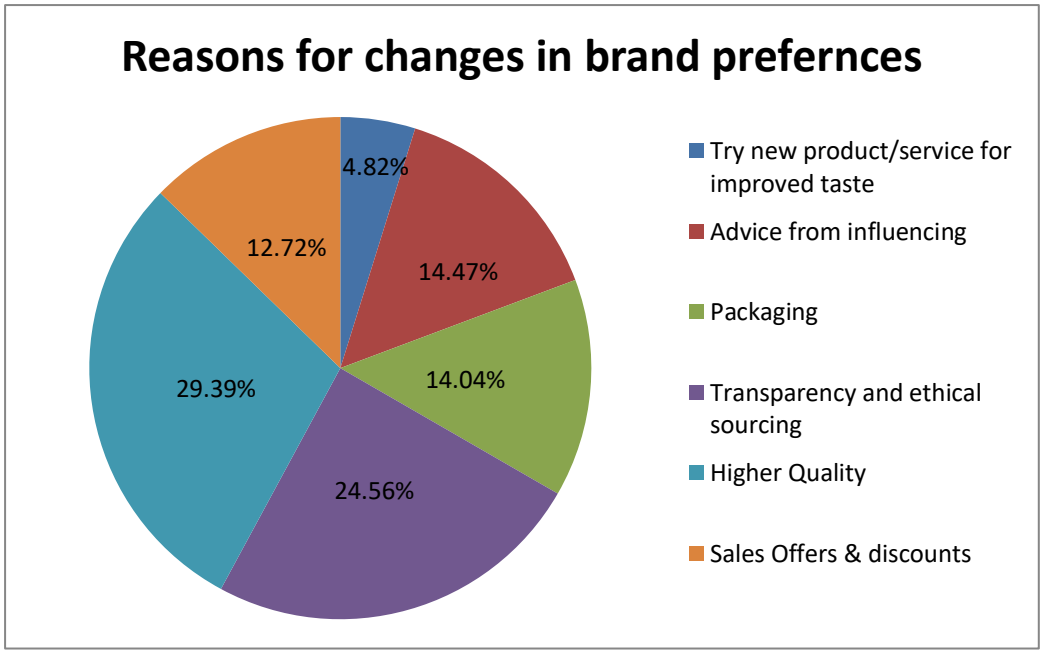


Graph 9 Changes in brand preference

Source (Primary Data)

The graph above shows that the majority of 228 respondents, or 76% of consumers, are prepared to switch to a different organic food brand and only 24% do not want to change their brand preference. It implies that brand loyalty is organic food is not so strong. Brands that disclose more details about their farming processes, such as non-GMO components, sustainable cultivation techniques, and the use of less synthetic chemicals, may attract customer loyalty. Further analysis was also conducted to know the reasons for changes in brand preference for organic food in Navi Mumbai.

Percentage analysis to know the reasons for change in brand preference was conducted.



Graph 10 Reasons for Changes in brand preference

Source (Primary Data)

Higher quality (67 respondents), transparency and ethical sourcing (56 respondents) are frequently the main reasons behind a shift in brand preference for organic food. Other key factors in the decision to switch brands include advice from health/nutrition influencer (33 respondents), sustainable packaging (32 respondents), sales and discount offers (29 respondents), improved taste and nutritional value (11respondents). Many consumers also like companies that prioritize fair trade, fresher produce, and local sourcing.

Hypothesis analysis using ANOVA is done to know the mean product repeat purchase across demographic groups

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	13.367	18	0.786	0.604	0.127
	Within Groups	183.598	282	0.649		
	Total	196.965	300			
Gender	Between Groups	3.212	18	0.189	0.793	0.032
	Within Groups	33.592	282	0.119		
	Total	36.804	300			
Marital Status	Between Groups	4.792	18	0.282	1.051	0.003
	Within Groups	37.826	282	0.134		
	Total	42.619	300			
Qualification	Between Groups	12.938	18	0.761	1.40	0.000
	Within Groups	76.670	282	0.271		
	Total	89.608	300			
Occupation	Between Groups	53.632	18	3.155	1.029	0.004
	Within Groups	432.445	282	1.528		
	Total	486.077	300			
Monthly Income	Between Groups	104.353	18	6.139	0.882	0.015
	Within Groups	981.327	282	3.467		
	Total	1085.680	300			
Type of Family	Between Groups	6.365	18	0.374	0.863	0.018
	Within Groups	61.171	282	0.216		
	Total	67.536	300			

