



Purchase Behaviour of the Consumers and Retailers - A Study with Special Reference to Organic Food

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ABSTRACT

The organic food industry has grown globally considerably over recent years and has been the subject of much media attention over the past decade. Organic food is regarded as one of the biggest growth markets in the food industry and consequently investigating the drivers or motives for organic food consumption is an important research issue. Modern marketing concepts emphasize on identifying the needs of the customers and then start the manufacturing process. The current marketing concept extends towards the satisfaction of consumer needs. Our research paper has selected Organic Food Products for studying the purchase behaviour of the consumers and retailers of the Meerut city regarding the OFP's. We conducted a survey of 1,000 customers and retailers on Meerut city and the level of awareness of consumers were analysed through this survey. The paper organized in four sections where the first discusses the Purpose and Objectives of the study, the second deals with Methodology adopted in the study, the Sample criteria and its description. In the third chapter we discuss the Literature surrounding, perceptions and purchase behaviour of consumers towards Organic Food and its consumption. The analysis and findings, conclusion and suggestions discussed in the last session of this paper.