Table- 5 ANOVA between Product Repeat purchase Based on Demographic Variables

Source- Primary data

The ANOVA table no 5 results for demographic items show that-

Age- The mean square between groups is 0.786, the degree of freedom between groups is 18, and the sum of squares between groups is 13.367. Age has an F-statistic of 0.604 and a p-value of 0.127. We do not reject the null hypothesis because the p-value is greater than 0.05. This suggests that age groups do not significantly differ in terms of product repeat purchase.

Gender- The mean square between groups is 0.189, the degrees of freedom between groups are 18, and the sum of squares between groups is 3.212. The F-statistic for gender is 0.793, and the p-value is 0.032, both of which fall below the 0.05. Therefore, there is evidence of a statistically significant difference that shows that the type of gender has a substantial impact on the frequency of product repeat purchases.

Marital Status- Between groups, the mean square is 0.282, the degree of freedom is 18, the sum of squares is 4.792, the F-statistic is 1.051, and the p-value is 0.003. Given that the p-value is below 0.05, the null hypothesis is rejected. This suggests that there is a notable variation in product repurchases according on marital status.

Qualification- Between groups, the mean square is 0.761, the degree of freedom is 18, and the sum of squares is 12.938. A p-value of 0.000 and an F-statistic of 1.40 are displayed in the qualification. The p-value is much lower than 0.05, suggesting that qualification influences product repeat purchase.

Occupation- Between groups, the mean square is 3.155, the degree of freedom is 18, and the sum of squares is 53.623. The p-value for occupation is 0.004 and the F-statistic is 1.029. We reject the null hypothesis since the p-value is less than 0.05. The frequency of repeat product purchases varies significantly by occupation.

Monthly Income- Groups' sum of squares is 104.353. Groups have a mean square of 6.139 and a degree of freedom of 18. The p-value for monthly income is 0.015, and the F-statistic is 10.882. A substantial difference in product repeat purchase depending on monthly income is indicated by the p-value being less than 0.05, which leads us to reject the null hypothesis.

Type of Family- Between groups, the mean square is 0.374, the degree of freedom is 18, and the sum of squares is 6.365. With a p-value of 0.018, the F-statistic for the family type is 0.863. Based on the type of family, there is a significant difference in product repeat purchase, as indicated by the p-value of less than 0.05.

The ANOVA results reveal significant differences in product re-purchase based on marital status, qualification, occupation, monthly income, and type of family. There are no significant differences based on age and gender. It implies that customers with different age groups and males as well as females will repurchase organic food in similar way. However, married people may prioritize different product features or needs which may influence their repurchase decisions. Customer with higher qualifications may be more informed and have greater loyalty to specific brands or re-purchase decisions. Professional requirements or work life balance may impact re-purchase decisions. Higher income groups may have greater purchasing power than lower income groups and re-purchase premium organic products. Nuclear families may have different quality needs compared to joint families while re-purchase of organic food.

The chi square test was used to test hypotheses and determine how gender related to post-purchase behavior and satisfaction levels of organic food in Navi Mumbai.

The relationship with the gender and satisfaction level and likelihood of recommending organic food to others using chi square test is as follows;

Hypothesis relationship	**$\chi 2$ statistic**	**p-value**	**Significance level (0.05)**	**Decision**
Relationship between the gender and satisfaction level of organic food customers	7.6295	0.106132	p>0.05	H1 rejected
Relationship between the gender and likelihood of recommending organic food to others	19.8111	0.000544	p<0.05	H0 rejected

Table Number 6 Chi Square Analysis of Organic food in Navi Mumbai

Source (Primary Data)

The table indicates that the p value is 0.106132 and the X2statistic is 7.6295, both of which are higher than the significance level p>0.05. The alternative hypothesis is therefore disproved. The null hypothesis is accepted. Among Navi Mumbai's organic food consumers, there is no discernible correlation between satisfaction levels and gender. It has been noted that the gender of organic food consumers has no bearing on how satisfied they are.

Respondents of both sexes express satisfaction with eating organic food.

The table indicates that the p value is 0.000544, which is below the significance level $p<0.05$, and the X2ststistic is 19.8111. Thus, the null hypothesis is disproved. The alternative theory is accepted. The likelihood of suggesting organic food to others is significantly correlated with gender. The likelihood of suggesting organic food to friends in Navi Mumbai is statistically significant at the 0.05 level, according to the chi square test. This explains why gender affects how people behave after buying organic food.

It is evident that customers' satisfaction levels with organic food are unaffected by their gender. Nonetheless, the gender of consumers of organic food influences both where they buy it and whether they are likely to suggest it to friends and family. Therefore, demographic factors like gender have an effect on organic food consumers' purchasing and post-purchase behavior but not their degree of satisfaction.

Suggestions and Conclusions:

The study concludes that organic food is purchased mainly by married female in age group of 35-45 years who are mainly conscious about organic, natural and environmentally friendly products to maintain healthier lifestyle of themselves and their family members. Mostly, the buyers in Navi Mumbai are working in private sector and have rated excellent for quality of organic food. The findings show that organic concern varies significantly depending on the type of family, although age, gender, marital status, education, occupation, and monthly income did not differ significantly. The significant differences in purchase decision are associated with age, occupation, and monthly income. Gender, marital status, qualification, and type of family do not show significant variations in purchase decision. The study also indicates no statistically significant differences among family income and spending on the purchase of organic food. Hence it can be concluded that buying behaviour with respect to purchase of organic food is similar for various family income groups. Gender and the location of organic food purchases are significantly correlated. The study reveal significant differences in product repeat purchase based on marital status, qualification, occupation, monthly income, and type of family. There are no significant differences based on age and gender. Gender and organic food pleasure are not significantly correlated. There is a statistically significant correlation between suggesting organic food to others and median gender levels. Therefore, demographic factors like gender have an effect on organic food consumers' purchasing and post-purchase behavior but not their degree of satisfaction. A person's ability to make repeat purchases, feel organic concerns, and make purchasing decisions is significantly influenced by their marital status, education level, employment, monthly income, and family structure, according to the study's findings. These elements demonstrate how particular socioeconomic and personal characteristics influence the attitudes and actions of consumers. On the other hand, gender and age do not significantly affect these variables, indicating that these demographic traits do not significantly change consumer sentiments within the parameters of the study. Interestingly, a wider range of factors, such as age, occupation, and monthly income, influence buying decisions, although post-purchase behaviour is largely constant across various demographic groups.

The study emphasizes how health and environmental concerns are driving up demand for organic foods in Navi Mumbai. This niche market will continue to flourish escalating demand for eco-conscious, natural and organic products. Innovative and lucrative businesses and entrepreneurs should capitalise on organic food sector by prioritising on quality, sustainability, branding and investing in targeted marketing initiatives. Marketers and retailers should focus on targeting younger, educated consumers, emphasizing product quality and certification, leveraging social influence and word-of-mouth marketing and offer competitive pricing and promotions techniques. This study contributes to understanding consumer perception, buying behaviour and post purchase behaviour towards organic food in Navi Mumbai. The results offer significant perspectives for entrepreneurs aiming to capitalize on India's growing organic sector.

Future Prospects:

After the epidemic, millions of people around the world will still continue to place a high value on their physical and mental health. Spending on goods and services connected to environmental issues, personal wellness, and other wellness-related topics will rise in the market. The wellness industry will be motivated to create cutting-edge, environmentally responsible, technologically integrated goods that value quality, comfort, and ease of use by the social and psychological perspectives of their customers. Companies might create business models that are agile, flexible, and scalable. Businesses could develop strategies to contribute to healthier and more sustainable ecosystem. There is enormous potential to conduct research across all verticals of wellness products and services. In order to reap the greatest benefits, academics, organizations, businesses, and the government should all be much focused on fully investigating all wellness-related areas. Different organic product categories, including food, personal care, and textiles, could be the subject of future research. It may be possible to carry out research on creating focused marketing plans for retailers of organic goods. Researching changes in the wellness sector's customer behaviour through longitudinal methods has a lot of applications. There is also the possibility of conducting additional research on comparison analysis with other Indian cities....

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